



For Immediate Release

Contact:
Jennifer Gleeson Blue
Philadelphia Area Coaches Alliance
215.684.1615
communications@philadelphiacoaches.org

2nd Annual Mega Mixer the Right Place To Boost Business and Build Connections

2nd Annual event builds off last year's success and brings together an even greater number of area professional and organizational development associations

Philadelphia – April 7, 2009 – The Philadelphia Area Coaches Alliance (PACA) – a professional organization of executive, career and life coaches committed to leadership in the coaching profession – announces The 2009 Professional Development Mega Mixer. The April 16 event is the 2nd annual local gathering designed to bring together a diverse array of Philadelphia coaches, trainers, speakers, organizational development specialists and corporate hiring managers. The Mega Mixer will be held at the PNC Bank Center in Center City Philadelphia from 5:30 – 8:30 p.m.

The 2009 Mega Mixer will draw from an even greater pool of talent than last year's event, which was a tremendous success. Just ask Joanne Vitali, a professional coach and member of the Philadelphia Area Coaches Alliance, who is even today realizing the benefits of the Mega Mixer.

"I just got business last week, almost a full year after the event," said Vitali.

By bringing together several of the top development organizations in the Philadelphia region, the Mega Mixer meets an essential need. Not only will it offer service providers the opportunity to identify key partners for collaboration, it also provides business leaders a one-stop-shop of local professional development specialists – something they would not get at a more specialized event.

Participating organizations include:

- National Speaker's Association (Mid-Atlantic Chapter)
- Association of Career Professionals (Greater Philadelphia Chapter)
- Society for Human Resource Management (Villanova Student Chapter)
- International Society for Performance Improvement (Great Valley Chapter)
- American Society of Training and Development (Philadelphia Chapter)
- Philadelphia Region Organization Development Network

- Tri-State Human Resource Management Association

Vitali's business lead reveals the possibility inherent in these kinds of events.

“Turns out I made a connection with a woman at the Mixer and shared a train ride home with her,” Vitali said. “She remembered me and my background and called me up this past week to help with a project for a global consulting firm. Very cool. Right up my alley.”

About the Mega Mixer

The 2008 Mega Mixer will be held on April 16 at the PNC Bank Center in Center City Philadelphia from 5:30 - 8:30 p.m. with a cost of \$45 for those who pre-register and \$55 at the door. For more information or to register online: <http://philadelphiacoaches.org/megamixer2009.html>.

About PACA

PACA is the Philadelphia Area Coaches Alliance, a non-profit organization of professional coaches in the Philadelphia region. Its members fully support the International Coach Federation (ICF) Bylaws, Standards, Practices, Coaching Core Competencies and Ethics Pledge and include full-time coaches, part-time coaches, people transitioning into the profession and those interested in learning more about coaching. For more information, please visit www.philadelphiacoaches.org.

###