

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

Date of Report: May 21, 2013

Professional Diversity Network, Inc.

(Exact Name of Registrant as specified in its charter)

Delaware
*(State or other
jurisdiction of
incorporation or
organization)*

001-35824
(Commission File No.)

83-0374250
*(IRS Employer
Identification Number)*

801 W. Adams Street, Suite 600
Chicago, Illinois 60607
(312) 614-0950
*(Address, including zip code, and telephone number
including area code of Registrant's
principal executive offices)*

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure

On May 21, 2013, Professional Diversity Network, Inc. (the “Company”) made available on its website its corporate presentation. The corporate presentation can be accessed by going to www.prodivnet.com and selecting the “Investor Relations” link. The presentation is attached as Exhibit 99.1.

On May 30, 2013, James Kirsch, chief executive officer of the Company, is scheduled to make a presentation to attendees at the 2nd Annual Marcum MicroCap Conference being held at the Grand Hyatt in New York, New York. The presentation by Mr. Kirsch, which will include the corporate presentation, will be webcast live at 4:30 p.m. Eastern Standard Time and will be available via the Internet through the Company’s website at www.prodivnet.com (select the “Investor Relations” link) and will be available for replay for 90 days after the conference.

The information furnished on this Current Report on Form 8-K, including the exhibit attached, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any other filing under the Securities Act of 1933 or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Item 9.01. Financial Statement and Exhibits.**(d) Exhibits**

99.1 Professional Diversity Network Presentation

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PROFESSIONAL DIVERSITY NETWORK, INC.

Date: May 21, 2013

By: /s/ Myrna Newman

Myrna Newman
Chief Financial Officer and Secretary

EXHIBIT INDEX

Exhibit No.

Description

99.1	Professional Diversity Network Presentation
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Professional Diversity Network





Safe Harbor

Notice Regarding Forward Looking Statements

Certain matters being discussed in this presentation by Professional Diversity Network, Inc. (“Professional Diversity Network”,

“PDN”, or the “Company”) management include forward-looking statements within the meaning of safe harbor provision of the U.S. Private Securities Litigation Reform Act of 1995. All statements regarding Professional Diversity Network’s expected future financial position, results of operations, cash flows, business strategy, budgets, projected costs, capital expenditures, products, competitive positions, growth opportunities, plans and objectives of management for future operations, as well as statements that include the words such as “expects,” “reaffirms” “intends,” “anticipates,” “plans,” “believes,” “seeks,” “estimates,” “optimistic,” or variations of such words and similar expressions, are forward-looking statements. These forward-looking statements are subject to a number of risks, uncertainties and assumptions, including those described in the Company’s Annual Report on Form 10-K. Moreover, the Company operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for the Company to predict all risks, nor can the Company assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation may not occur and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. The forward-looking statements discussed in this presentation speak only as of the date they were made and Professional Diversity Network does not assume any obligation to publicly update or revise any forward-looking statements for any reason.





Professional Diversity Network at a Glance

- Headquartered in Chicago, founded in 2003 as iHispano.com
- Operates in a highly-fragmented and large addressable diversity recruitment market
- The Company has eight distinct diversity recruitment sites with total registered users in excess of 2.5 million
- Recently completed an Initial Public Offering; Shares listed on NASDAQ under the trading symbol IPDN
- Shares outstanding: 6.3 million shares





Why Professional Diversity Network?

- LinkedIn's Diversity Recruitment Alliance Partner
- Online recruitment revenue was \$2.5 billion in 2011; Online diversity recruitment spending anticipated to be \$350 Million in 2013
- Seasoned management team committed to the future success of the company
- Increasing growth of registered users across its networks
- The advent of a multicultural majority in America; growth of the Hispanic population in the U.S.
- Cultural networking is empowered via authentic online engagement, intimacy, and trust





Professional Networking Communities

Harnessing the Natural Affinity of Culture and Race

-  **iHispano**
-  **A Mighty River**
-  **Out Professional Network**
-  **Military 2 Career**
-  **Womens Career Channel**
-  **Pro Able**
-  **Asian Career Network**





PDN & LinkedIn Diversity Recruitment

The screenshot displays the iHispano website interface. At the top, there is a navigation bar with the iHispano logo and menu items: Jobs, People, Groups, Education, Join, Login, and For Employers. Below this is a search bar with fields for 'Search Jobs', 'Keywords', and 'City, State', along with 'Go' and 'Advanced' buttons.

