Professional Matchmakers, Introduction Services & Dating Coaches

Worldwide Conference

SEPTEMBER 28-30, 2007
SHERATON SUITES
ON THE HUDSON,
NEW JERSEY

matchmakersconference.com
Introduction

The mainstream success of online dating has opened the door to using a third party to find love and skyrocketed the popularity of modern-day, one-on-one, personalized matchmaking services. Now more than ever before is it acceptable to use a professional matchmaker.

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

Introducing the Professional Matchmakers, Introduction Services & Dating Coaches Worldwide Conference, the very first event encompassing the personal matchmaking and dating coaching communities - and the one place where every matchmaking & dating professional will find exactly what they need to enhance their client services, offer their business improved techniques, explore the latest trends, and see and sample the very newest products and solutions.

The Organizers

This conference is produced by the Matchmaking Institute to continue to build community effort, share resources, and maintain quality control in this growing industry. With this conference, the institute has created a forum to bring together the new face of modern-day matchmakers.

The Matchmaking Institute, created in 2003, was established to set a code of ethics and strict quality standards in the matchmaking industry. It is the first institute offering a matchmaking training & certification, introducing singles to Professional and Certified Matchmakers, and providing matchmakers with a network of peers, support, resources and leads.

“When I went into the matchmaking profession from a career in social work, I could not believe there was no code of ethics, quality control or a place to go to get support and share ideas with peers and colleagues. I felt it was crucial to create an institute to build a community and establish a code of ethics in the matchmaking industry.”

– Lisa Clampitt

“Today’s modern day matchmaker has access to technological tools and resources like never before to enable efficient community building, highly effective matching, and streamlined service systems. The grand opportunity for us now is to build powerful, synergistic affiliations on a global scale, allowing us to work together on behalf of our clients and to build highly profitable organizations. The future is very, very bright for the matchmaking industry.”

– Julie Ferman

Keynote Speakers

Mark Brooks is a highly respected authority and Media Relations Expert in the industry of internet dating and social networking.

He has worked with companies including Friendfinder, Cupid, PlentyofFish and TRUE. He is as an Online Personals Industry Consultant (Strategy, PR, Bus Dev) and runs OnlinePersonalsWatch.com and SocialNetworkingWatch.com.

Dr. Helen Fisher is Research Professor and member of the Center for Human Evolutionary Studies in the Department of Anthropology at Rutgers University.

She has written four books: WHY WE LOVE: The Nature and Chemistry of Romantic Love (2004); THE FIRST SEX: The Natural Talents of Women and How They are Changing the World (1999); ANATOMY OF LOVE: The Natural History of Mat ing, Marriage and Why We Stray (1992); THE SEX CONTRACT: The Evolution of Human Behavior (1982).

Dr. Terri Levine, The Guru of Coaching, is a Master Certified Coach and founded The Coaching Institute (CoachInstitute.com). This program is world renowned as the number one place for coach training and has trained over 2,000 coaches.

Terri authored bestsellers including: “Work Yourself Happy”, and “Stop Managing, Start Coaching. Terri holds a PhD in Organizational Behavior and is a Master Certified Coach. She is a riveting speaker and engaging coach who loves to train people to become certified coaches.

Patti Novak. Nearly six years ago, after taking a job with a well-known, national dating service, Patti decided to open her own matchmaking service, Buffalo Niagara Introductions, which remains the only locally owned and operated dating service in the Buffalo area.

Host of the fabulous hit show on A&E, “Confessions of a Matchmaker” Patti Novak is the real thing -- a thoroughly authentic, passionate, tell-it-like-it-is matchmaker who brings candor, heart, soul, and lots of humor to her clients, to our industry, and to our television screens.
Conference Agenda  
Friday September 28, 2007

8:00–8:45  Registration and Breakfast  
[Delancey Room]

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

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

10:00  Business Models & Expansion Strategies  
Panelists:  Charlee Brotherton, Paul Falzone,  
Violet Lim, Julie Paiva  
Moderator:  Julie Ferman

Noon–1:00  Lunch Break  
[Delancey Room]

1:00  Exhibitor Presentation:  
Instinct Marketing, Bill Broadbent

1:30  Marketing & Lead Generation  
Telemarketing, Appointment Setting, Sales  
Panelists:  Bill Broadbent, Charlee Brotherton,  
Paul Falzone, Julie Paiva, Patrick Perrine  
Moderator:  Julie Ferman

3:00 – 3:30  Break  
[Delancey Room]

