

impact'27
WIELKOPOLSKA **POZNAŃ**
12-13.05.2027

**EXPECT
UNEXPECTED.
BE THERE WHEN
IT HAPPENS.**



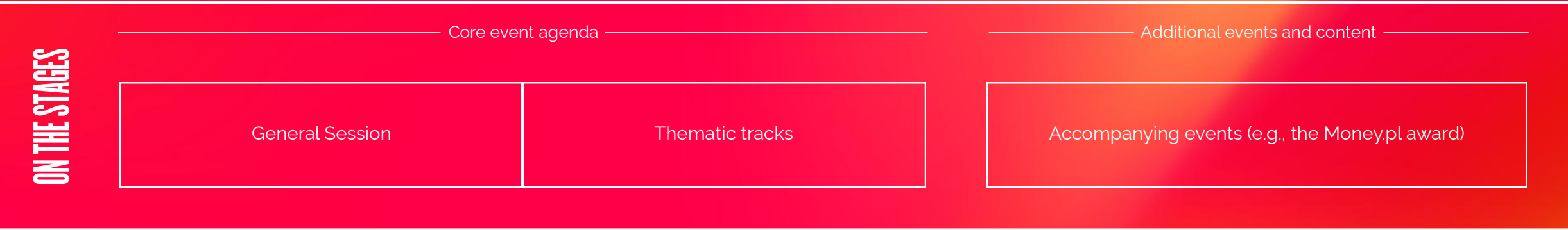
BY THE NUMBERS

>7300	event attendees	305	items on the event agenda	52.6	NPS from the previous edition
>1700	companies	~200	event Partners	49	side events
~3900	square meters of exhibition space	>100	"agenda" hours	23	thematic tracks
>600	speakers from all over the world	77	Partner zones during the event	9	stages

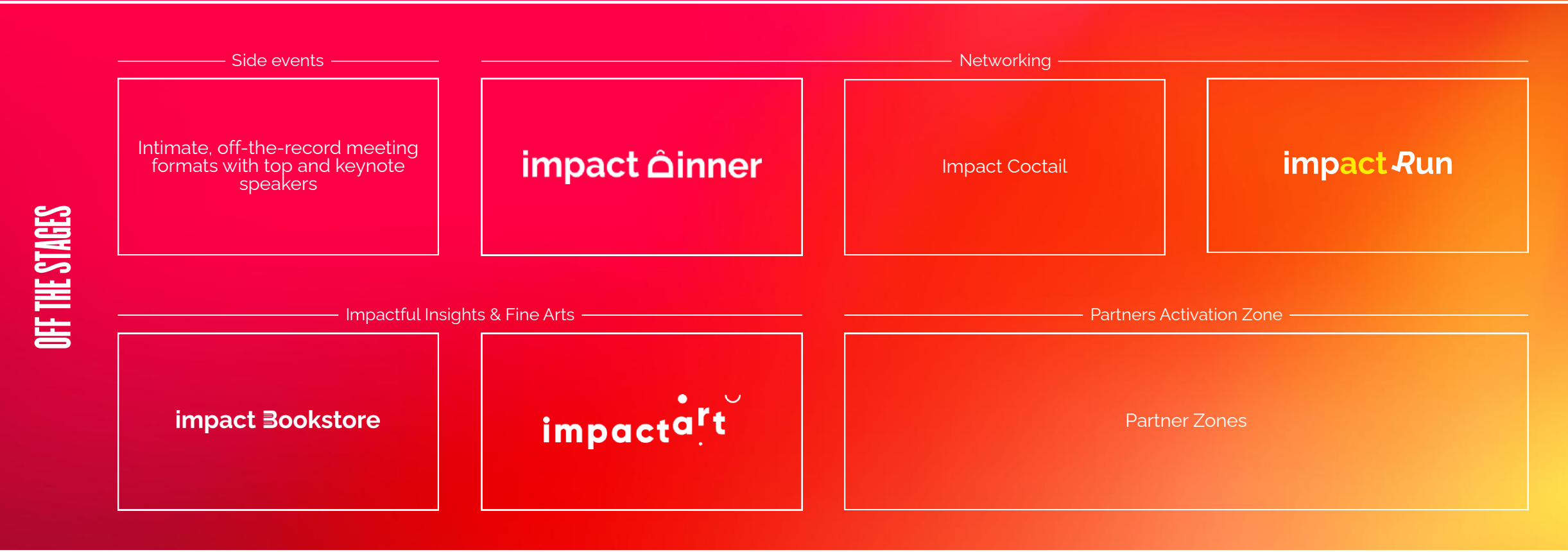


BY THE NUMBERS

Impact is so much more than just the content presented on our stages. Its value and uniqueness are also found in the rich **universe of events that take place beyond the main presentations**. The true power of impact is networking, intimate (often spontaneous) meetings, dinners, and cocktails that enable a free exchange of ideas. It also includes activities in the art and publishing fields that complement the content agenda. The whole creates an immersive experience where the most important relationships and decisions are often born in spaces where ... there are no stages.



but also...



impact'27

HOW IMPACT WORKS: EVENT STRUCTURE

(1/4)



STRUCTURE

impact'27

HOW IMPACT WORKS: EVENT STRUCTURE

(2/4)

STRUCTURE



impact Bookstore

Impact Bookstore is more than a bookshop - it's a space that combines impact's publishing activities with a unique mission: **shortening the distance to the world's greatest minds**. It's here, in an intimate atmosphere, that attendees have the chance to meet the authors who are shaping global debates every day.

An impressive **lineup of 40 authors**—including prominent figures like Prof. Francis Fukuyama and Prof. Anna Lembke, alongside Nobel laureates Olga Tokarczuk and Daron Acemoğlu - dedicated nearly **12 hours to meeting**, signing books, and engaging in brief conversations.

Impact Bookstore is also the perfect place to take a piece of impact home with you.



impactart

We believe that **contemporary art is an integral component of social, economic, and political well-being**. This conviction gave rise to the idea of creating Impact Art - a space at impact Poznań where we showcase the works of young Polish female artists and organize meetings with creators working in various areas of art.

The event features curated exhibitions that present both new works and pieces by acclaimed artists, including **Fangor, Salvador Dalí, and Aleksandra Waliszewska**.



impact Run

Impact Run is an event that combines energy, movement, and social engagement. When the impact stages come to life, conference attendees have the opportunity to **recharge their batteries in a morning charity run that takes place in an atmosphere free of pressure and competition**. It's the perfect time for networking outside of a traditional setting.

