

## FOR IMMEDIATE RELEASE

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## Columbia Business School Embraces Student Networking

**New York, NY- July 13, 2005-** One of the most valuable aspects of anyone's educational experience is the lasting relationships they establish. But since networking is neither required nor facilitated at most schools, the vast majority of students graduate having missed the opportunity to create a network of contacts that would have enhanced their experience while in school, and helped them throughout their lives.

Columbia Business School recently enlisted the help of NetworkingMatch.com to provide its Executive MBA students with an efficient way to meet one another and then to maintain those relationships. More than 100 EMBA students participated in the NetworkingMatch session at Columbia's posh Casa Italiana in New York City, where each participant met with eight classmates for eight minutes each.

To prepare for the event, participants logged into NetworkingMatch, reviewed the list of participants, and identified which people they wanted to meet or not meet. Based on those requests, each person received their personalized meeting list that guided them through their one-on-one meetings at the event. All participants can now login to access the profiles of everyone they met, and use the system to easily follow up and cultivate those relationships.

By all accounts, the event was a highly successful. In the post-event surveys, on average, students rated the experience as "very enjoyable", indicated that they were "very likely" to attend a future event and "very likely" to recommend NetworkingMatch to others. They also indicated that they plan to follow up with 46% of the people they met. "Students continue to share with us how valuable they thought this event was in facilitating the broadening of their networks. We look forward to working with you in the future," said Shawn Patenaude, Assistant Dean of Columbia's Executive MBA Program.

Columbia University can now be credited with better preparing their students for their future careers as well as enriching their educational experience. "Networking typically falls off of students' priority lists, even though it's one of the most important things they should be doing, so NetworkingMatch is fixing that problem by making it fast, fun and easy for students to make those valuable connections," said Tom Jaffee, CEO of NetworkingMatch. "Just imagine the opportunities that each student would gain if every semester they have a chance to meet and stay connected with 20 classmates who they otherwise would not have met".

Colleges and Universities interested in engaging NetworkingMatch to enhance their student's educational experience should email [info@NetworkingMatch.com](mailto:info@NetworkingMatch.com) or call (617) 859-8866 x214. Further information is available at [www.NetworkingMatch.com](http://www.NetworkingMatch.com).

NetworkingMatch is a division of Match Events, Inc. Founded in 2001, the company's 8minuteDating.com division is the leader in speed dating events, having hosted more than 3500 events in 70 cities across the U.S. and abroad. 8minuteDating events have been featured on NBC's Today Show, Fox, Entrepreneur Magazine, USA Today and many other television shows and publications. The company is headquartered in Boston, MA.

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