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Social Discovery or Online Dating, Who Will Win?

Los Angeles, CA -- August 13, 2012 -- A panel debating this very question has been submitted to the South by Southwest (SXSW) 2013 PanelPicker, which allows the SXSW community to have a voice in creating the content of the conference.

The panel, hosted by leading online and mobile dating expert, Julie Spira, features the CEO of one of the Internet's first social dating network, a matchmaker, and a flirting expert to address user issues, establish a forum for creating a more intuitive platform, and how to turn naysayers into members.

This panel will ask and answer the following questions:

1. What is the main use of "social discovery" - isn't it mainly dating?
2. How can online dating sites better serve their members? Who are the current winners and losers? MeetMe, Tagged, Badoo, Highlight, Banjo - aren't they just dating sites anyway?
3. An overwhelming amount of users access online dating through mobile apps. What do users expect from the mobile component? Does privacy (safety) require anonymity?

Community voting for the panel will run from August 13 - August 31 (11:59 PM CT). To vote for **Social Discovery or Online Dating, Who Will Win?** visit <http://shar.es/vQhvY>.

ABOUT THE PANEL:

Julie Spira is a leading online dating and mobile dating expert, bestselling author, cyber-relations expert and media personality. She's the Editor-in-Chief at CyberDatingExpert.com and creates irresistible profiles for singles on the dating scene. <http://cyberdatingexpert.com>

Maria Avgitidis is the owner of Agape Match, a matchmaking firm based in NYC, which caters to New Yorkers and Greek- American singles. <http://agapematch.com>

Brian Bowman is the Founder/CEO of theComplete.me, the Internet's first social dating network, it allows you to easily meet new people by sharing the conversations, photos, interests and friends you already have on social networks. <http://thecomplete.me>

Rachel DeAlto is a Flirting and Communications Expert who is dedicated to helping people communicate more effectively. Rachel is the Founder and CEO of FlipMe Flirting Cards, which was developed to bring flirting back to the real world and empower women to get in touch with their sassy side. <http://flipme.com>

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For more information please contact: Julie Spira at Julie@juliespira.com.