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The 2nd edition of our **Professional Matchmaking & Date Coaching Worldwide Conference** will be held at the Sheraton Suites on the Hudson, New Jersey, on September 12-13, 2008. www.matchmakerconference.com

Matchmaker Conference

Professional Matchmaking & Date Coaching Worldwide Conference

The success of online dating has opened people's minds to using third parties for finding love. Consequently, the popularity of modern-day, one-on-one, personalized matchmaking services has skyrocketed. Now, more than ever before, it is acceptable to use a professional matchmaker.

With about 1,500 independent matchmakers in the U.S. and total estimated sales of over \$250 million in 2007, the matchmaking industry is booming. More and more people who are looking for long term relationships are turning to personal matchmakers for confidential, safe and secure services, while online dating sites have seen subscriber-growth rates ebb for the last couple of years.

The Matchmaker Conference serves existing and prospective matchmakers and will be held on the September 12-13th this year. This is the only event encompassing the personal matchmaking, introduction service and dating coach communities, and the one place where matchmaking professionals find exactly what they need to enhance their client services. The conference offers attendees techniques for improving their business practices, explores the latest trends, and allows attendees to see and sample the very newest products and solutions.

In 2007, 100 attendees attended the Matchmaker Conference from 9 different countries to learn, share and exchange valuable information and inspire new ideas to improve their businesses. This year, the 2-day conference will be held on September 12-13, 2008 and will be followed with a 1-day matchmaker certification on September 14, 2008.

Panels and round tables will feature topics such as:

Recession-Proofing your Business; Business Development & Expansion; Online/Offline Convergence; Date & Relationship Coaching; Customer Care/Service Practices; Marketing & Lead Generation and much more.

It is election year: the Matchmaker Conference will hold the 08' Matchmaker Debate!

- When to Have Sex: passion vs. rules
- Dating your Client: boundaries or opportunity
- Older Men for Younger Women: right or wrong

Three 10-minute face-to-face debates in a row, each between 2 different matchmakers!

Outstanding keynote speakers & panelists will include experts & in-the-trenches industry leaders, always eager to share their knowledge, passion and... secrets:

Special Guest appearance

- Patti Stanger, founder of the Millionaire's Club and host of The Millionaire Matchmaker on Bravo

Expert Matchmakers

- Lisa Clampitt, CSW, Certified Matchmaker, author of "Make Me A Match, the 21st Century Guide to Finding & Using a Matchmaker"
- Julie Ferman, Certified Matchmaker, founder of Cupid's Coach and dating industry expert
- Barbie Adler, President, Selective Search

Key Industry Leaders

- Paul Falzone, CEO The Right One & Together Dating
- Terry Fitzpatrick, COO International Dating Ventures
- Julie Paiva, CEO and Founder Table for Six Total Adventures
- Sarah Kathryn Smith, Founder Eight at Eight

Dating & Matchmaking Business Experts

- Mark Brooks, editor of Online Personals Watch
- Lavinia Evans, JDate.com's Brand Manager and GM for several years
- Alison Roth, dating and social networking web consultant (Match.com, American Singles, Date.com, etc.) and co-founder of the Relationship Exchange

Relationship Experts

- Susan G. Rabin, M.A., author of two best-selling books ("best book on flirting" according to Jay Leno), Director of the School of Flirting® and President of Dynamic Communications
- Susan Bradley, relationship coach, founder of LovingU.com and award-winning author

The third day is a more formal training day for matchmaking professionals and prospective matchmakers. The one-day training and certification will cover topics such as: History & Overview of the Dating & Matchmaking Industry; Sales Techniques for Matchmakers; Personal Coaching for Matchmakers; Code of Ethics & Quality Standards for Matchmakers; etc.

This conference is organized by the Matchmaking Institute™ to help build community effort, share resources, and maintain quality control in this industry bringing together the new faces of modern-day matchmakers. (www.matchmakinginstitute.com). The Matchmaking Institute was created in 2003 by Jerome Chasques and Lisa Clampitt and was established to set a code of ethics and strict quality standards in the matchmaking industry. It is the first such institute to offer a matchmaking training & certification and provide matchmakers with a community and support network of peers. The Matchmaking Institute also offers a service to introduce singles to Certified Matchmakers™. The Institute is governed by an independent board of Directors made up of industry luminaries including Paul Falzone, CEO The Right One & Together Dating, Julie Ferman, founder of Cupid's Coach, Violet Lim, Founder of Lunch Actually, Charlee Brotherton, CEO Singles Station, and Lisa Clampitt, Founder of VIP Life.

