



Wednesday
5.17.17

RAIN DATE MAY 18th
info@WomenInBusiness.Org
914.288.9888

11:00 AM – 3:00 PM

Business Bridgebuilding

WALKWAY OVER THE HUDSON
NY STATE HISTORIC PARK
POUGHKEEPSIE SIDE



3 Ticket Options

RED RIBBON • NETWALK PLUS • V.I.P. SPONSOR

TALK-WALK ON THE WALKWAY IS AN INNOVATIVE BUSINESS EVENT WITH CUSTOM **SPECIAL FEATURES AND HIGHLIGHTS**

► Consult the Talk-Walk Schedule about the sequence of the Special Features.

More Feature details – go to individual links on website.

PROCEED TO TALK-WALK CHECK-IN FIRST – REGARDLESS OF YOUR ARRIVAL TIME

NETWALK

- Scenic touchpoint – Talk-Walk highlight with creative, strategic one-on-one curated networking.
- Not a race – comfortably paced to midway with the east side Start-Finish line in Poughkeepsie
- Leader guided and inspired – includes Opening Ceremony speakers and key players.
- Interactive – bring your own passion playbook and get perks, pleasure and take great pics of the Hudson.

TALK-WALK EXHIBIT AND DEMO TENT AREA

- From 11:00 AM to 3:00 – the Talk-Walk Tent Area is open to all Ticketholders.
- On the Poughkeepsie side – is the large black top Tent area of the Walkway Over The Hudson.
- The Talk-Walk CHECK-IN – is conveniently located in the Tent area, along with the select Exhibitors.
- Media Moments – is also located in the Tent Area.

Welcome

The Talk-Walk Ticketholder participates in curated Special Features included with their Talk-Walk Ticket option.

PURCHASE TICKET TODAY

TALK-WALK is the only place you need to be on **May 17th** for endless opportunities to **network, collaborate, connect with leaders and influentials**

ALL SECTORS

- ENTREPRENEURS
- BUSINESS OWNERS
- C-SUITE EXECUTIVES
- PROFESSIONALS

Attendees
new or established
business men and women
regional (NYC to Albany)

WINE PAINTING ICE BREAKER

- We don't lift a glass during Talk-Walk On The Walkway – and neither will you; the wine is in the paint.
- Over the years, our signature wine painting has taken many forms – all successful event ice breakers.
- Did you plan on wearing your white business casual to Talk-Walk? – no problem, no mess.
- By the end of the Talk-Walk experience – everyone gets to create; no art talent required.

TALK-WALK GUIDE

- An integral part of Talk-Walk On The Walkway – all Ticketholders get the Talk-Walk Guide at Check-In.
- The digital Guide is also available online for 1 week - published a day after Talk-Walk for select readers.
- Your Guide inclusion – is based on the Talk-Walk Ticket option you selected: check the Deadline dates.
- The V.I.P. SPONSOR Ticket – includes your own website active link, online.

DESSERT DATING – MEET YOUR MATCH

- Personal and practical – is the arrangement to meet biz experts and the pros in a one-on-one exchange.
- Looking for Mr. (Ms.) Right? – our dates backed by years of experience; insights, advice, best practices.
- Discover & meet leaders who can make a difference in your career or business growth – all at Talk-Walk.
- The Dessert Dating list is sweet and available – check our site and your email for the participant updates.

OPENING CEREMONY

- In the Talk-Walk Tent area – podium speakers, introductions, Talk-Walk event and agenda information.
- High noon – is the time all Talk-Walk Ticketholders gather for the Opening Ceremony.
- Opening Ceremony – is the prelude to the Netwalk.
- Winners announced for the U.S. Favorite Dessert Challenge (Favorite Dessert of the Hudson Valley).

U.S.F.D.C. JUDGES' CIRCLE

- Get to meet and greet our Judges – if you have either the Netwalk Plus or V.I.P. Sponsor Tickets.
- A short and sweet, up close engaging experience and opportunity – for Makers, Bakers, Shakers, Tasters.
- The Judges' Circle – is located in the Talk-Walk Tent area.
- Take photos, post on social medial and your site – scheduled before announcement of Challenge winners.

CORDIAL

- All Talk-Walk Ticketholders – can participate in the spirited Cordial at the conclusion of the day.
- Intensive session – packed with introductions, valuable information, ideas and influentials.
- Your introduction – is based on the Talk-Walk Ticket option you had selected.
- Prizes for participants – must be present in the Cordial Tent area at the time of drawings.

5.17.17 WEDNESDAY

Business Bridgebuilding at its best.

TALK-WALK IS EFFECTIVE NETWORKING

“It's about building relationships. It doesn't matter what the task is, it still comes down to people first.”

**CEO, TAYLOR MORISSON
HOME-BUILDING COMPANY – NYT**

TALK-WALK ON THE WALKWAY RAISES THE BAR

2017 EVENT TREND

▼
“More experiential elements. I think we are all looking to move out of the conventional learning environments at conferences to something more engaging and interactive to encourage networking.”

EVENT PLANNER, REAL ESTATE BOARD

▼
“The realization that live events are an integral – if not more important – part of the marketing mix will enter the mainstream. More marketing dollars will be used for up-close and personal communications.”

R R, EVENT DESIGNER, HONG KONG

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“Networking is why people go to events, and the more comfortable we make the event to network, the better education will be transferred to audience members, as well as networking possibilities for the audience.”

CEO, REAL LIFE ADVANTAGES, LAS VEGAS

TASTE & VOTE • U.S. FAVORITE DESSERT CHALLENGE

Vote: THE FAVORITE DESSERT OF THE HUDSON VALLEY

- Only Talk-Walk On The Walkway Ticketholders – bizbuzz and participate in the Challenge at Talk-Walk.
- The exciting Favorite Dessert Challenge has ONE final winner – there are 7 dessert category winners.
- U.S.F.D.C. is a tasteful business competition – open to pre-registered dessert Challengers.
- Taste & vote for the Favorite Dessert of the Hudson Valley – see website link for more details and rules.
- Prior to Talk-Walk On The Walkway – the *business public* & Talk-Walk Ticketholders can also vote online.

TALK-WALK CHECK-IN

11:00 AM – 12:00 PM

contact us – we are glad to help

info@WomenInBusiness.Org

Tickets are available only from
WOMENINBUSINESS.ORG