The main content area features the iHispano logo and the tagline 'The Latino Professional Network'. A sub-header reads 'Connect with Companies that are Recruiting Latino Talent'. Below this, there are two main promotional blocks:

- Find jobs that fit your profile:** Accompanied by an image of a modern office interior.
- We've teamed up to bring you new career opportunities:** Features the LinkedIn & iHispano logo and an image of a laptop displaying a job listing. Below this is a link: 'Employers: Learn more'.

A section titled 'Put Our Latino Network to Work for You' contains four smaller promotional cards, each with an image and text:

- Connect with employers who are hiring latino talent:** Find Organizations
- Network with latino professionals:** Connect
- Find new career opportunities:** Search Jobs
- Try our resources for professional development:** View Articles



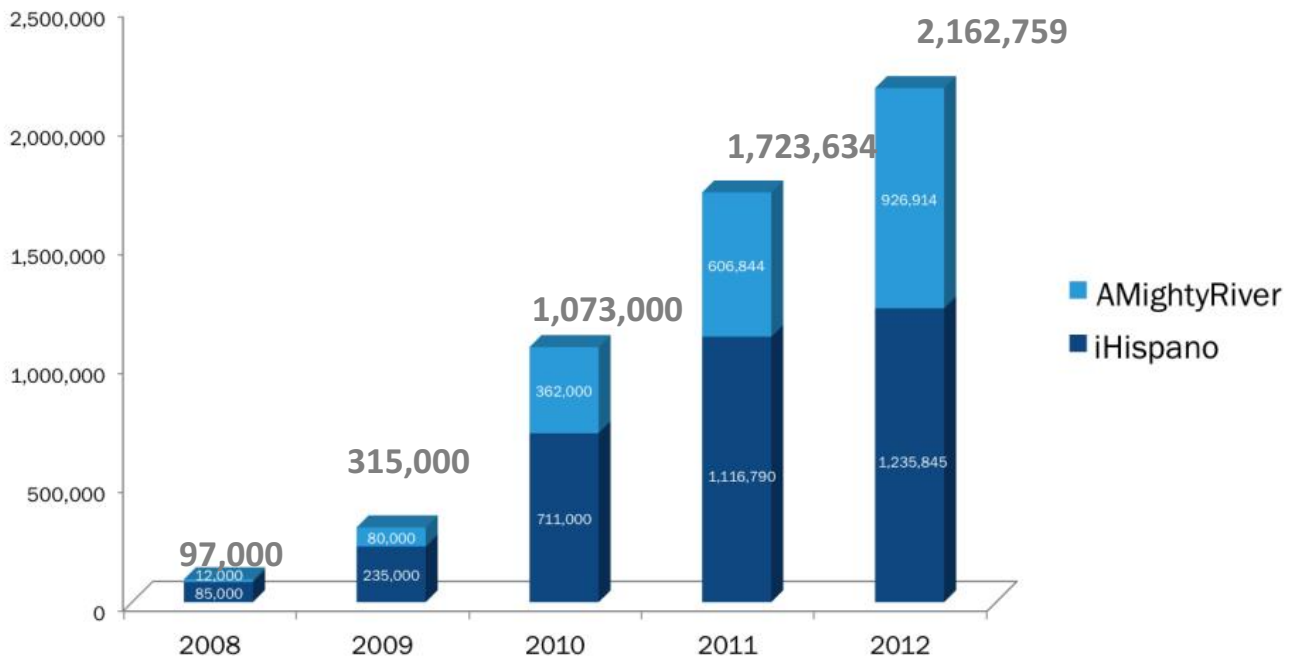
Why Professional Diversity Network?

