IDEA
Internet Dating Excellence Association

Courtland Brooks



IDEA Past, Present, Future
Dec 2019

MARK BROOKS
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TOPICS

- What is IDEA?
- Heritage & History
- Purpose, Values & Vision
- Initiatives
- How you can be involved

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What is IDEA?



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TOPICS

- 700+ members
- 60% owners and CEOs
- Most majors represented
- Started 2007

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Heritage & History



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ACE-CLUB

Adventure Camaraderie Entertainment





Home
Calendar of Events
Compare Clubs
Club Benefits
Testimonials
Photos
Founder
The Ace Team
Hosting Guide
Local Links
Contact Us
Join Today!
Member Area

American Outdoor Adventure Network

Ace Club is now a part of the American Outdoor Adventure Network. Below is a list of all Network clubs that you NOW have access to with your username and password information.

Hill Country Outdoors

DFW Outdoors

Bayou City

NEW MEMBER SPECIAL - FIRST MONTH FREE!

Welcome to Ace Club

Silicon Valley's Adventure and Social Club

For eight years, Ace Club has been providing active professionals from all over the Bay Area an opportunity to take part in a variety of indoor and outdoor activities while making new friends and establishing long lasting relationships. Our events range from hiking, camping, skiing and kayaking, to social gatherings like concerts, dinner nights, and wine parties.



Our members come from all over. Some are long time Bay Area natives. Some have traveled and lived all over the world. One thing for sure, you will meet a variety of people through the

Member Login

Login Name

Password

Login

Reset

100% free!

hyper match

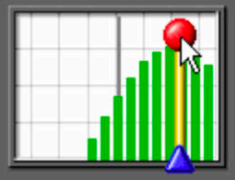
the world's smartest people-matcher

patent pending

Find people who:

- ✓ **share your interests,**
- ✓ **have compatible goals,**
- ✓ **like the same things,**
- ✓ **see the world like you do...**

The innovative ***widget*** is the heart of the HyperMatch system. It allows you to describe yourself, as well as your preferences in others, with exceptional precision.



cool demo!

Whether you are looking for an on-line or real-world relationship, the HyperMatch system allows you to find compatible people with **uncanny precision**, and **absolute control** over the results.

You're in the driver seat. You tell the system exactly which characteristics you prefer in others, and tell it just how important each quality is to you. You describe yourself to others in exceptional detail. But you don't waste a lot of time, because you just skip right over all the stuff you don't care about.

Then sit back and let HyperMatch crunch the numbers...

sign up now **learn more first**

friendster®



MARKSLIST™



Chronicle / Liz Hafalia

OPW.news

Daily Executive Summary

ONLINE PERSONALS WATCH

No fluff, just news & interviews www.OPW.news

« The Rise of Bharat Matrimony | Main

Lumen Ads: 50 Is Just a New Start



OPW – Sep 23 – With **its latest ads**, dating app **Lumen** wants to show the world that being over 50 doesn't mean people can't be sexy and have fun. The ad is featuring 8 British over 50s, living their best lives. Lumen is a dating platform for over 50s. It was launched in September 2018 and provides a safe and age-appropriate environment for older men and women.

See all posts on Lumen

Sep 23, 2019 | **Permalink**

OPW EDITOR - IRENA



tips@onlinepersonalswatch.com

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INTERNET DATING EXECUTIVE ALLIANCE


