



EXACT MATCH CONFERENCE

What is this?

The [\[Exact Match\] Conference](#) is a small conference By, For, and Of PPCs, that is sponsored by the [PPC Club 83](#) community of PPCs. The slogan is, “For PPCs who are not NPCs.”

How is it different from any other conference?

- Intimate sessions: just a few dozen really smart people sitting around deep-diving.
- High-quality participants--and speakers.
- A “No BS” attitude towards the talks. Better to not give a talk then just repeat the same generic beginner ideas everyone knows.
- The participants are the speakers as well; no lecturing from above, but everyone having focused conversations together
- Exotic location: Buenos Aires, Argentina!
- Super-focus on PPC. No SEO, generic marketing talk.

Benefits for Participants:

- High quality networking, building personal connections with interesting people.
- High quality learning/sessions
- Designed to create a memorable & enjoyable trip.

When is this?

- October 24th & 25th, 2022 (Monday, Tuesday; Two days of formal sessions)
- [Bonus!] October 26th to 28th, 2022 (Wednesday to Friday; Three days of informal, coworking, going out together after work, socialization & networking... and plotting to take over the industry!)

What's the schedule of events?

- Not yet finalized, but...
- Monday's sessions: focusing on PPC: strategy, techniques, tools.
- Tuesday's sessions: focusing on building a PPC agency: HR, client acquisition, management

- Wednesday to Friday: assorted brainstorms on whatever topics the conversations most take us in!

Times to fly in:

- Here's what Morgan has been telling those who ask:
 - ❖ So, I'd definitely recommend being there the whole week, because Mon/Tues is the formal event, then Weds-Fri we'll be coworking, getting to know each other, I have some fun interesting events planned, do touristy stuff to see the city etc (it's a shame to go so far and not even see the famous sights!). So leave Friday night? And arriving, I'd suggest arriving Sunday, so that you're all ready for Monday; and the important thing is that all flights from the US to BA are overnight flights, usually arriving in the morning, like 9am or 10am depending on from where, which means you should probably take a flight that leaves Saturday night and arrives Sunday morning. Note: Sunday, I'll be there just to hang out with everyone who arrives then so we can spend the day hanging out. In conclusion: I'd recommend leaving Saturday night (arriving Sunday morning); then leaving BA on Friday night. If that's too long and you want to get back to your home sooner, then I'd recommend shortening it by leaving one day early, leaving Thursday night instead, because that will leave 1.5 days for the fun-secret event and also to do tourism and cowork.) And of course, if you want to stay longer--please!

Do you have a concierge, event-planner & hand-holder?

- Yes! You can email Marina any time at marina.serruya.ppc@gmail.com - before and during the conference, she will be there to make sure everyone's experiences in Argentina go smoothly.

Where is this?

- Palermo, Buenos Aires. (Exact location TBD.)
- Note that Palermo is the hipster/cool neighborhood, where there will be lots of nightlife and activities around in general.
- Hotel suggestions (★★★★) in Palermo, Buenos Aires, Argentina (**prices are per day in USD**):
 - ❖ **[Hotel Palermitano by DOT Boutique](#): (\$97)** With a rooftop swimming pool and views of the trendy Palermo SoHo district, this venue offers designer style décor and free Wi-Fi. The hotel's art collection is on display. Air-conditioned rooms have a flat-screen cable TV. They feature parquet floors, dark wood furnishings and an elegant palette of earth tones. Some rooms have private balconies, seating areas and bathrooms with bathtubs and Carrara marble fittings. There are mini-bars and laundry services. A buffet breakfast is served daily with regional jams and treats. The restaurant serves local flavors and the after dinner drinks can be enjoyed at the bar. Serrano Park and its famous artisans' fair and designer shops are 2 blocks away. The tour desk can offer advice and there is a handy currency exchange service. Jorge Newbery Airport is 2.1 mi away. Car

rental can be arranged. **Uriarte 1648**, Palermo, Buenos Aires, Argentina. **(200 meters away from AreaTres, the co-working space in which we'll meet)**

