

A Day in the Life of...

Nana Wereko-Brobby (March 2009, New York), founded Social Concierge www.socialconciierge.co.uk a professional dating agency 3 years ago, holding their biggest party yet for 300 eligibles in Shoreditch. “We graced the black book of Tatler Bystander and used the momentum of the party to embark on a massive marketing push. The birthday marked 10 months of working on this venture full time and taking it from a blog and ad hoc events company to a fully developed offline dating agency. In the last year we have put on over 16 events, organised over 100 one-on-one dates, a tonne of double dates and been featured in Tatler, Evening Standard, the Metro, City Am and lots more. We also have some genuine success stories in relationships, as well as happy clients who are just glad to be back in the dating game and enjoying it”.

Nana’s day starts early, waking up at 5.30/6am to go through emails, facebook messages, tweets, WhatsApps and texts. “I find clients contact me on all digital platforms, at all times, so I have to make a conscious effort to turn my phone off at night. Unless I have a breakfast meeting, I grab some porridge at 7am and dress quite casually for the day - black jeans, pumps and smart string tops. I often bring a second outfit into the office - something smart and a little frivolous - for post work meetings with clients. They seem to respond better to me when in glammed up matchmaker mode.

I make sure I’m at my desk by 8am (currently on Pall Mall, soon to be Shoreditch) and finish off replying to emails for the first hour. Every day has a different work focus, but Mondays are all about editorial, writing the weekly newsletter and members mail. I spend the afternoon organising and placing reservations for dates, and also catching up with my online editor and freelancers.

My days are hugely varied but most are taken up with some marketing campaign or another - whether it's the search for [The City's Most Eligible Bachelor](#) or just coordinating a flyering campaign. I get a lot of requests for free dates so try to spend a few hours each week doing some pro bono set ups in the hope we'll get some sign ups out of it. I usually do! Unlike online agencies, SC is very much about building relationships and trust with clients. It takes longer for them to sign up but they also tend to stay with me a long time and refer friends.

I have meetings usually from 5pm onwards - either with events venues, clients or other business owners - it's great to bounce ideas off people. My networking is mostly on the weekend so I'm home by 8 and in bed by 9.30/10pm. And I switch my phone off, always.

Check us out and join the club! www.socialconciierge.co.uk