Impact was founded in 2008 on the premise that great technology can truly transform business.

Almost a decade later, we were amazed to see the innovation happening across people, process and technology with our most mature clients – they were developing new strategies, organizing and managing their teams differently and deploying new tools that were incredibly innovative – and for several companies actually began to be transformative – yet still remained largely unknown to most companies.

This was the spark of Impact Growth.

Wouldn’t it be great if there was an event that brought together the leaders, the change-makers, the agents of growth that are truly transforming their companies? Something that welcomed open dialogue, and knowledge-sharing on relevant and timely topics? An event that inspired and empowered personal and enterprise transformation?

And so, Impact Growth was born – to challenge, educate and inspire the way leaders of enterprises transform their teams, their mindset and their processes through the innovative use of enabling technology to grow their business.

David A. Yovanno
CEO
Impact
THE POWER OF PARTNERSHIPS

Partnerships, worldwide, now represent the next and third major channel for growth - beyond sales, beyond marketing, indirect channels are now generating 75% of global enterprise revenue.*

This year’s theme - The Power of Partnerships - will dig into this phenomenon, examining how technology has redefined what’s possible and sharing the tips and tactics key to achieving personal and enterprise growth.

ACCELERATE YOUR GROWTH

Our mix of educational sessions and presentations featuring Impact’s expert Growth Technologists, alongside marketers and analysts will advance your knowledge of the tactics and strategies you should deploy to make your partnerships as effective as they can be.

• The opportunity in systematic, holistic partnership development
• Activate your channel through people, processes and technology
• Dig into the partner lifecycle and see how automation can scale discovering, recruiting, onboarding, engaging and optimizing new partnerships
• Build a roadmap to a more effective and sophisticated partnership program
• Forge, deepen and optimize your partnerships

GET INSPIRED

Through inspirational keynotes and peer networking activities, you’ll walk away with a fresh perspective on how to advance your business and your career - fueled by 300 of the most accomplished marketing minds in our industry.

• Become a breakout star in your organization
• Pull in outsized revenue to your enterprise
• Transform your team for maximum ROI
• Lead from a position of influence
• Effectively grow your revenue stream outside of traditional sales and marketing channels

We believe that growth comes through creating an open forum for the leaders, the change-makers, and the agents of growth to share their stories.


We can’t wait to share what’s in store for this year!

**TESTIMONIALS**

“The marriage of marketing and technology is seeing growth like never before and at the same rate Partnerships Marketing is joined at the hip of the big evolution. It’s such an honor for me to be a part of this eco-system and being able to attend Impact’s 1st Annual Growth Conference and speak to others about the collaboration we have in the space at Lenovo and Impact being a trusted partner along with us.”
– Senior Manager, Global Performance Partnerships Marketing, Lenovo

“It’s very easy to get lost and tunnel visioned in your own day-to-day business and it’s extremely refreshing to speak with other industry leaders about how their business functions differently from yours. Impact Growth not only brought a bunch of different marketing professionals to the table to exchange thoughts with but also other business verticals that most people simply wouldn’t get the opportunity to peek into and glean ideas from. In its inaugural year, it felt like it was being run for decades and I’m very excited to return in 2019.”
– Senior Growth Marketing Manager, BARK

“Thank you so much for inviting me! It was an honor to speak and I got so much out of the conference. Very well done!”
– Director of Digital Marketing, Autodesk

impactgrowth.com
Impact hosts educational and networking events throughout the year - providing an opportunity to get yourself, or your company, in front of a curated audience of brand marketers, analysts, investors, agencies and publishers.

Contact events@impact.com to get involved.

SPONSOR
Own a unique experience within Impact Growth or sponsor an upcoming event.

SPEAK
We are currently recruiting enterprise brand marketers to join our all-star line-up.

ATTEND
Visit impactgrowth.com or Impact.com/events to attend an Impact event today!