Detailed Agenda

Day 1 - September 12, 2008

8:00am – Registration and Breakfast [Delancey Room]

8:45am – Welcome & Introduction
Julie Ferman [Whitney Room]

9:00am – State of the Dating and Matchmaking Industry
Keynote Speaker: Mark Brooks

10:00am – Business Development & Expansion / Recession-Proofing your Business
Moderator: Julie Ferman
Panelists: Paul Falzone (The Right One), Julie Paiva (Table for Six Total Adventures), John Galloway (Kelleher & Associates), Charlee Brotherton (Singles Station), Violet Lim (Lunch Actually)

11:00am – Marketing/Affiliations/Lead Generation
Moderator: Julie Ferman
Panelists: Lavinia Evans & Alison Roth (Thought Rocket), Terry Fitzpatrick (The Right One), Charlee Brotherton (Singles Station)

12:00pm – Matchmaking Pro™: online & offline convergence
Special Presentation

LUNCH [Delancey Room]

2:00pm – Sales Training
Moderator: Julie Ferman
Panelists: Heidi Bilonick (The Law of Attraction), Bill Paye (Instinct Marketing)

3:00pm - Legal Issues/Risk Management
Moderator: Julie Ferman
Panelists: John Galloway (Kelleher & Associates), Paul Falzone (The Right One)

4:00pm – Technology
Moderator: Jerome Chasques
Panelists: Julie Ferman (Cupid's Coach), Violet Lim (Soulseek)

5:00pm – The 2008 Matchmaker Debate!
- When to Have Sex: passion vs. rules
- Dating your Client: boundaries or opportunity
- Older Men for Younger Women: right or wrong

7:00pm – Networking Event

Day 2 - September 13, 2008

8:00am – Breakfast [Delancey Room]

9:00am – Customer Care, Service Practices [Whitney Room]

Moderator: Julie Ferman

Panelists: Paul Falzone (Together/The Right One), Julie Paiva (Table for Six Total Adventures)

10:00am – Date & Relationship Coaching

Moderator: Nancy Miller

Panelists: Susan Rabin (School of Flirting), Susan Bradley (LovingU), Jeanine Kaiser (Your Dating IQ), Joy Nordenstrom (Joy of Romance)

BREAK

11:00am – Product Development, Getting PR, Managing the Media

Moderator: Julie Ferman

Panelists: Sarah Kathryn Smith (Eight at Eight), Susan Rabin (School of Flirting), Susan Bradley (LovingU)

12:00pm – Keynote Speaker

Keynote Speaker: Patti Stanger, The Millionaires Club

LUNCH

2:00pm – Matchmaking Circle™: a matchmaking solution for women

Special Presentation

3:00pm – Afternoon Break-Out Sessions [Whitney Room & Delancey Room]

3 simultaneous Break-out sessions, 45 minutes each, back to back, lead by various experts, such that each attendee can attend three separate sessions, to focus on the areas where they most need help.

Online Marketing Boot Camp: Lavinia Evans, Alison Roth

Dating Coaching: Nancy Miller & Jeanine Kaiser

Sales: What works for you?" Q & A: Heidi Bilonick, Julie Ferman

Media/PR: Susan Rabin & Susan Bradley

High End Client Niche: Barbie Adler & John Galloway

5:00pm – Book Signing/Cocktail Party

Day 3 - September 14, 2008

9:00am-5:00pm – Training & Certification

History and Overview of the Dating and Matchmaking Industry

60 Second Elevator Speech -- Creating your own

Highlights from the Home Study Kit

Why Hire a Matchmaker?

Business Models & Competition

Affiliation & Synergy Opportunities

Marketing, Lead Generation & Sales

Sales and Appointment Setting

Telemarketing -- Creating a script

Interviewing Techniques and Information Acquisition

Personal Coaching for Matchmakers -- Role playing

Using Dating Coaching Products as a Tool for Success

Working with Difficult Clients -- Role playing

Code of Ethics and Quality Standards for Matchmakers

Evaluations