- ❖ **[Prodeo Hotel + Lounge](#): (\$101)** Located in the Palermo Soho district, near all the trending bars and shops, it offers free Wi-Fi and buffet breakfast. Plaza Serrano square is a 5-minute walk. There is an outdoor swimming pool with a retractable roof which can be used in case of bad weather. The suites feature private bathrooms, air conditioning, and TVs. Guests can have a snack at the bar. Meeting facilities are available and express room service can be arranged. The hotel offers tourism information and concierge services to explore the city, to book tours and to make reservations in the finest restaurants. Prodeo Hotel + Lounge is 3.7 mi from Jorge Newbery domestic airport and 23 mi from Ezeiza international airport. **Gorriti 5374**, Palermo, Buenos Aires, Argentina. **(350 meters away from AreaTres)**
- ❖ **[Rendez Vous Hotel Buenos Aires](#): (\$108)** Set in a building built in 1904, it offers rooms with designer décor in the heart of Palermo Hollywood. Free Wi-Fi access and a daily breakfast are provided. Decorated following Feng Shui principles, rooms have marble bathrooms. All of them feature air conditioning and cable TVs. Some of them feature private spa pools and terraces. Breakfast is served daily in a charming breakfast room. Pubs and restaurants are just around the corner. Cortazar Square is 0.6 mi away, whereas Palermo Flea Market is only 400 m away. The 24-hour front desk can help guests secure shuttles to Ezeiza Airport, which is 20 mi away. Touristic information can be requested as well. Rendez Vous Hotel Buenos Aires is 4.7 mi from Colon Theater Opera House. **Bonpland 1484**, Palermo, Buenos Aires, Argentina **(950 meters away from AreaTres)**
- ❖ **[Purobares Hotel Boutique](#): (\$115)** Located in the stylish Palermo Soho district, it is in a cozy building where personalized service and bright, well-equipped accommodations await you. All rooms have free internet connection, hardwood floors, large windows and balconies overlooking the street or the patio. The suites feature a private terrace as well. Wake up for a varied breakfast before setting off for an eventful day of sightseeing tours in Palermo Soho and other areas. You can always count on the staff to help you with tips, tickets, currency exchange, car rental and many other services. If you decide to spend some time resting in the hotel, the Purobares invites you to enjoy its rooftop pool, sauna, massage room or gym. **Av. Cnel. Niceto Vega 4788**, Palermo, Buenos Aires, Argentina **(1.1 km away from AreaTres)**
- ❖ **[1828 Smart Hotel Boutique](#): (\$130)** Boasting an outdoor heated swimming pool, gym facilities and modern, minimal-style décor, accommodations with free WiFi, room service at no extra charge and a restaurant. The property features a terrace with a solarium, and is 300 m from Serrano Square. All guest rooms boast premium beds with 800-thread count bed linens, a mini-bar, noise-isolating windows and a smart TV. They are all fitted with air conditioning, dimming lights and electronic curtains. The Italian-marbled bathroom facilities include anti-fog mirrors, a hairdryer and premium toiletries. Guests can rely on the tour desk for

getting around the city. The property is located in Palermo Soho, 500 m from Armenia Square. **Fray J.S.M De Oro 1828**, Palermo, Buenos Aires, Argentina. **(300 meters away from AreaTres)**