- Diversity recruitment is anticipated to increase at a faster rate compared to the general market recruitment revenue
 - Advent of the multi-cultural majority in America
 - Immigration reform legislation currently being discussed in Congress
 - Diversity recruitment is of critical importance to employers
- Many businesses seek a diverse workforce to be EEO-OFCCP compliant and also to stay competitive
- The Federal government requires diverse hiring practices by Federal agencies and Federal contractors and subcontractors





PDN Amplifies Cultural Professional Networking Membership Growth



Source: Google Analytics

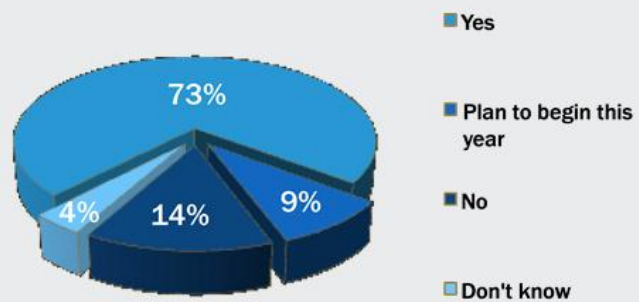
1. Year ending December 31st of each year
2. Monthly average of a 12 month period
3. Monthly average of a 12 month period



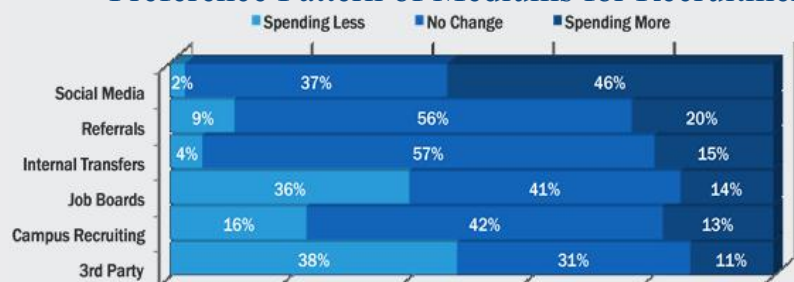
Online Professional Networking Growth

- 89% of companies surveyed are using or planning to use social networking tools for recruitment
- Many companies are increasing their spend on social networks for hiring

Companies Response on Using Social Networks for Hiring



Preference Pattern of Mediums for Recruitment



Source: Jobvite Social Recruiting Survey 2010



PDN Affinity Networking Communities

Our Networks:

 iHispano

 A Mighty River

 Womens Career Channel

 Pro Able

 Military 2 Career

 Out Professional Network

 Asian Career Network

 Professional Diversity Network



The screenshot shows the iHispano website interface. At the top, there is a navigation bar with links for Jobs, People, Groups, Career Articles, Education, Jobs, Login, and For Employers. Below the navigation bar is a search bar with a dropdown menu for 'All Networks' and a location field set to 'Chicago, IL'. The main content area features the iHispano logo and the tagline 'The Latino Professional Network'. It includes a section titled 'Connect with Companies that are Recruiting Latino Talent' with two sub-sections: 'First jobs that fit your profile' and 'We've learned up to bring you new career opportunities'. The 'First jobs that fit your profile' section shows a photo of a modern office interior. The 'We've learned up to bring you new career opportunities' section features a LinkedIn logo and a small image of a person. Below this, there is a section titled 'Put Our Latino Network to Work for You' with four sub-sections: 'Connect with employers who are hiring latino talent', 'Network with other professionals', 'Find new career opportunities', and 'To our members for professional development'. At the bottom of the screenshot, there is a section titled 'Visit our partner group pages to learn more and connect' with logos for University of Phoenix, T-Mobile, and sadexo.





Proven Solution

Inclusion & Diversity at The McGraw-Hill Companies

"Diversity is a core value of The McGraw-Hill Companies, and our commitment to a diverse work environment spans generations. Today, our reputation for integrity, quality and innovation depends on our ability to transform the diverse experiences, perspectives and ideas of our employees into outstanding information services and analysis that meet the financial, education and business needs of our customers worldwide.

I believe that we are at our best when the men and women of The McGraw-Hill Companies work and thrive in a dynamic environment where inclusion is encouraged, differences are respected, and diversity is of paramount importance."

Harold McGraw III
Chairman, President and CEO



"The McGraw-Hill companies have worked with iHispano since 2005 to increase their diversity talent pipeline of candidates, and Professional Diversity Network is our go-to solution to build a diverse work environment."

