

The 1st Women's Business Game

TheSWAGgame.com

ORIGIN



Toby

Creator
The SWAG Game

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The story behind The SWAG Game starts here . . .

In 2019 at the start of the New Year, as Toby began emailing invites for the WomenInBusiness.Org 20th Grand Business Salon, she had one of her entrepreneurial inspirations. Toby, a skilled multi-tasker and adept networker, simultaneously thought about: [1] acquiring a new Spring designer bag; [2] her innovative wholesale and retail background in custom gifts, stationery and accessories; [3] the enthusiasm she always felt meeting face-to-face with interesting business leaders. Utilizing her extensive experience celebrating the SweetSuccess of women role models and mentors, Toby launched The SWAG Game with a promotional live event at Grand Central Terminal, NYC, sponsored by Metro-North Railroad.

How She Caught The SWAG Spirit

- Toby believed her personal and professional pursuits could creatively be used as the foundation of a customized game format for working women from all sectors. She designed and developed The SWAG Game to connect, collaborate and compete online with options to meet in person.
- The intent was to share new experiences in a stylish fashion with C-suite executives, professionals, business owners and other entrepreneurs. Toby wanted a playful, yet productive game based upon her long held belief - business & pleasure with a point can lead to rewarding engagements and results.
- "The 1st Women's Business Game" is a cumulative product and service of Toby's work-life interests and ideas as well as the many successful live events she created recognizing, connecting, informing and honoring women in business. Toby's positive interactions and work with women at all stages of their career or business, has served as a guiding inspiration.
- As an acknowledgment of appreciation to the participating Swaggers and a reminder of her own connection to **The SWAG Game**, Toby has created a signature sign-off to embody the SWAG spirit.

Thank You For Swagging With Us

A LOOK INSIDE HER BOOK

SWAG = **SW**eed**S**uccess **bAG**



WHAT'S
inYourSWAGbag



business salons



Go Swag

The SWAG Game
 Heart