3:30  Software and Technology  
Panelists:  Bill Broadbent,  
Julie Ferman, Patrick Perrine  
Moderator:  Jerome Chasques

4:30  Protecting Yourself  
Panelists:  Charlee Brotherton and Paul Falzone  
Moderator:  Julie Ferman

5:15  Conclusion–Day 1

7:00  Dinner Cruise  
Departing Lincoln Harbor (facing the hotel)

Conference Agenda  
Saturday September 29, 2007

8:00–9:00  Breakfast  
[Delancey Room]

9:00  The Power of Coaching  
Keynote Speaker:  Terri Levine  
[Whitney Room]

10:00  Confessions of a Matchmaker: the Power of Empathy  
Keynote Speaker:  Patti Novak  
Q&A

11:00  Dating and Relationship Coaching  
Panelists:  Lisa Clampitt, Evan Marc Katz, Terri Levine,  
Debra Livingston, Julie Paiva  
Moderator:  Julie Ferman

Noon–1:00  Lunch Break  
[Delancey Room]

1:00  Matchmakers Network & MMLS  
Panelists:  Jerome Chasques, Sue Rosenbaum,  
Christy Tromp  
Moderator:  Lisa Clampitt

2:00  Matchmaking in Foreign Markets  
(Asia, Australia, & Europe)  
Panelists:  Yvonne Allen (Australia), Mary Belfour (UK),  
Edward Chiu (China), Violet Lim (Singapore)  
Moderator:  Jerome Chasques

2:45–3:00  Break  
[Delancey Room]

3:00–3:45  Why We Love I: Unveiling the Mystery of Chemistry  
Keynote Speaker:  Dr. Helen Fisher

3:45–4:15  Personality Profiling Test and Discussion  
Coordinators:  Lisa Clampitt, Dr. Helen Fisher

4:15–5:00  Why We Love II: Personality Types and Attraction  
Keynote Speaker:  Dr. Helen Fisher

5:00  Meet the Authors  
Book signing

5:15  Conclusion–Day 2

6:00  Cocktail Party  
At Houlihan’s (right across the hotel)
Conference Agenda  
Sunday September 30, 2007

8:00–8:45  Breakfast  
[Delancey Room]

9:00  A History and Overview of the Dating & Matchmaking Industry, by Jerome Chasques  
Matchmakers will gain an understanding of the history, current day value of the matchmaking industry (singles market, dating industry, and key players in the industry) as well as trends and growth in the market (from offline to online dating, from online dating to matchmaking).

9:30am  Personal Coaching for Matchmakers and role playing, by Julie Ferman  
Preparing clients for successful dating and relationships. How to help our clients overcome common pitfalls. Gender issues, age issues, economic issues—Guiding our clients in navigating the trouble spots in today’s complex dating culture.

11:00am  Business Models, by Lisa Clampitt  
Matchmakers will learn about different matchmaking business models including pricing structures and services offered.

Noon–1:00  Lunch Break  
[Delancey Room]

1:00  Why We Pick The Mates We Do—What is Chemistry? by Anne Teachworth  
Using a 10 question Selection Test, matchmakers will be able to understand the unconscious attraction, selection and rejection patterns that determine “chemistry” between people. The Psychogenetic System students will learn is 80% accurate in predicting the success or failure of a potential relationship with a new partner. Now, as a matchmaker, you will be able to reveal to your clients understand why they have been attracted to a certain “type” of partner in the past, and why that “type” may not be the right mate choice for their future. Being able to select the most suitable partner for the happy relationship the client wants from you is the most valuable skill a matchmaker can offer.

3:00–3:30  Break  
[Delancey Room]

3:30  Matchmaker Solutions Sales, by Lisa Clampitt and Violet Lim  
Great basic sales course for new salespeople or up and coming stars. This program will help you build an effective sales process that will deliver consistent results. These adjustments will have an immediate effect on your bottom line. Topics include: How to open more doors; Understanding what you really sell; Dealing with Different Types of People; How to close and when to walk away.

5:00  Code of Ethics & Quality Standards for Matchmakers

5:30  Feedback Forms and Certification Presentation
Panelists

**Mary Balfour** is known as the UK’s leading matchmaking guru and is a seasoned media subject. After a career in modeling, photography and education she bought her first introduction agency, Drawing Down the Moon, in 1986. It was the original, personal introduction agency in the UK and is now a market leader headhunting and matching well educated professionals. She founded Significant Others, a gay, personal dating agency, and www.loveandfriends.com, the “internet dating agency for thinking people”. She is the author of ‘Smart Dating – how to find your man’ published by Thorsons.