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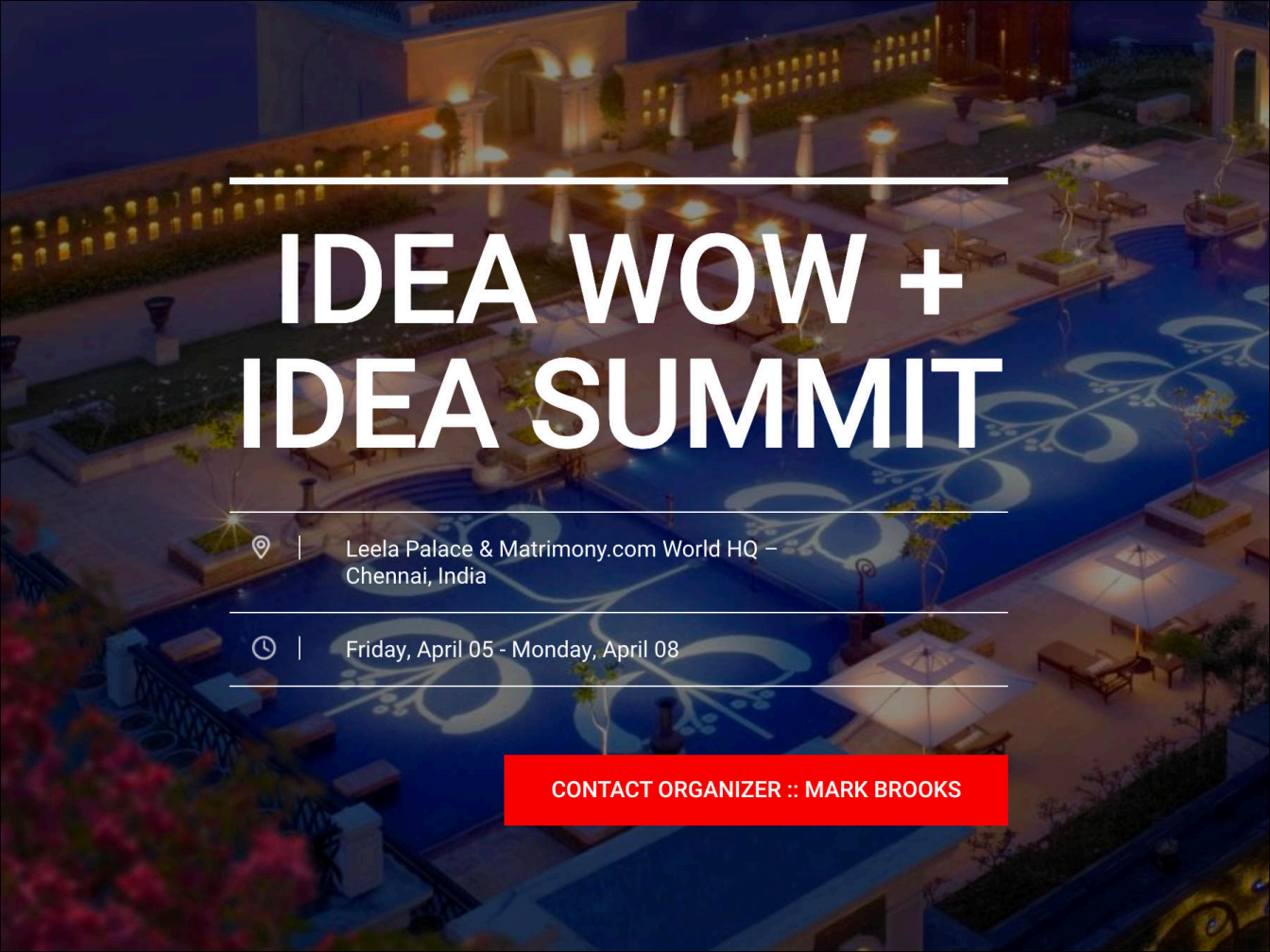
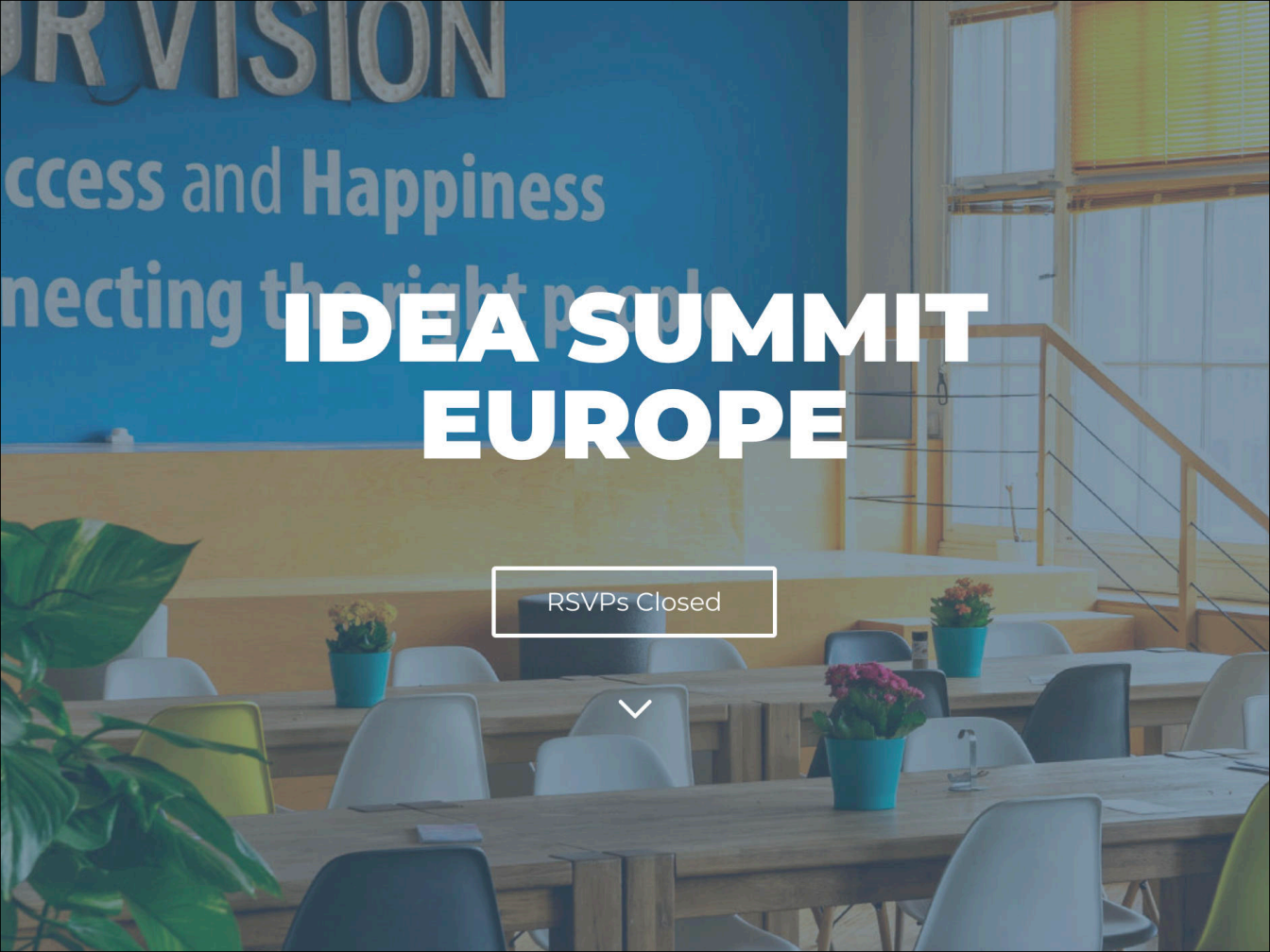
IDEA WOW #1
MALTA EDITION
INTERNET DATING EXCELLENCE ASSOCIATION :: WORLD OFFICERS WEEKEND
RSVPs Closed


