

Singles Events: Keys to Make an Impact

Creating memorable events to increase exposure and leads

WHAT CAN THIS WORKSHOP DO FOR ME?

EVENTS ARE AN EASY AND AFFORDABLE WAY TO PUBLICIZE YOUR matchmaking business, increase the word of mouth about your style and services. It's also a way for you to put a face on some people's emails and voices, "recruit" men and women who may become "ambassadors" for your service, and most importantly build a database of potential matches and clients.

DOES MY BUSINESS REALLY NEED TO THROW EVENTS?

NOT NECESSARILY IF YOU'RE ALREADY GETTING HUNDREDS OF leads every month. But if you feel you want to attract new leads, events are a good way to go. Events will enable you to take clients on comfortably in the knowledge that you have a large database and access to a larger pool should you need to introduce them to more potential matches. Events are also a good occasion to contact or re-contact some old or inactive leads, show that your business is alive and thriving, invite potential business partners.

WHO SHOULD SIGN UP FOR THIS WORKSHOP?

WHETHER YOU'RE NEW TO THE MATCHMAKING INDUSTRY OR operate an established brand and want to generate more quality leads each month, you will learn the art of throwing fun and successful singles events, and will increase your overall exposure.

WHAT EXACTLY WILL I LEARN?

THIS WORKSHOP WILL GIVE YOU A WORKING KNOWLEDGE OF HOW to plan, price, promote, host, staff and set-up successful events. 2 hours of event consultation including fun and engaging event themes, negotiating free spaces and drink deals, and great techniques for utilizing events to further develop your database.



HOW DO I PREPARE FOR THE CALL?

WRITE DOWN PROS AND CONS OF CREATING EVENTS. FIGURE out how much time you can allocate to events and how much help you can get. Think where you would throw some parties, who you would invite first, and who you could partner with.

WILL THERE BE HOMEWORK?

ONLY IF YOU WANT IT! AFTER A SESSION YOU MAY WISH TO contact a few venues, negotiate with them a deal based on our recommendations, and look for partners to expand your reach.

WILL THERE BE STUDY CASES?

WE WILL REVIEW DIFFERENT TYPES OF EVENTS, WITH THEIR formats as well as their pros & cons: tasting events, dinner parties, bachelor/bachelorette parties, dinner in the dark, speed dating, and more.

HOURL ONE

DEFINING: your target audience. Planning your event. Determining the kind of location and venue, appropriate theme, timing of your first or next event. Defining which partner(s) you'll be seeking. Setting up your event. Promoting and marketing it. Tips to get a good deal with venues, to increase the number of attendees, to get maximum returns and leads. Includes sample agreement and release form.

HOURL TWO

SAMPLE: event formats & case studies. Building events that are relevant to your business and strategy. Creating buzz and PR. Recommendations specific to your business and organization. Quick recipe for success.

JEROME CHASQUES ON HIS SPECIAL EXPERTISE



"LAUNCHING COMPANIES AND CREATING EVENTS ARE LIKE a second nature for me. I've put together over 300 events over the past few years, large or small, open to everyone or for members only. I believe it's the fastest and cheapest way to extend your reach, expand your visibility and connect with your target audience."

JEROME'S BACKGROUND

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. Jerome launched Cosmo Party in 2002, a singles event company specialized in themed events, building a database of 30,000+ singles in New York and London over two years. One of the concept he created and launched, 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. Jerome Chasques is the co-founder of the Matchmaking Institute.

JEROME'S COMPANY



JEROME CHASQUES AND LISA CLAMPITT CO-FOUNDED Matchmaking Pro, formerly the Matchmaking Institute™ in 2003 to help build community effort, share resources, and maintain quality control in the matchmaking industry bringing together the new faces of modern-day matchmakers. It is the first such institute to offer a Professional Matchmaking Start-Up Kit and provide matchmakers with a community and support network of peers. Matchmaking Pro also offers a service to introduce singles to Professional Matchmakers. Its Matchmakers Professional Association 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.

HELP LINE PACKAGE AVAILABLE EXCLUSIVELY FROM MATCHMAKING PRO

All packages are personalized to your individual business needs and are one-on-one phone consultations with a professional who is a proven expert in his or her specialty area.

Contact us by email at helpline@matchmakingpro.com or by phone at 1.877.Be.Cupid (877.232.8743 Toll Free) or 917-338-6348 Mon-Fri 10am-5pm EST to schedule your first call.

Pricing: US\$600 for one-on-one sessions, or \$300 per person for group sessions of 2 to 6 participants.

Individual hours can be purchased at a rate of \$250 per hour if you wish to extend the length of your workshop.