*-Peter Castillo
Senior Director, Talent Acquisition*



Diversity Professional Networking

Professional Networking is amplified within cultures, races and affinity groups

- Single source diversity recruitment strategy
- Eight online professional diversity networks
- Diversity recruitment advertising distribution
- 50+ non-profits and organizations
- Job postings integrated into the social graph
- Diversity recruitment branding
- OFCCP recruitment component

Seven Online Professional Diversity Networks



Women



Asian



Hispanic



Disabled



Veteran



LGBT



Black

Geographical Targeting



Restaurant Staffing



Field Supervising



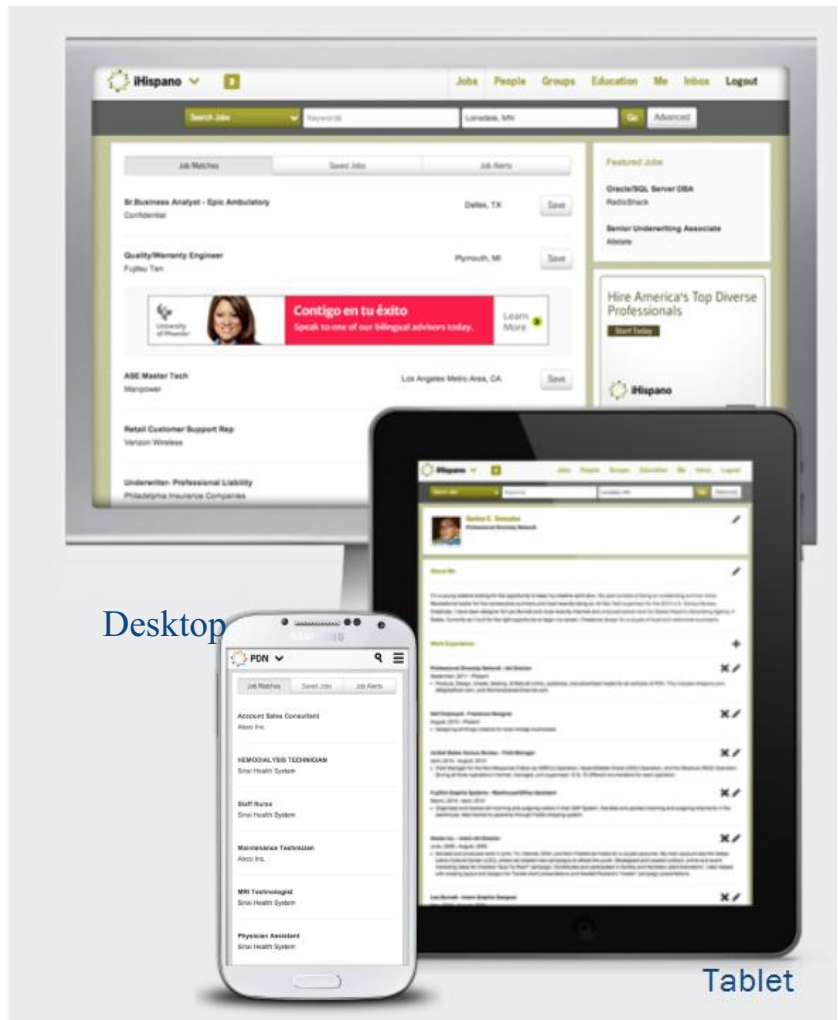
Support Staff

Occupational Targeting



Professional Networking Platform Optimized for Mobile Devices

- Desktop
- PC
- Tablet
- Mobile



Desktop

Tablet

Mobile



Recent Operating Highlights

- Year-over-year financial results in the first quarter of 2013 reflect transition to new strategic alliance partner, LinkedIn
- Solid balance sheet supported by \$20.5 million in cash and no debt
- Strong liquidity position provides resources to support long-term growth strategy
- Entered into several non-exclusive diversity job distribution relationships with leading cultural organizations, including the NAACP, National Hispanic Nurses Association and Accessible.org





Investment Highlights

- PDN is a leader in the diversity recruitment space
- Positioned to consolidate fragmented diversity recruitment
- Professional networking platform, social recruitment, leading technology
- Strong liquidity position will support the Company's growth strategy
- Experienced management team committed to success





Professional Diversity Network