**Bill Broadbent, Jr.** has a long track record of superior achievements. Bill became the National Sales Manager for Together Dating Service at the age of 27, taking Together to a run rate of approximately $40 million in less than 3 years. Bill decided to create his own dating firm, Perfect Match, which became the top dating service in the NJ/NY marketplace with revenues approaching $10 million annually. While continuing to fulfill his CEO role at Perfect Match, Bill decided it was time the dating industry embrace the Internet. He began research and testing various methods of marketing online. In 2002, Bill found the Internet so promising, he started Instinct Marketing.

**Charlee Brotherton**, CPA, CMM and matchmaker of Brotherton & Associates Introductions, Inc., owner and CEO of the Singles Station. Charlee has been in the matchmaking business for over seven years. She acquired The Singles Station Dating Co. in January 2000 and has expanded the service to include six offices in Tulsa, Oklahoma City, Bentonville, Fort Smith, Little Rock and Nashville.

**Jerome Chasques** is the co-founder of the Matchmaking Institute. Jerome produced educational programs on CD-ROMs and DVDs in Europe, including the award-winning “The Louvre Museum” title. In 1998, Jerome founded “Mr. Cinema”, an entertainment news portal, later acquired by a subsidiary of Bernard Arnault’s fashion group LVMH. The concept he created and launched in 2002 in NYC, Dinner in the Dark, has been featured in many publications both nationwide and worldwide, including CNN, the Washington Times and the BBC. Jerome loves connecting people together and always brings innovative products and concepts on the market.

**Edward Chiu** is one of the pioneers in China’s matchmaking industry. He’s the founder and CEO of ChinaLoveLink®, a professional international matrimonial agency. He’s been serving the Chinese single community by sharing his thoughts and observations of life, attaching particular attention to issues related to love and marriage, relationships and romance. Edward is also an Executive Member of the Committee of Match-Making Service Industries, China Association of Social Workers (CASW), and Deputy Director of Marriage and Family Department, CASW.

**Lisa Clampitt**, CSW, CMM, is the co-founder and Executive Director of the Matchmaking Institute, a professional matchmaker and a NY Certified Social Worker for over 15 years. She was educated at New York University, receiving a BA in Dramatic Literature, and received her graduate degree, a Masters in Social Work, from the University of Michigan. Lisa has many years of experience in individual and couples counseling as well as relationship and date coaching and has owned her own very successful matchmaking company, VIP Life, for over 6 years. Lisa is consistently sought after as a matchmaking and relationship expert and has had extensive international press coverage.

**Paul Falzone** is the CEO of The Right One, Together Dating and eLove.com which boasts 60 locations and growing. Under Mr. Falzone’s leadership the Company is ranked 31st in the 2007 Boston Business Journal, Fastest Growing Private Companies in Massachusetts and was recently named to Inc Magazine’s list of Fastest Growing Private Companies in America with a three year growth rate of 133%. Paul Falzone spearheaded the merger between the two companies in 1999 and directed the transformation of national marketing from direct mail to internet in 2002. Currently he oversees the long term strategic direction of the company along with R&D. Mr. Falzone holds a B.S. degree from Suffolk University.

**Julie Ferman**, CMM. Matchmaker, dating industry consultant, media personality, speaker, and writer, Julie Ferman founded Cupid’s Coach in December 2000. Julie’s passion in life is bringing people together. She values above all - human connection, lives touching lives. As Cupid's Coach she specializes in helping singles make that all-important initial connection with the right people. Julie is responsible for over 1,000 marriages. She knows the love business. She has degrees in psychology and human sexuality, and previously had spent eight years in sales and marketing with the hospitality industry. Today she spends every day serving and bringing together relationship oriented people.

**Violet Lim**, CMM, studied law at the University of Manchester and also holds a Masters degree in Industrial Relations from the London School of Economics. Violet’s former career in international finance left her personally unsatisfied, so she and her husband, Jamie Lee, decided to forfeit their stable incomes to start their own business, Lunch Actually, in 2004. The second office, Kuala Lumpur, Malaysia, came along a year and a half later.
Evan Marc Katz is a dating coach, founder of profile writing service E-Cyrano and author of Why You’re Still Single: Things Your Friends Would Tell You If You Promised Not To Get Mad” and “I Can’t Believe I’m Buying this Book: A Commonsense Guide to Successful Internet Dating”. Evan Marc Katz has established himself as one of America’s leading dating experts (evanmarckatz.com and advicefromasingedatingexpert.com). He has been seen on The Today Show, The Early Show, CNN and Fox, and featured in The New York Times, Wall Street Journal and Time Magazine.