Impact Run also has **a charitable dimension**. The entire event gains an additional, noble purpose. What's more, participants collectively decide which local sports organization will receive financial support, making them directly involved in the mission.



Images speak louder than words -
see impact'26 photo gallery!



impact'27

HOW IMPACT WORKS: EVENT STRUCTURE

(3/4)



impact Dinner

This is an intimate gathering for a carefully **selected group of 200 guests** and speakers, held on the eve of the conference. Impact Dinner is a synonym for networking at its best—a combination of sophisticated cuisine and an open, relaxed discussion. It's the perfect opportunity to deepen relationships and exchange ideas in an atmosphere that fosters the creation of lasting connections. The event is exclusively for invited guests and takes place the evening before impact begins.



impact Cocktail

The Impact Cocktail is the ideal culmination of the first day of the conference. This dynamic and **lively networking cocktail for 1,500 guests** features live music, excellent food, and drinks, where attendees can celebrate their presence at impact and forge new connections in a relaxed atmosphere. It's the perfect place for casual conversation and building relationships in an energetic and inspiring environment, and like the Impact Dinner, it is available to invited guests only.

SIDE EVENTS

impact'27

HOW IMPACT WORKS: EVENT STRUCTURE

(4/4)

SIDE EVENTS

Side events

The most important conversations cannot happen on a large stage. They require trust, discretion, and the right company. Our accompanying meetings, which are closed to the public, are a space designed for such demanding activities, as proven by the numbers from the last edition.

Out of 45 side events, the dominant formats were lunches and breakfasts with top speakers, as well as partner meetings. At these "by-the-way" events, Impact Partners can build and monetize a platform that enables direct business relationships at the highest level.

These are invite-only formats, and their exclusivity guarantees unforgettable experiences—such as a lunch with former Canadian Prime Minister Justin Trudeau or former US Secretary of State John Kerry, or a breakfast with Prof. Anna Lembke. Investing in Impact means investing in a unique ecosystem where true value is created beyond the main stages, within a trusted and carefully curated circle.

45

side events at impact'26, including lunches or breakfasts with top speakers, award ceremonies, and other intimate formats



Martin Wolf
Financial Times
Top Speaker
impact'25



John Kerry
68th Secretary of State
The United
States of America
Top Speaker
impact'25



Timothy Snyder
Yale University,
University of Toronto
Top Speaker
impact'25

impact'27

AGENDA STRUCTURE: THEMATIC TRACKS

(1/2)



until
12:30 PM

from
12:30 PM

General Session

Digital Future	Artificial Intelligence	Defence	Cybersecurity
Future Geopolitics	Global Economy & Banking	Financial Tech	Digital Commerce
Investments & Startups	Entrepreneurship	Industry & Space Technologies	Energy
Green Economy	Health & Longevity	Cancer Research	Mental Health & Wellbeing
Leadership	Inclusive Future	Culture	Marketing & Digital Consumers powered by Mastercard
Sports & Tourism Marketing	Young Voices	Urban Next	



You can read more about the **event's thematic tracks** on our [website](#)

AGENDA



KEYNOTE SPEECH

This is the moment when a single voice defines and inspires the entire audience in a roughly 10-minute presentation. Keynote speakers are global authorities whose speeches set the tone for the entire event, leaving a lasting impression. It's pure, inspiring knowledge that shapes perspectives and motivates action. Its uniqueness is also its rarity—this format makes up about 10% of the event's agenda time.



FIRESIDE CHAT

This intimate format is a unique opportunity to transport the audience into the more personal world of the speakers. The relaxed conversation, taking place in a friendly atmosphere, allows for the discovery of previously untold stories, building a strong, emotional bond with the audience. One in every five minutes of content presented at impact takes this format, and the chat itself is no more than 15 minutes.



MODERATED DISCUSSION

This is the essence of impact: a dynamic exchange of ideas among leaders who represent different perspectives. Thanks to moderation, every voice is heard, and participants gain a more complete picture of key issues, making it an ideal format for in-depth analysis. More than half of the content during our event is presented in this format. We aim for discussions to last 20-25 minutes.

AGENDA STRUCTURE: PROVEN FORMATS (2/2)

impact'27

AGENDA



MICHELLE OBAMA



JUSTIN TRUDEAU



AMAL & GEORGE CLOONEY OSCARS



NATALIE PORTMAN OSCARS



BARACK OBAMA

THE NOBEL PRIZE



SCOTT GALLOWAY



FRANCIS FUKUYAMA



OLGA TOKARCZUK

THE NOBEL PRIZE

SPEAKERS

(1/4) ARCHITECTS OF TOMORROW: CHANGE THAT LASTS - PREVIOUS SPEAKERS

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ARCHITECTS OF TOMORROW: CHANGE THAT LASTS - PREVIOUS SPEAKERS

(2/4)



THE NOBEL PRIZE

DARON ACEMOĞLU

ANNA LEMBKE



YUVAL NOAH HARARI



JESSIE INCHAUSPÉ



JESSE EISENBERG



HILLARY CLINTON



ESTHER PEREL

SPEAKERS

SPEAKERS



JOHN KERRY



TIMOTHY SNYDER



ANDRZEJ DRAGAN



ANNE APPLEBAUM



MARTIN WOLF



MATI STANISZEWSKI



SANNA MARIN

(3/4)
**ARCHITECTS OF
TOMORROW:
CHANGE THAT
LASTS -
PREVIOUS
SPEAKERS**

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ARCHITECTS OF TOMORROW: CHANGE THAT LASTS - PREVIOUS SPEAKERS

(4/4)