IDEA WOW +
IDEA SUMMIT
Leela Palace & Matrimony.com World HQ –
Chennai, India
Friday, April 05 - Monday, April 08
CONTACT ORGANIZER :: MARK BROOKS



IDEA SUMMIT EUROPE

RSVPs Closed

Purpose, Values & Vision



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ATTITUDES TOWARD ONLINE DATING

Survey result



Online Dating Service	Cost	Reader Score	Survey Results										
			Quantity of Matches	Quality of Matches	Amount of Information Provided About Potential Dates	Value	Ease of Sign-Up/ Profile Setup	Ease of Making Changes	Search Features	Filter Features	Privacy Settings	Appearance	Messaging Features
OkCupid	Free	56											
Tinder	Free	52											
Grindr	Free	52											
PlentyOfFish	Free	50											
JDate	$19 [3]	49											
Match.com	$21 [3]	49											
AdultFriendFinder	$20 [4]	47											
SeniorPeopleMeet	$15 [3]	46											
eHarmony	$20 [4]	46											
OurTime.com	NA	46											
Christian Mingle	$39 [5]	44											
Zoosk	$30 [5]	40											
Chemistry	$13 [3]	38											
Ashley Madison	$49/Free [6]	37											



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Help the dating industry grow



Help dating companies grow

Initiatives



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Initiatives

- INTELLIGENCE
- COMMUNITY
- STANDARDS

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Initiatives

- EXECUTIVE SUMMARIES & ANALYSIS
- GATHERINGS & COMMUNITY
- ASSURANCE BADGE

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ONLINE PERSONALS WATCH

No fluff, just news & interviews

www.OPW.news





ONLINE PERSONALS WATCH
No ads, no fluff, just raw news summaries & CEO interviews

INTERNET DATING JOBS
The top jobs in the internet dating industry

INTERNET DATING INVESTMENTS
Just the top Internet dating investor news

INTERNET DATING SCIENCE
Interesting research for dating site architects

INTERNET DATING AFFILIATES
Just the top Internet dating affiliate news

INTERNET DATING NEWSWIRE
Just the top Internet dating press releases



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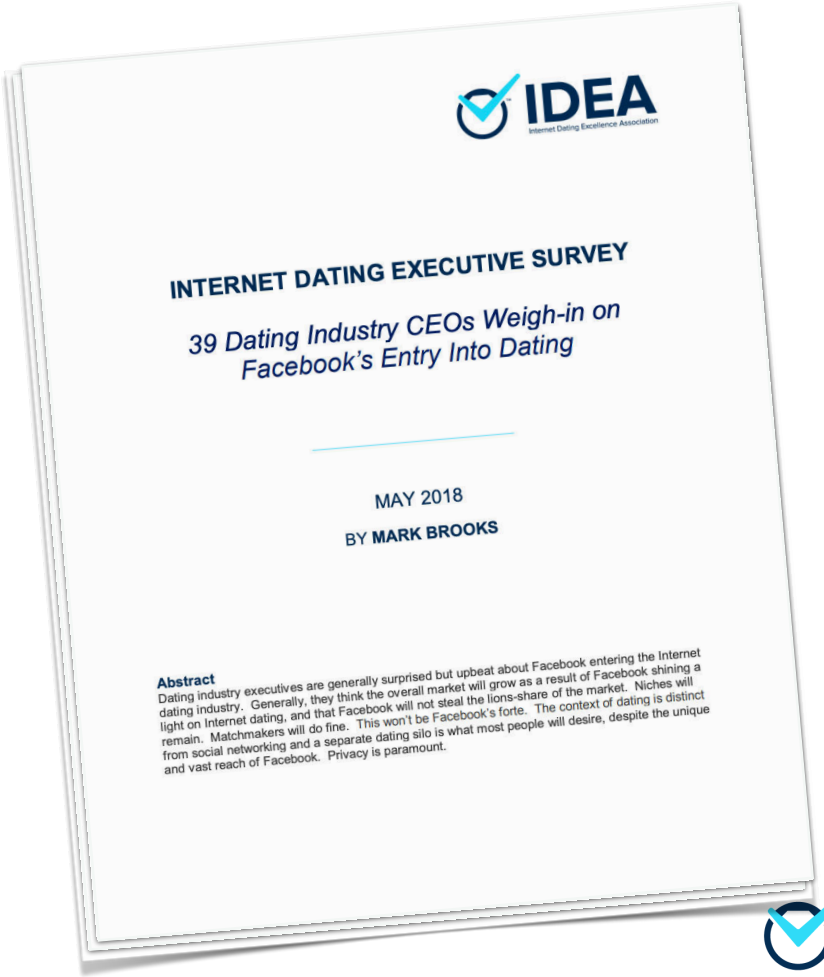

