



Shared Value Initiative

Dear Cheryl,

On behalf of the Shared Value Initiative team, thank you for the extraordinary service, attention, and partnership provided to us during the planning and execution of the 2015 Shared Value Leadership Summit. You were instrumental in producing a professional, polished event of which we are intensely proud to have had our sponsors, partners, and community members attend.

It was a true pleasure to work with Scott and Mike on the A/V and logistical elements of our event. Their expertise and dedication to our vision of the event proved to be vital not only to our budget but also to our peace of mind. We are also deeply grateful for the support Julie, Annie, Scott and Kelli provided during registration, setting up for sessions, and prepping all of our materials for shipping after the event.

From the seamless registration and direction of almost 400 participants, to the impeccable alignment and movement of your team, to our stage banner that reached 800 viewers of the livestreams, your team benefited our Initiative in ways that will reach beyond the Summit event.

Regarding next steps, Stacy and I would like to connect with you early next week to discuss the 2016 Shared Value Leadership Summit. We are interested in booking the Conrad New York again as our venue, and are at a critical time for contract negotiations. We do hope that we can work with Impulse as we plan next year's event. Please send me some times that work well for you to connect!

Thank you again for all of the time and efforts you gave to our event. Because of Impulse Productions, we were able to focus on the Summit content and important participants, and now channel all of the great insights and momentum from the event into the next levels of our work.

Best wishes,
Mary

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