IVAN KRASTEV



NASSIM NICHOLAS TALEB



CÉDRIC VILLANI



JON HUNTSMAN



TOMOHIKO TANIGUCHI



JEFF KOONS

SPEAKERS

FIRST LOOK AT THE '27 LINEUP

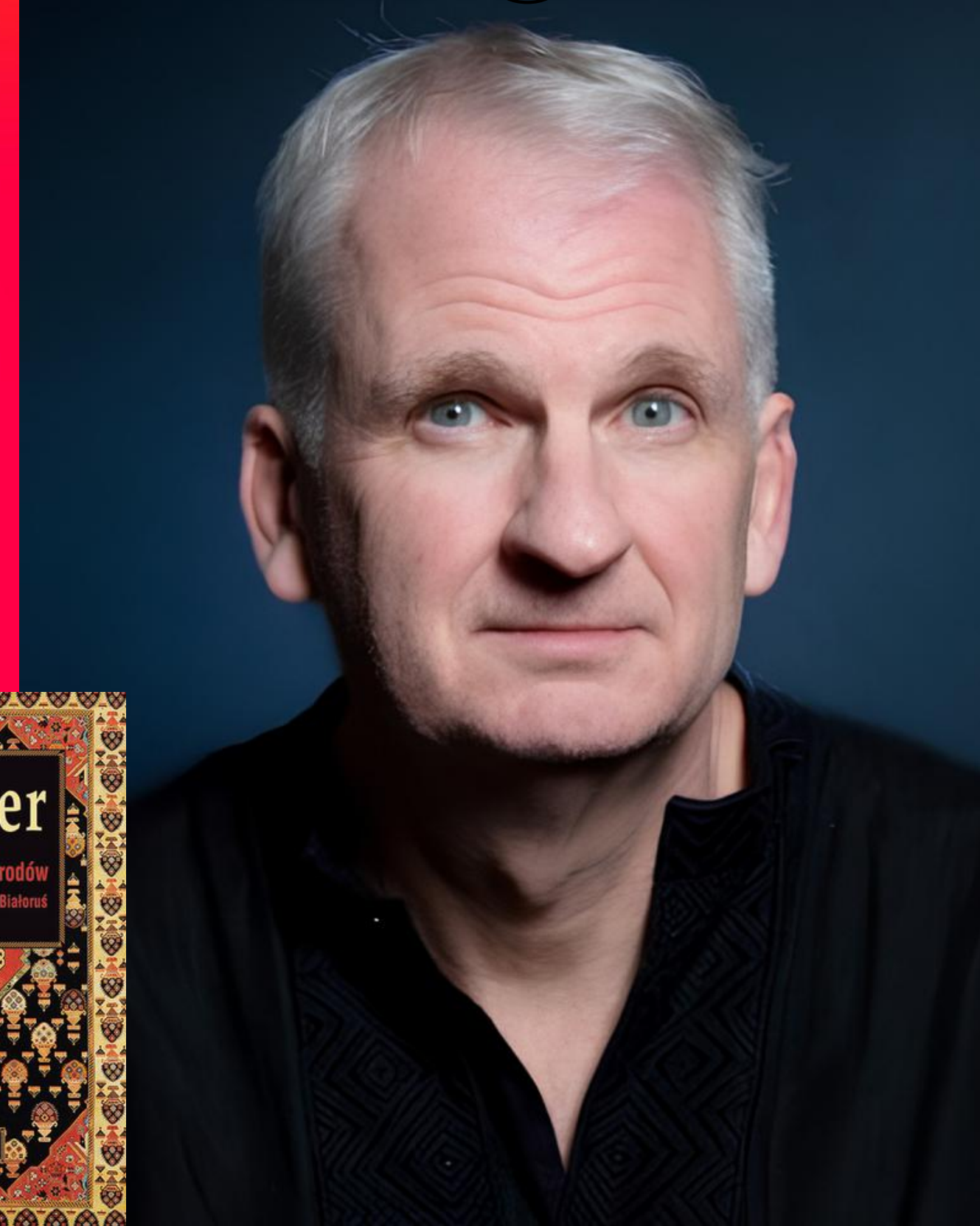
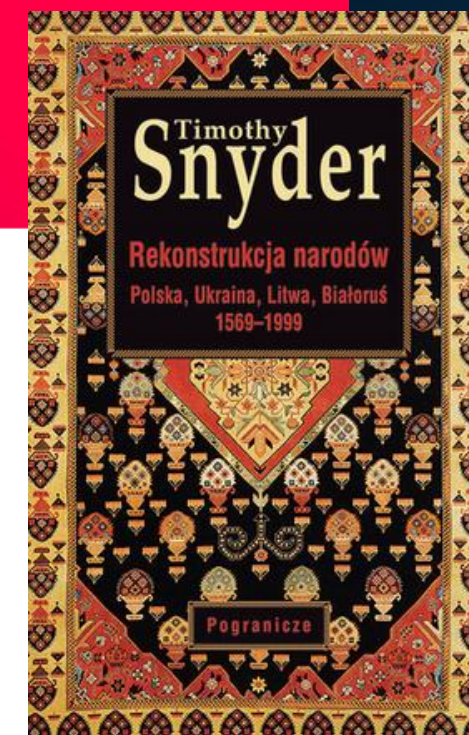


NADIA MURAD

Nadia Murad is a Nobel Peace Prize Laureate who has fundamentally changed how the world responds to conflict-related sexual violence – pushing governments, the United Nations, and international institutions to deliver justice, reparations, and accountability for survivors. A survivor of the Yazidi genocide and ISIS captivity, she turned her experience into a global movement - driving the creation of landmark international mechanisms and holding world leaders to account. She is the Founder of Nadia's Initiative and the first United Nations Goodwill Ambassador for the Dignity of Survivors of Human Trafficking.

TIMOTHY SNYDER

Timothy Snyder holds the inaugural Chair in Modern European History, supported by the Temerty Endowment for Ukrainian Studies, at the Munk School of Global Affairs and Public Policy. He is also a permanent fellow at the Institute for Human Sciences in Vienna and the head of the academic advisory council of Ukrainian History Global Initiative. A scholar of the history of Central Europe, Ukraine, the Soviet Union, and the Holocaust, Snyder speaks five and reads ten European languages. He is the author or editor of twenty books published in forty languages. Snyder writes for the press on Ukraine, the U.S., authoritarianism, digital politics, health, and education. His work has inspired demonstrations, sculpture, posters, punk rock, rap, film, theater, and an opera.



FIRST LOOK AT THE '27 LINEUP

MARTIN WOLF

Martin Wolf is the Associate Editor and Chief Economics Commentator at the Financial Times, widely recognized as one of Foreign Policy's Top 100 Global Thinkers. Educated at Oxford and holding numerous honorary doctorates and fellowships from prestigious institutions like LSE, KU Leuven, and Columbia University, he has also served on the UK government's Independent Commission on Banking. A highly decorated journalist, he was awarded the CBE in 2000 for services to financial journalism and has collected multiple major industry accolades, including the 2019 Gerald Loeb Lifetime Achievement Award. He is also a prolific author on global economics, with his most recent book, "The Crisis of Democratic Capitalism," published in 2023.

