

# TALK-WALK ON THE HIGHLINE – MAY 16<sup>th</sup> + May 17<sup>th</sup> 2018

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## TALK-WALK ON THE HIGHLINE ■ SPECIAL FEATURES

The Talk-Walk Story is About You  
*taking business a step further*

*with your participation in authentic, engaging experiences  
and special features mixing business + pleasure with a point.*



You can customize **TALK-WALK ON THE HIGHLINE** experiences to fit your needs. All different business sectors benefit and connect through group or 1-to-1 interactions.

### ■ 5.16.18 TALK-WALK KICKOFF WEDNESDAY • FREE TO ATTEND - RAIN OR SHINE

Join us in Vanderbilt Hall at Grand Central Terminal, 11:00 AM – 3:00 PM. Kickoff is the Talk-Walk start point for conversation, connection, creative relationship building and compelling information sharing. Arrive anytime during the Kickoff to enjoy giveaways & different dessert tastings. Drop your card for Free Drawing Entries featuring Gifts & Certificates. (Need not be present to win.) Drawings will be held at the Talk-Walk Morning Reception. At Kickoff, meet influentials. Also in Vanderbilt Hall during Kickoff, there are 50 additional exhibits to visit.



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### ■ 5.17.18 TALK-WALK MORNING RECEPTION • 10 HUDSON YARDS, NYC

With sunny skies, our day begins with the exciting and innovative Morning Reception. Arrive in the 10 Hudson Yards **LOBBY at 10 AM** to get your security badge. In a flash, you will be on the 48<sup>th</sup> Floor mesmerized by the spectacular West Side view of Manhattan and beyond. Talk-Walk photographer [Sponsor] Frank Rocco, will snap away as you participate in all of the interactive experiences and surprises, enjoy

highlight speakers and get your Talk-Walk SweetSuccess Bag to fill with giveaways. You will learn more about Talk-Walk and getting the most out of the Netwalk on the Highline. With enhanced camaraderie, explore new curated relationships and amplify existing connections.



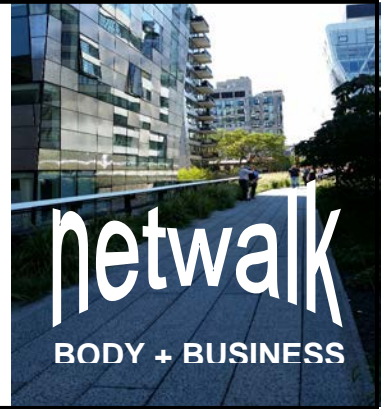
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## ■ 5.17.18 NETWALK ● NETWALK IS NOT A RACE - EVERY PARTICIPANT WINS

**Shape your success. Netwalk is perfect for time strapped, health-conscious busy business people!**

Each Netwalk is different. Our select team leaders will lead the Netwalk on 5.17.

The Netwalk serves as a touch point as well as scenic nexus for one-on-one contacts and group connections. Netwalk, created by Toby Nadler for WOMENINBUSINESS.ORG, is a unique, strategic opportunity tailored for new and seasoned business people to intimately network while mixing business and pleasure with a point. You will receive Netwalk pro tips + techniques during the Morning Reception, which concludes with participants putting on their Talk-Walk caps and comfortable shoes. Some of the Netwalk benefits and advantages include: [1] Improved mood, positive outlook and stress reduction [2] Valuable business time well-spent [3] No special equipment needed [4] Curated new prospect introductions [5] Exclusive format encouraging follow-through.



## ■ 5.17.18 PARK PIC ● THE TEAM



After the Netwalk, we will proceed to the Hudson River Park for photos, conversation, connections & a street-level view of the Hudson River. In a competitive business culture, our team of teams re-engages participants in a decidedly supportive environment all about transacting business and being seen. The lure of Chelsea Market awaits as the Talk-Walk team activates their digital SweetSuccess Bags. The park arch symbolically beckons as a gateway to another memorable Talk-Walk experience – The Tour.



## ■ 5.17.18 TALK-WALK TOUR ● OPTION ADD-ON TO THE TW TICKET - OR EXPERIENCE JUST THE TOUR



**The Tour is not the Netwalk.** At 1:30 PM, the Talk-Walk Tour begins. After leaving Chelsea Market, participants will gather for interesting fun, facts and more connections. Mix & mingle with participants from the Morning Reception, Netwalk and Park Pics. Meet new participants who have selected only the Talk-Walk Tour. Our professional guided tour is Sponsored by CITITREK. The Tour includes the opportunity to acquaint yourself with neighborhood and Highline facts as well as see special sights along the way to the Whitney drop-by. The walking TW Tour has surprises - and concludes in 1 hour.



## ■ SWEETSUCCESS BAGS ● LAUNCHING



**TALK-WALK FEATURES 2 SWEETSUCCESS BAGS – DIGITAL AND ONSITE AT THE MORNING RECEPTION.** All participants purchasing any Talk-Walk Ticket (including the Talk-Walk Tour Ticket), will receive our link for access to the **digital** SweetSuccess Bag. To get the 5.17.18 **onsite** SweetSuccess Bag for your giveaways and gifts, you must buy a Talk-Walk Ticket or VIP Ticket. (TW Tour Tickets are not included.) The digital SweetSuccess Bag is an exciting new feature of WOMENINBUSINESS.ORG - and is officially launching at our Talk-Walk On The Highline.