

For Immediate Release – July 2, 2007

**The Professional Matchmakers Worldwide Conference will be held at the Sheraton Suites on the Hudson, New Jersey, on September 28-30, 2007**

[www.matchmakersconference.com](http://www.matchmakersconference.com)

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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 & Date Coaching Worldwide Conference, the very first event encompassing the personal matchmaking, introduction service and date coaching communities - and the one place where every matchmaking 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 2-day conference will be held on September 28-29, 2007 and will be followed with a 1-day matchmaker certification on September 30, 2007. Over 100 matchmakers and dating coaches are expected, from North America, Asia, Australia and Europe.

Panels and round tables will feature topics such as: Dating & Relationship Coaching; Dealing with Challenging Clients; Business Models; Marketing & Lead Generation; Software and Technology; Matchmakers Network; Matchmaking in Asia, etc.

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

- Mark Brooks, editor of Online Personals Watch ;
- Lisa Clampitt, CMM, CSW, co-founder of the Matchmaking Institute, author of "Make Me A Match, the 21st Century Guide to Finding & Using a Matchmaker" ;
- Paul Falzone, CEO of The Right One and Together Dating ;
- Julie Ferman, CMM, founder of Cupid's Coach and dating industry expert ;
- Dr Helen Fisher, research professor and anthropologist, author of "Why we love: The Nature and Chemistry of Romantic Love" ;
- Terri Levine, PhD, MCC, the "Guru of Coaching", founder of the leading coach training program, The Coaching Institute ;
- Dr. Patrick Perrine, specialized in Human Mating Preferences, founder of My Partner Perfect

The third day, available to matchmaking professionals and dating coaches only, offers a training and certification, and 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.

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This conference is organized by the Matchmaking Institute™ to help build community effort, share resources, and maintain quality control in a fairly under exposed industry and while bringing together the new face of modern-day matchmakers.

The Matchmaking Institute, created in 2003 by Jerome Chasques and Lisa Clampitt, 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 Certified Matchmakers™, and providing matchmakers with a network of peers & support.

[www.matchmakinginstitute.com](http://www.matchmakinginstitute.com)

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