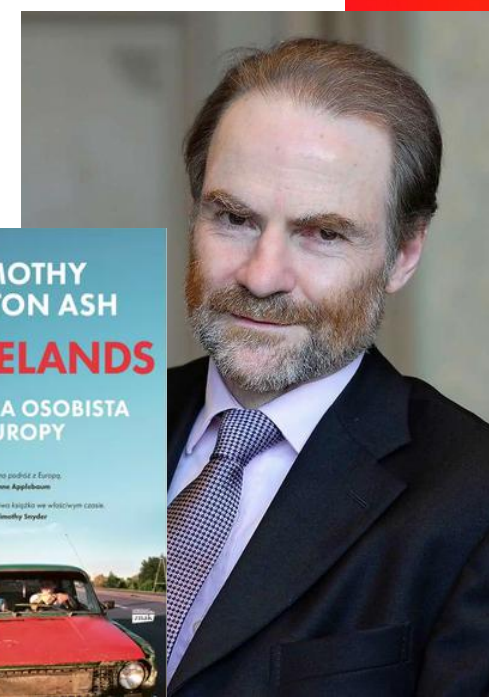
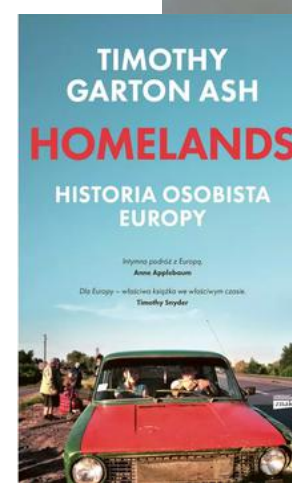


IVAN KRASTEV

Ivan Krastev is a leading European political scientist and prominent commentator on democracy and the future of Europe, frequently contributing to the Financial Times and International New York Times. He serves as Chairman of the Centre for Liberal Strategies in Sofia, a Permanent Fellow at the Institute for Human Sciences (IWM) in Vienna, and is a founding board member of the European Council on Foreign Relations. Having held fellowships at prestigious institutions like Oxford and NYU, he is also heavily involved in advisory roles for organizations such as the Open Society Foundations. Krastev is the celebrated author of award-winning books including The Light That Failed and After Europe, and a widely recognized public speaker whose TED Talk on democracy has reached a global audience of hundreds of thousands.

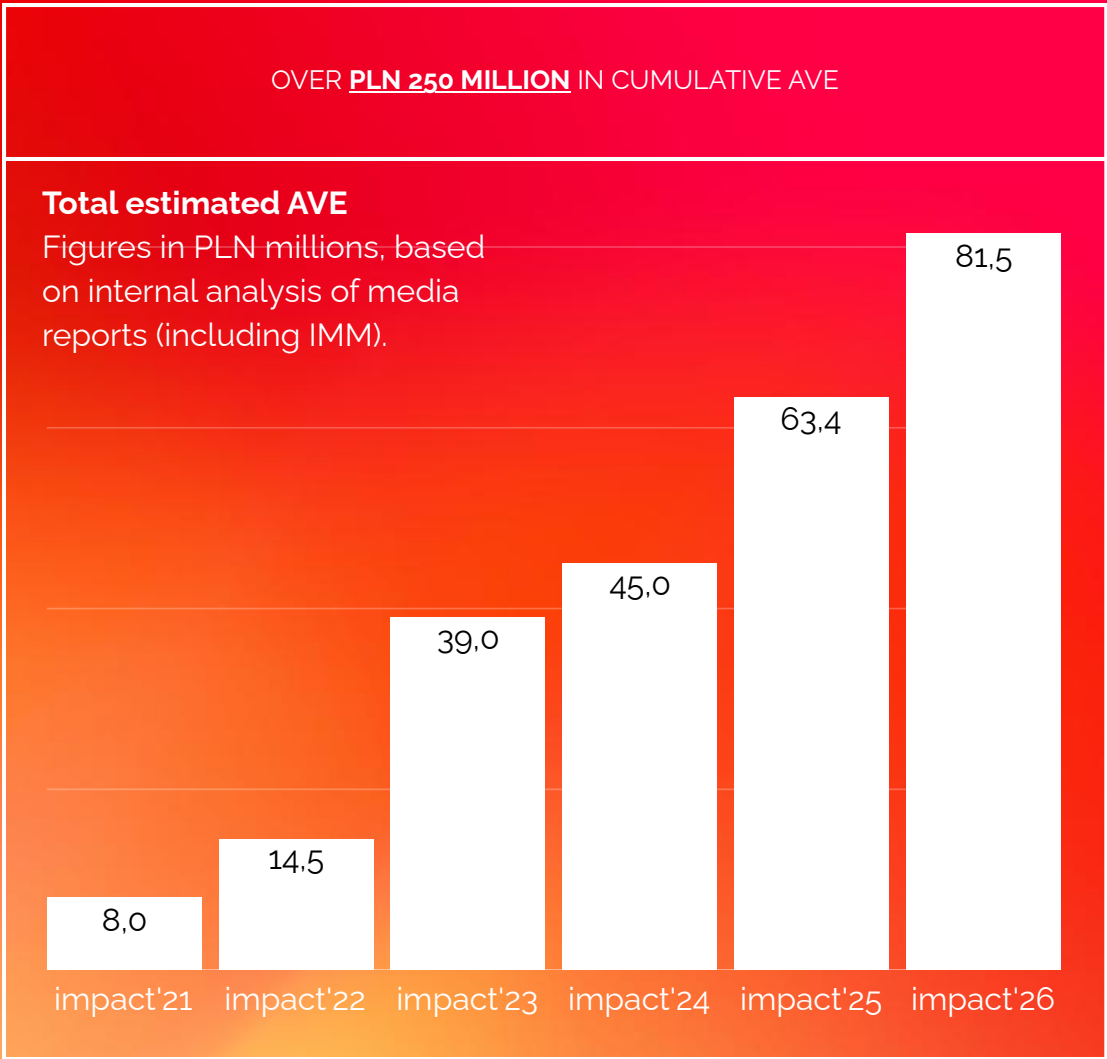
TIMOTHY GARTON ASH

Timothy Garton Ash is a Professor of European Studies at Oxford University (St Antony's College) and a Senior Fellow at Stanford University's Hoover Institution. A distinguished historian and commentator on international affairs, he frequently contributes to The Guardian, the Financial Times, and the New York Review of Books. He is the author of eleven highly acclaimed books exploring contemporary European history, including The Polish Revolution: Solidarity and his latest work, Homelands: A Personal History of Europe, which recently won the Lionel Gelber Prize. In recognition of his extensive work documenting Europe's transitions and his dedication to European unity, he was awarded the prestigious International Charlemagne Prize in 2017.



