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Columbia MBAs Get Schooled In Networking!

Boston, MA – May 10, 2005- “This was the best networking experience I ever had!” These words are music to creator Tom Jaffee’s ears, and since the inception of NetworkingMatch he has heard them again and again. Mr. Jaffee, founder of 8minuteDating.com – the leader in speed dating, got the idea for NetworkingMatch while attending an alumni event for Columbia Business School in early 2004. “There were lots of interesting people in the room,” said Jaffee, “and there was no easy way to identify who I should talk to. I knew it was time to create an easy way for business people to make connections.”

The wheel came full circle a year later at a NetworkingMatch speed-networking event for Columbia Business School grads. To prepare for the event, attendees were asked to create Profiles on the NetworkingMatch website, and then to identify which participants they wanted to meet. At the event, each individual was handed a Meeting List that included his or her top choices for meetings. Attendees then progressed through one-on-one conversations with each person on their list, resulting in an effective and enjoyable networking experience.

On average, participants met 3.5 people who they intend to follow up with and rated the enjoyment of the evening a 4.5 out of 5. "You have a real value proposition that is a quantum leap above conventional (read inefficient, anxiety-provoking, time-consuming) business networking," said Carole Moussalli, author and consultant at CSM Consulting Associates. 85% of participants also indicated that they would be more likely to attend a future alumni event if NetworkingMatch were included.

NetworkingMatch produces similar events for a variety of organizations, including alumni events, corporate meetings, conferences or other gatherings where networking is an important component. For each event, the company creates a private online community so the participants can log in before or after the meeting to view the other participants and correspond with them.

NetworkingMatch is a division of Match Events, Inc. Founded in 2001, the company’s 8minuteDating.com division is the leader in speed dating, having hosted more than 3500 events in 70 cities across the U.S. and abroad. Match Events has been featured on NBC’s Today Show, Fox News, Entrepreneur Magazine, USA Today and many other television shows and publications. The company is headquartered in Boston, Mass. The NetworkingMatch system is patent pending. For more information, email info@NetworkingMatch.com or visit www.NetworkingMatch.com.

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