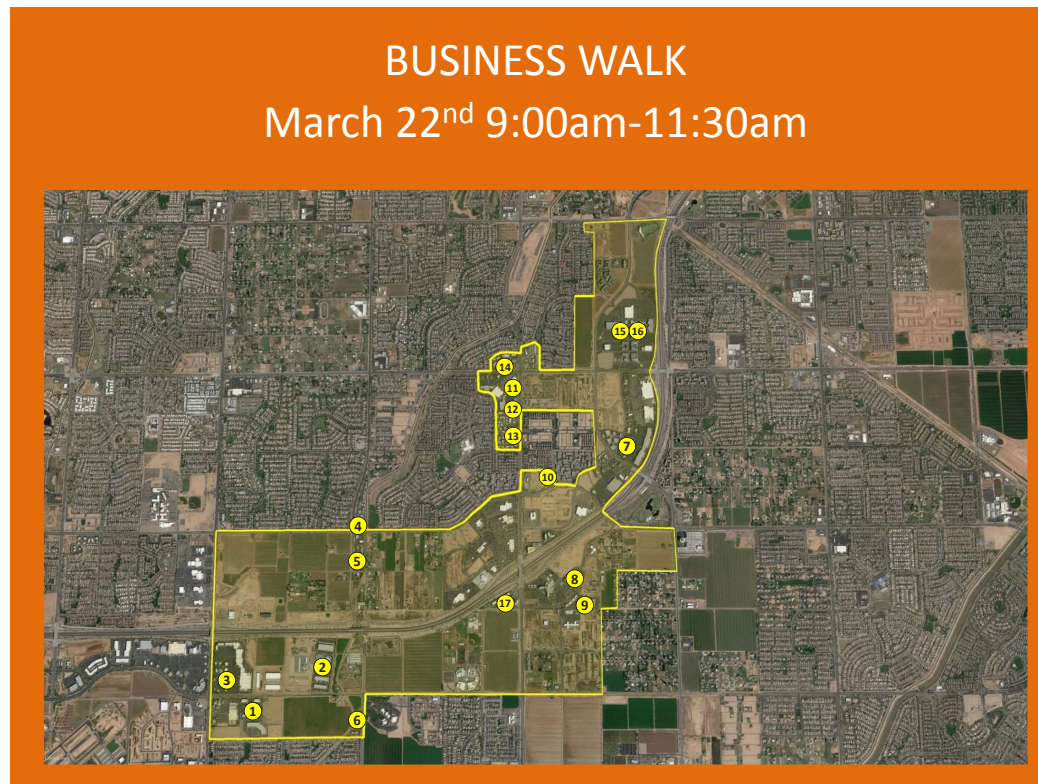


# Gilbert, Arizona - P4. Special Event

## Gilbert Business Walk Corridor 4

A “Business Walk” is a day dedicated to learning more about the local business community through face-to-face interviews on their turf. The Spring 2016 Business Walk covered Gilbert’s Central Business District. Over a span of four hours, nine teams walked to 163 businesses.



### VIDEO



A post event video was created to explain the purpose of the Business Walk and recap the highlights. **Raw footage was packaged for media use** and sent via a post event media release. The video can be viewed on [Gilbert’s YouTube Page](#).



### SOCIAL

The Business Walk teams utilized **#GilbertBusinessWalk** to track social media posts.



### MEDIA RELEASE

A post event Digital Media Release was sent via email with **Raw Video Footage and Photos for Media** to utilize in print, social or news footage.



### FOLLOW UP

A follow up flyer was sent to businesses with information on how to be added to Gilbert’s online business database - MapIt.