IN THE SPOTLIGHT: WHEN THE WORLD IS WATCHING (1/2)

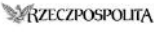
Impact attracts the attention of top-tier journalists and publishers from Poland and around the world. **Our media presence is not just a popularity metric; it's proof that we tackle issues of critical importance.** An AVE of PLN 81.5 million for Impact '26 is more than just a number - it's a testament to the power of our voice and our ability to shape the public agenda.



MEDIA

IN THE SPOTLIGHT: WHEN THE WORLD IS WATCHING (2/2)

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Media collaborations at Impact'26										
										
										
										
										
										



MEDIA

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WHO ARE YOU TALKING TO? IMPACT PARTICIPANT PROFILE

(1/4)

GENERAL OVERVIEW



Our participants are not just numbers in statistics but real people who choose impact of their own volition. **These are professionals who are with us not out of obligation, but by choice.** Our guests are at the very top - CEOs, directors, and decision-makers. Most often from the financial, marketing, or professional services industries. They are the ones who have a real impact on what happens in companies and in the market.

The incredible growth in B2C - individual attendees - is a rarity at conferences of this type, and for us, **it's a signal that impact has become an event they simply cannot miss.** Our meetings also attract nearly as many women as men, which is atypical (but shouldn't be!) in the world of business conferences.

Such a participant profile represents a huge opportunity for your brand. The impact audience seeks inspiration and valuable contacts, but is also open to interesting products and experiences. All it takes is to inspire them, and they quickly become natural ambassadors for your brand, telling their friends and business partners about it. Together, let's turn them into loyal ambassadors for years to come.



**THE ONLY EVENT WITH SUCH
A PARTICIPANT PROFILE**

On the following pages, you will find detailed statistics regarding the impact audience. We are proud of them, and we are happy to share them with you.

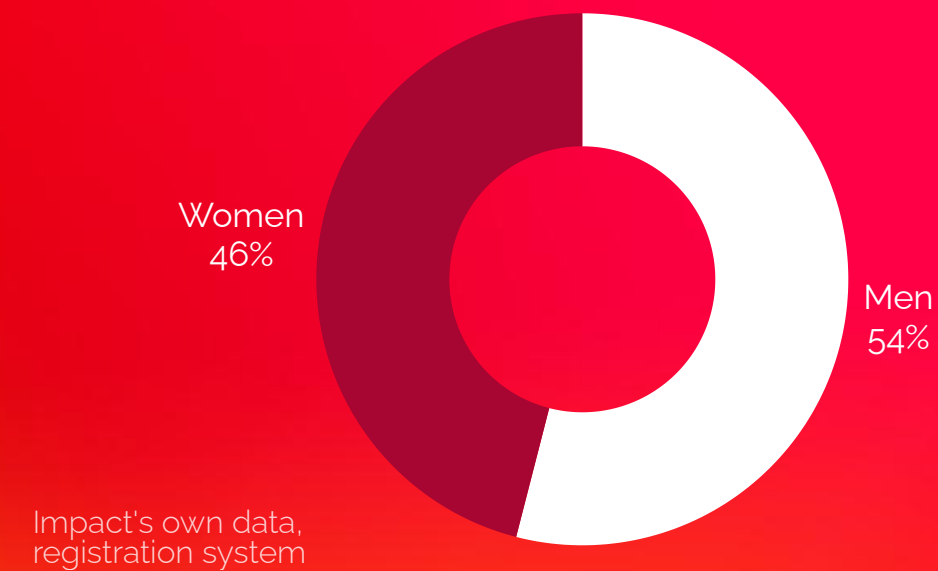
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WHO ARE YOU TALKING TO? IMPACT PARTICIPANT PROFILE

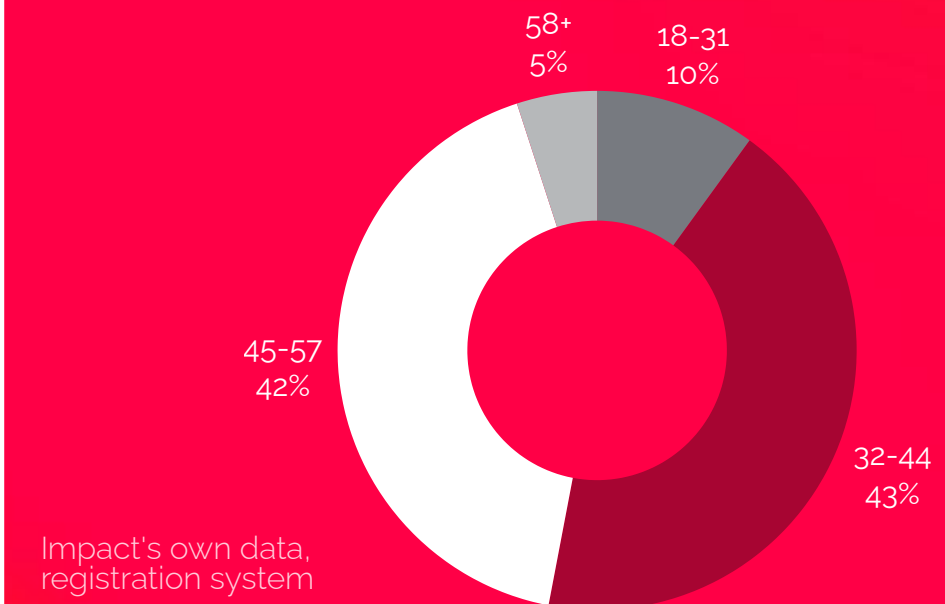
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ATTENDEE DEMOGRAPHICS

