

Why attend Impact 2024?

Impact is the world's most useful event for anyone working in Innovation, Transformation, Emerging Technology, Design, R&D, or Strategy inside a large organization. Among the reasons to attend Impact:

1 Benchmark your innovation program, approach

No other event draws more senior innovation executives than Impact. We create a safe environment to compare your approach, and attendees receive our latest research and data.



2 Learn from executives in a safe environment.

We only let corporate innovators attend, which means you won't be bothered by a million vendors, and you'll be able to learn from your peers during interactive sessions, off-site visits, meals and more.



3 Share and help your peers at an "unconference."

Our events are conversations, not presentations; we avoid slides, and focus on sharing current practices. And you'll be among compatriots, with attendees at the 101, 201, and 301 stages of innovation maturity.



4 Benefit from timely sessions built by, well, you.

Every topic addressed at Impact has been recommended by our members. That means the sessions are guaranteed to be relevant, and we reserve a block of open sessions to ensure you can add to the agenda if desired.



5 Get access to resources and best practices

Participants get access to resources and best practices shared at the conference. Nearly every session culminates in a crowd-sourced "best practices" list that you can bring back to the office, share and implement.



6 Understand the latest emerging technologies

From ChatGPT and AI to blockchain, we provide a rare glimpse of how corporates and startups are prototyping the future, and how they are actually deploying the latest emerging technologies.



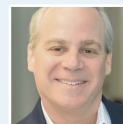
2024 Session Leaders Include:



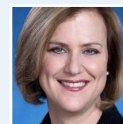
New York Life
VP Innovation
Elizabeth Yenko



Target
Chief Digital Officer
Prat Vemana



BCBS
Chief Innov. Officer
David Crean



United Airlines
EVP
Linda Jojo



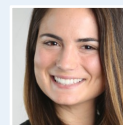
PepsiCo
Director of R&D
Tracy Rossetini



NFL
VP and Head of D2
Gil Moran



Mayo Clinic
President, Platform
John Halamka



Childrens Hospital
Head of Innovation
Sarah Lindenauer

"Better than any innovation conference I've been to."

Allstate
Chief Innovation Officer

"A great source of real-world insights."

NRG Energy
Vice President Innovation

"Outstanding event and opportunity to learn."

Nationwide
VP Claims Innovation and Technology

"I highly recommend to all innovation leaders."

EMD Serono / Merck
VP Global Patient Safety Innovation

"The place to be for innovators."

Crown Equipment
VP Design