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INTERNET DATING EXECUTIVE SURVEY

39 Dating Industry CEOs Weigh-in on Facebook's Entry Into Dating

MAY 2018

BY **MARK BROOKS**

Abstract
Dating industry executives are generally surprised but upbeat about Facebook entering the Internet dating industry. Generally, they think the overall market will grow as a result of Facebook shining a light on Internet dating, and that Facebook will not steal the lions-share of the market. Niches will remain. Matchmakers will do fine. This won't be Facebook's forte. The context of dating is distinct from social networking and a separate dating silo is what most people will desire, despite the unique and vast reach of Facebook. Privacy is paramount.

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Find everyone. All in one place.™

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COMMUNITY
WOW + SUMMIT + INSIDERS

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IDEA Insiders

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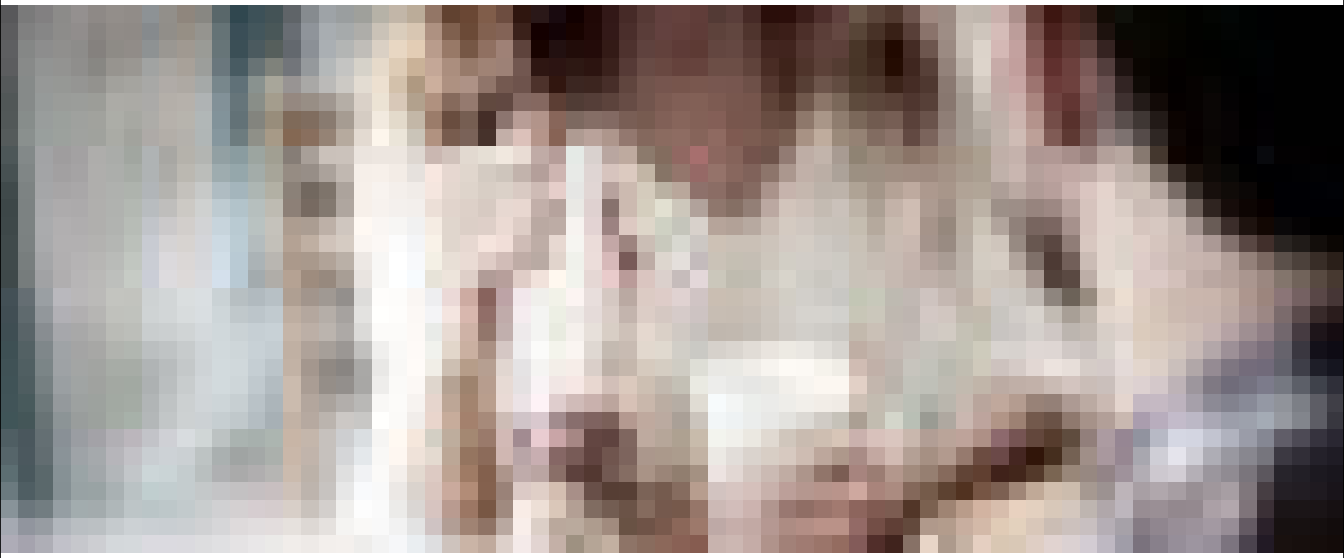
How you can be involved



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You Can

- Read and share OPW
- Show up, learn and share
- Apply for the Social Safety Badge

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STRATEGY

BUSINESS DEVELOPMENT

MEDIA RELATIONS

MARKETING

INSTANT ADVISORY BOARD



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markbrooks.info

OPW.news

IDEA.gp

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