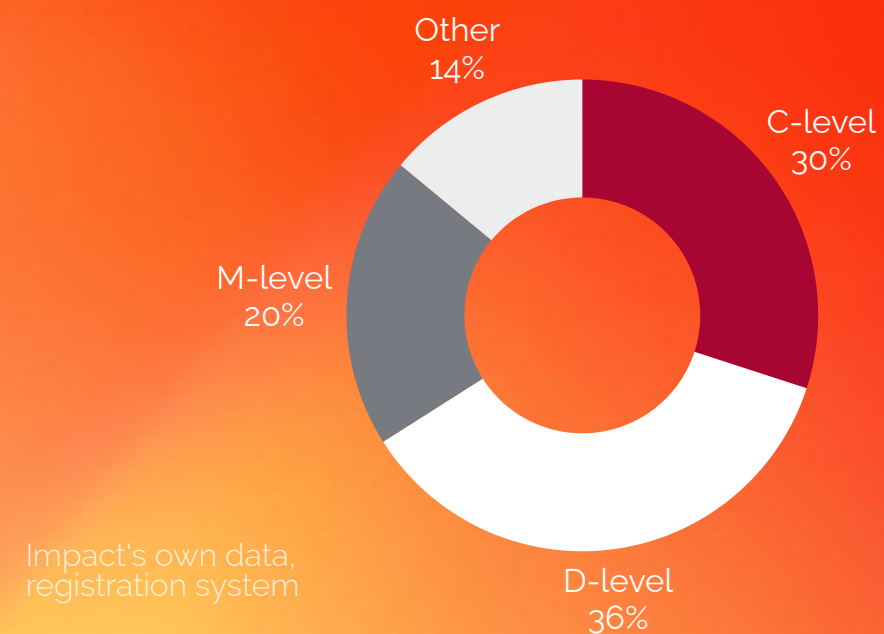
Gender distribution of Impact participants



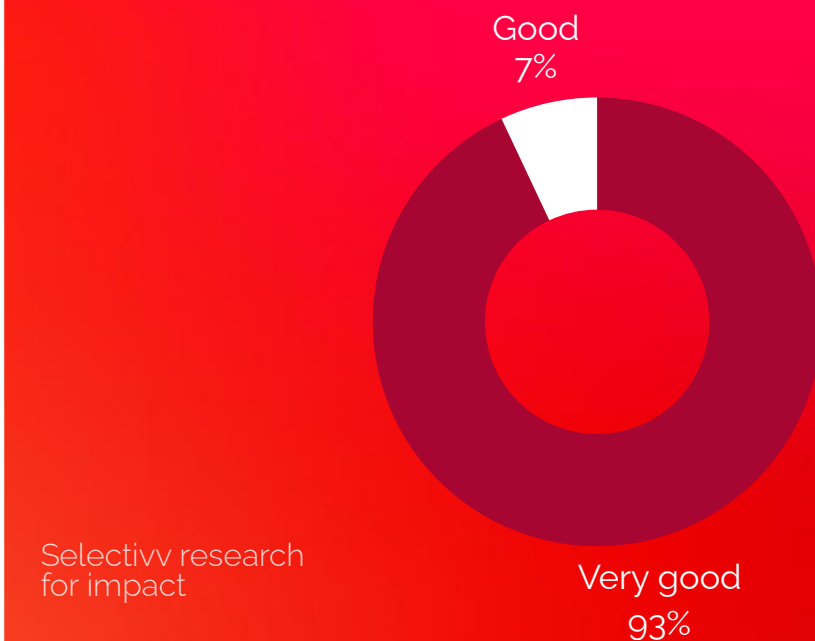
Age distribution of Impact participants



Seniority level of Impact participants



Wealth level of Impact participants



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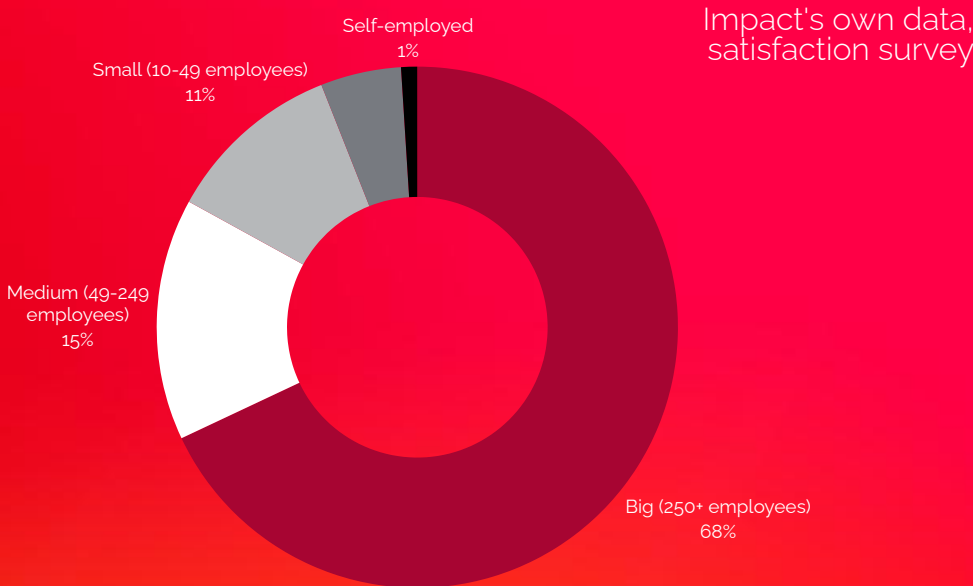
WHO ARE YOU TALKING TO? IMPACT PARTICIPANT PROFILE

(3/4)