Debra Livingston is a native New Yorker with a B.A. from William Paterson University and more than twenty years experience as a matchmaker and dating coach. Crain’s Business News refers to her as, “New York City’s Ultimate Dating Maven.” She has been featured on New York’s channels 2, 4, and 7 news, as well as CNN News. She is an entrepreneur and president of Datecoach. Biz, as well as an associate of Catherine’s Connections, a matchmaking service which focuses primarily on matching singles with means over 35.

Julie Paiva, dating expert, renowned motivational speaker and dating/relationship coach is the Founder and CEO of Table for Six Total Adventures®, California’s premiere singles dining and events social club. For the last 9 years, Table for Six Total Adventures® has been bringing together single professionals with our unique, low pressure 3-man 3-women dinner parties and events. Table for Six is the largest regional singles club in the nation that boasts over 12,000 members and is responsible for hundreds of love connections every week and thousands of engagements and romances annually, with services in the Southern California, Orange County, Greater Bay Area, and Sacramento Valley.

Patrick Perrine, myPartner.com: myPartner.com’s founder and CEO., has worked in the field of human sexuality since 1997 developing and cultivating relationships for LGBT people. He has a BA in Psychology, an MA in Human Sexuality Studies and a PhD in Clinical Psychology. While at St. John’s University, Patrick conducted internationally recognized research on Human Mating Preferences. Leading gay relationship authority Patrick H. Perrine created the unique matching system, Partner Perfect Compatibility™, which is a new and enhanced profile search engine that delves into the unique characteristics of partner selection.

More about the Matchmakers Network

The Matchmaking Institute has established the very first Network of Professional and Certified Matchmakers.

Its objective is to mainstream the matchmaking industry by removing the stigma and mystery historically attached to it. Business-oriented, forward thinking matchmakers across the country and abroad now work together in a way similar to other professional organizations. In essence, the time has come for professional matchmakers to be recognized as a viable, reputable, hard-working professional community.

The Matchmakers Network helps singles who are looking for a long-term relationship find reputable personal matchmakers all over the country. Singles can now be referred to Professional and Certified Matchmakers near them.

The Matchmakers Network already has close to 100 reputable personal matchmakers all around the country and abroad, with many more joining monthly.

Lisa Clampitt, CSW, has been named Chairman of the Professional and Certified Matchmakers Network Board of Directors.

Contact

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Lisa Clampitt lisa@matchmakinginstitute.com

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Instinct Marketing
Instinct Marketing provides lead generation and marketing and sales optimization services to companies looking to maximize their marketing ROI. Using advanced analytics to track results at every touch point in the marketing and sales lifecycle, Instinct Marketing eliminates underperforming campaigns and reinvests the waste into the marketing sources that really work. Instinct Marketing has industry expertise in the matchmaking and dating service business generating nearly 1 million leads nationwide per year in the sector. Clients include The Right One, Together Dating, Great Expectations, Singles Station & eLove. www.instinctmarketing.com

Cupidscoach
Cupidscoach is modern day matchmaking, serving single male and female clients of all ages in Los Angeles, in California, in the U.S., and all over the world. Founder, CEO Julie Ferman uses her proprietary matchmaking software, 17 years of professional matchmaking experience, and plenty of intuition to refer carefully selected candidates for study and selection by her personal search clients. Dating coaching packages, dating consultations, simple search options, high level personal search packages available. Cupid’s Coach also produces dating seminars, social events, dating coaching audio products, books. www.cupidscoach.com

Verify-ED
Your reputation is dependent on the strength of your matches. Add power to your matches by providing your clients with mates who have had their credentials verified. You remove a major uncertainty from the relationship, which allows your clients to move forward quickly. Verify-ED confirms your client’s profile information: education, employment, professional licenses, and financial standing. Look for Joelle to discuss enhancing the quality of your matches. www.verify-ed.com

Chinalovelink
Chinalovelink is a professional international matrimonial agency engaged in assisting in the single Chinese ladies and western gentlemen to establish a family via online and offline services. Guided by the mission to assist the worldwide marriage-minded singles to find their perfect mates, we have successfully assisted hundreds of couples in establish a long-lasting relationship and earned a good reputation. We have plenty of female members who have intention to find foreign husbands. We are seeking business partners who would like to introduce marriage-minded male clients to our female’ clients. www.chinalovelink.com