- ❖ **Hotel Clásico: (\$140)** Centrally located, offers comfortable rooms with free WiFi access. The hotel is 601 m from Plaza Serrano Square. Rooms feature a modern and lively decor with detailed furnishings. They are equipped with air conditioning, safety deposit boxes, flat-screen cable TVs and private bathrooms. The property also offers 24-hour front desk assistance, a terrace and a bar. The hotel is 0.7 mi from Plaza Italia Square and 0.9 mi from Hippodrome. The Aeroparque Jorge Newbery Airport is 1.9 mi away. **Costa Rica 5480**, Palermo, Buenos Aires, Argentina. **(700 meters away from AreaTres)**
- ❖ **Krista Boutique Hotel: (\$140)** It has a restaurant, seasonal outdoor swimming pool, a bar and garden. Offers a 24-hour front desk and a business center. Free WiFi is available and private parking can be arranged at an extra charge. The hotel will provide guests with air-conditioned rooms with a desk, a safety deposit box, a flat-screen TV and a private bathroom with a bidet. Rooms contain bed linen and towels. The accommodation has a sauna and a terrace and offers a à la carte or vegetarian breakfast. Plaza Serrano Square is a 12-minute walk from the hotel, while Buenos Aires Eco-Park is 2.7 km from the property. **Malabia 1345**, Palermo, Buenos Aires, Argentina **(1.2 km away from AreaTres)**
- ❖ **Duque Hotel Boutique & Spa: (\$148)** Set in a renovated building, it offers rooms with designer décor in trendy Palermo Soho. A pool and spa facilities are available. Free WiFi is available in common areas. Individually designed and combining classy style with modern facilities, rooms feature parquet floors and large windows. All of them have air conditioning and cable TV. A buffet breakfast is served daily. Coffee service and pastries are available around the clock. Palermo's restaurant and pubs are just around the corner. Guests can unwind on the sun loungers by the pool and make use of the spa facilities, including a hot tub and a sauna. Massage sessions can be requested, a library is available and bikes can be rented to explore the city. The 24-hours can secure airport shuttles and it's 3.7 mi from Jorge Newbery Domestic airport and 18 mi from Ezeiza International Airport. **Guatemala 4364**, Palermo, Buenos Aires, Argentina. **(1.3 km away from AreaTres)**
- ❖ **Mine Hotel: (\$182)** In the chic Palermo Soho district, is an award winning designer hotel featuring a pool by the garden and a courtyard with a water fountain. Wi-Fi is free. Plaza Serrano is 3 blocks away. Boasting designer décor, rooms feature large windows and concrete floors. All of them have cable TV, minibars, and DVD players. A buffet breakfast with complimentary hot dishes is served daily. Drinks and hot beverages from the coffee bar can be enjoyed on the grounds. Guests can unwind or enjoy themselves reading a book on the lounge chairs by the pool. Evita Peron Museum is one kilometer away. Palermo's lively nightlife is literally around the corner. The 24-hour front desk can assist guests with tips for exploring the city attractions and secure shuttles to Ezeiza airport, 50.5 km away. Mine Hotel is 7.1 km from Jorge Newbery Domestic Airport, and

11.6 km from the Bus Terminal. **Gorriti 4770**, Palermo, Buenos Aires, Argentina.
(850 meters away from AreaTres)

- ❖ **Nuss Buenos Aires Soho: (\$280)** It provides modern, boutique accommodations in the stylish neighborhood of Palermo Soho. Facing Plaza Serrano Square, this property features comfortable rooms with Spanish décor and free WiFi access. Guests will also enjoy a fitness center, an on site restaurant and a sauna. Guests can select from carefully furnished rooms that are located around a central patio. All rooms include LCD TVs, air conditioning, mini-bars and private bathrooms. Some units are fitted with balconies overlooking the city, and bathtubs. Guests staying here can relax in the spacious terrace and unwind in the solarium. They are also invited to enjoy a buffet breakfast at the Deli Lobby Lounge. The 24-hour front desk provides helpful information for getting around the area and arranges airport shuttles for a surcharge. It's surrounded by a commercial area offering several dining options, shopping malls and an exciting nightlife. **El Salvador 4916**, Palermo, Buenos Aires, Argentina
(300 meters away from AreaTres)

What's the cost?

- \$600/person, up until August 31st, 2022. Price will rise after that date to \$800/person until September 31st, and \$1,000 per person until the start of the conference.
- Does not include travel, hotel, food, transport, or touristic activities.
- Here's what the cost includes: all conference organization; location and space for the conference; concierge service & hand-holding to help everyone traveling; PPC Certification badges for all participants; co-working office space for Weds-to-Friday; planning of various social events; and above all a "Thank you!" for organizing the community for all these years! :) Note that this is a not-for-profit conference, designed to bring the community together and for all of us to both learn and have fun, and the cost is mostly to help the conference come close to breaking even (running PPC Club 83 and PPC Certification is more expensive than it seems!)

How do I pay to make it official?

- Just fill out the form at <https://exactmatchconf.com/register/> and then you can pay at <https://exactmatchconf.com/paynow/> -- or just let Morgan or Marina know at morgan@westegg.com or marina.serruya.ppc@gmail.com and one of them will send you a Paypal invoice (that you can pay via any credit card.)

I'll need help planning a great trip! It's a far-away foreign country!

- Yup, that's what our concierge is here for. We're planning an awesome experience for all! And we're here to help out in any way. Marina is waiting for your emails: marina.serruya.ppc@gmail.com

Are there sponsorship opportunities available?

- Yes! Just reach out to: morgan@westegg.com or marina.serruya.ppc@gmail.com

Can I read more about the conference?

- Yes, just look at exactmatchconf.com