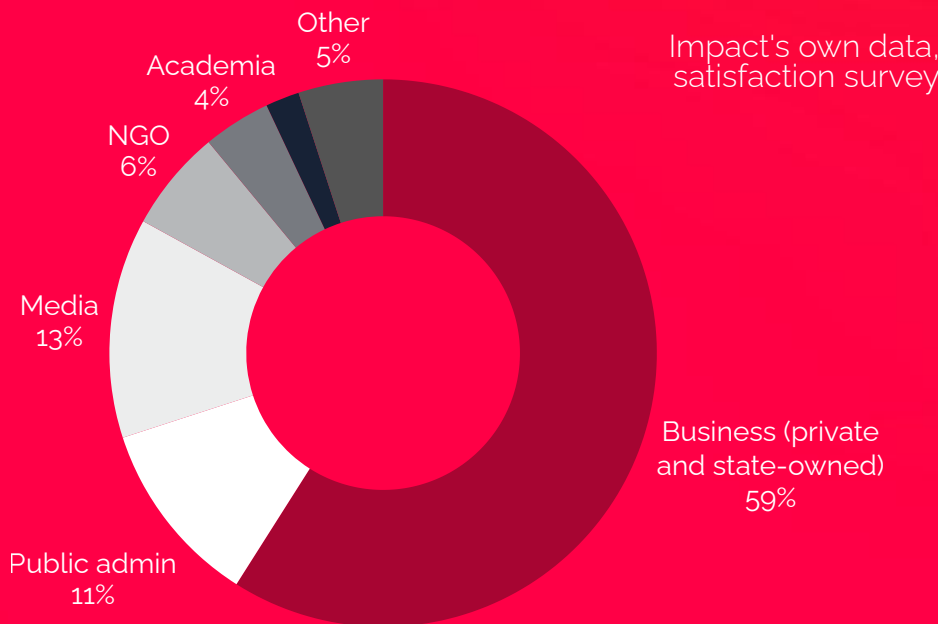
COMPANY PROFILE



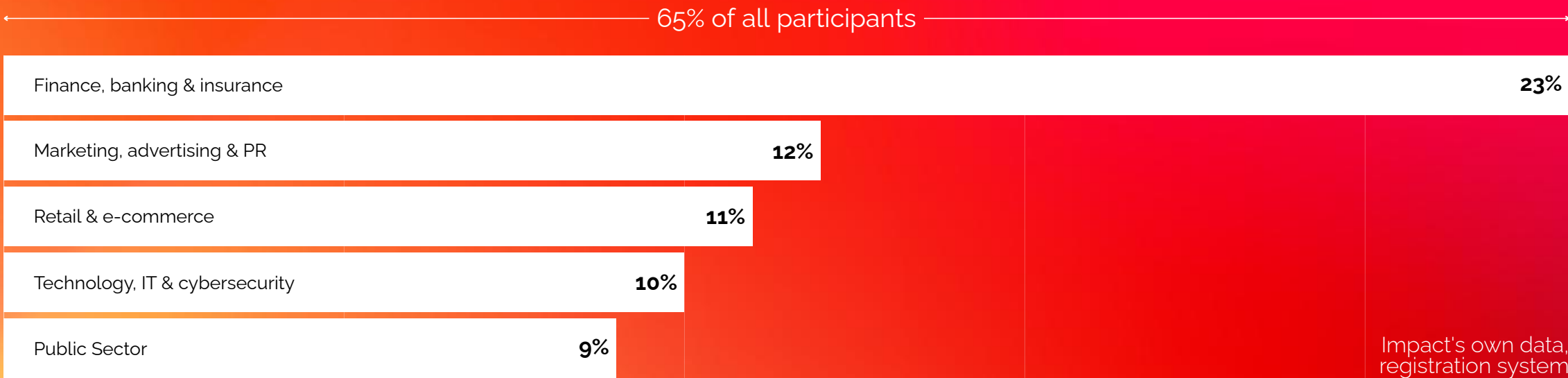
Organization size distribution at Impact



Organization type distribution at Impact



Industry representation at Impact





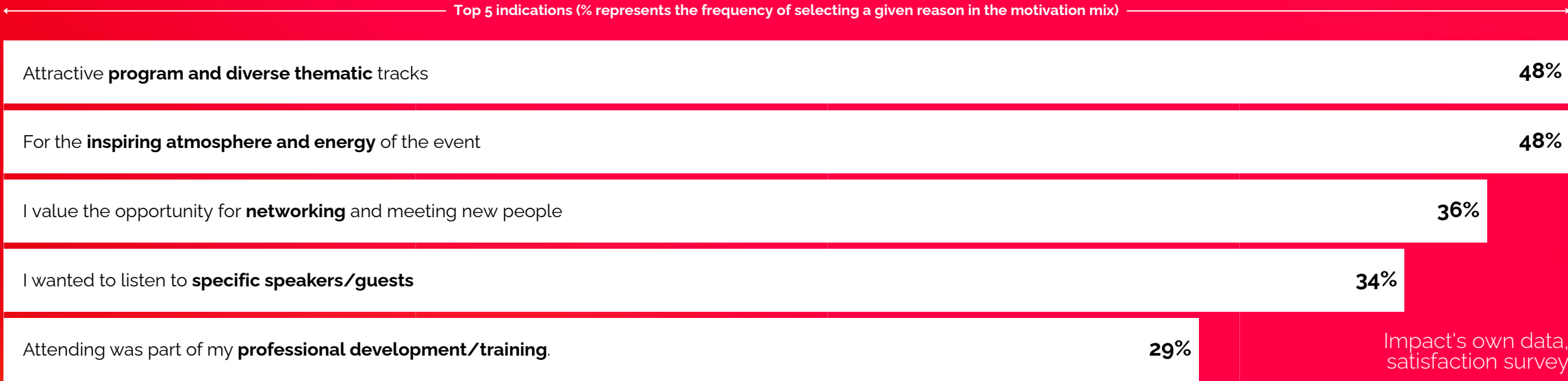
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WHO ARE YOU TALKING TO? IMPACT PARTICIPANT PROFILE

(4/4)

SATISFACTION & LOYALTY

Reasons for participating in impact



NPS Score

impact'26

52.6

Impact's own data, satisfaction survey

Satisfaction score

impact'26

4.06/5

average satisfaction score across 33 touchpoints

Impact's own data, satisfaction survey

Media sentiment



Impact's own data, satisfaction survey



REASONS

LAUNCH IN THE SPOTLIGHT: MAKE A GRAND ENTRANCE

In May, the eyes of the business world and media are on Poznań. Impact is the perfect stage to announce key premieres, product debuts, or important strategic news. Take advantage of the ready interest and present yourself among global leaders and authorities.

BUILD BRAND IMAGE: BE PART OF AN ELITE GROUP

As an impact partner, your brand positions itself within a select company. You have the chance not only to reach the right audience but also to draw on the strength and reach of our brand. This is an excellent way to solidify your image as an innovator and leader in your industry.

POSITION YOUR EXPERTS: GAIN REACH AND CREDIBILITY

Impact is the best place to introduce your internal experts. It's one of the few platforms ready for "top management" in terms of quality. We offer a unique platform to build their credibility, enabling them to speak on stage, participate in discussion panels, and have direct contact with the media.

FOSTER LOYALTY AND CELEBRATE: IMPACT IS YOUR COMPANY EVENT

Utilize impact to build loyalty among your employees, clients, and partners. By inviting them to the event, you provide them with access to inspiring knowledge and networking, and you engage them in a unique experience they will remember for a long time.

BREAK THE ROUTINE: PHYSICAL CONTACT WITH YOUR BRAND

Nasza strefa partnerska to więcej niż stoisko. To przestrzeń, która daje szansę na niestandardowe aktywności i interakcje, które wykraczają poza tradycyjny schemat. Zaplanuj swoją obecność tak, aby zaskoczyć uczestników i stworzyć niezapomniane wrażenia, które budują silniejszą więź z marką.

