

# Why attend Impact 2025?

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 with Chatham House Rules.



## 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.



## 2025 Session Leaders Include:



**SharkNinja**  
CEO Mark Barrocas



**CAA**  
Chief Innovation Officer Michelle Kydd



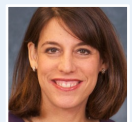
**SunLife**  
Director of Innovation Paige Halam-Andres



**HBS**  
Professor Karim Lakhani



**Takeda**  
Chief Data and CTO Gabriele Ricci



**Pfizer**  
VP Experience Wendy Mayer



**Avery Dennison**  
Head of Innovation Upma Arora



**MIT**  
Sr. Innovation Lecturer Phil Budden

**"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