MAXIMIZE YOUR IMPACT: BEST PRACTICES FOR PARTNERSHIP

impact'27



ACTIVATIONS

IDEA 1 YOUR OWN MEETING SPACE

Design a zone that serves as your own private meeting space. This is a unique opportunity to step away and conduct intimate 1:1 conversations in a private setting - building relationships, discussing business details, and negotiating key decisions.

IDEA 2 PREMIERES AND DEBUTS

Utilize impact as the ideal venue for product premieres, surprising presentations, and news. Our audience is keen on novelties and innovations.

IDEA 3 TECHNOLOGY SHOWCASES AND INNOVATIONS

If you offer advanced solutions, prepare exceptional demonstrations of your products/solutions. Let participants experience them personally.

IDEA 4 PERSONALIZED EXPERIENCES

Instead of repetitive narratives, focus on self-directed experiences. Allow participants to personalize their journey, for example, with customized gadgets or useful solutions they can use/take with them.

IDEA 5 DISCUSSION PANELS AND ACTIVATIONS

Beyond standard presentations, plan interactive activations with brand ambassadors or interesting individuals in your zone. This is an excellent way to engage the audience and deepen discussions on topics of interest to them.

PHYSICAL CONTACT WITH YOUR BRAND: PARTNER ZONES

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Get inspired by the photo gallery from impact'26! See how, together with our Partners, we built an amazing space conducive to meetings, inspiration, and the promotion of key content and brands.



NETWORKING

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POCKET IMPACT: THE MOBILE APP

The impact mobile app is more than just an event agenda accessible from your smartphone. It's a tool that actively connects participants and creates unique business opportunities. **At its heart is a powerful networking feature** that allows you to fully leverage the potential of meeting key individuals:

~5000

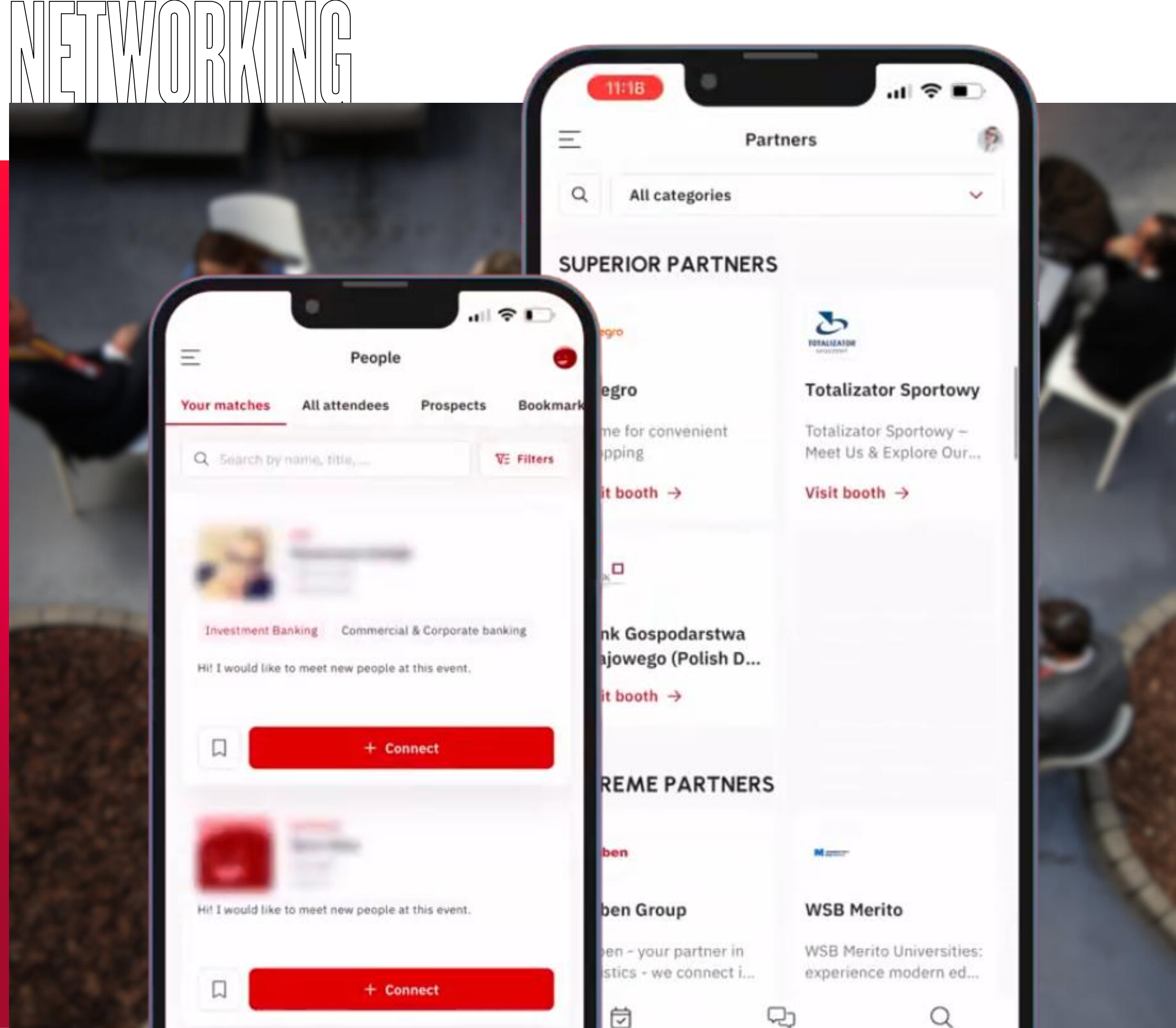
accepted and pending meetings, which allowed participants to establish valuable business relationships

~4000

active users on the networking platform

~3000

messages exchanged during the event, indicating high user engagement



PACKAGES OF OPPORTUNITIES

Your presence at impact is a collaboration that **we will tailor to your needs**. A detailed scope of benefits will be **prepared based on your requirements** and our capabilities. You will receive them in a comprehensive offer.

PARTNERSHIP

KEY BENEFITS

- impact Partner Title
- Representative's participation on impact stages
- impact ticket package
- Discount on additional impact tickets
- Invitation to the evening networking cocktail
- Opportunity to participate in impact side events
- Additional, exclusive benefits

COMMUNICATION BENEFITS

- PR Package (presence in social media channels, newsletters, website, and app)

BRANDING

- Package ensuring brand visibility in impact spaces

PARTNER ZONES

- Partner zone along with tickets for zone staff

SUPPORT

PREMIUM

SUPREME

SUPERIOR

STRATEGIC

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FEEL
THE
IMPACT

RECAP'26

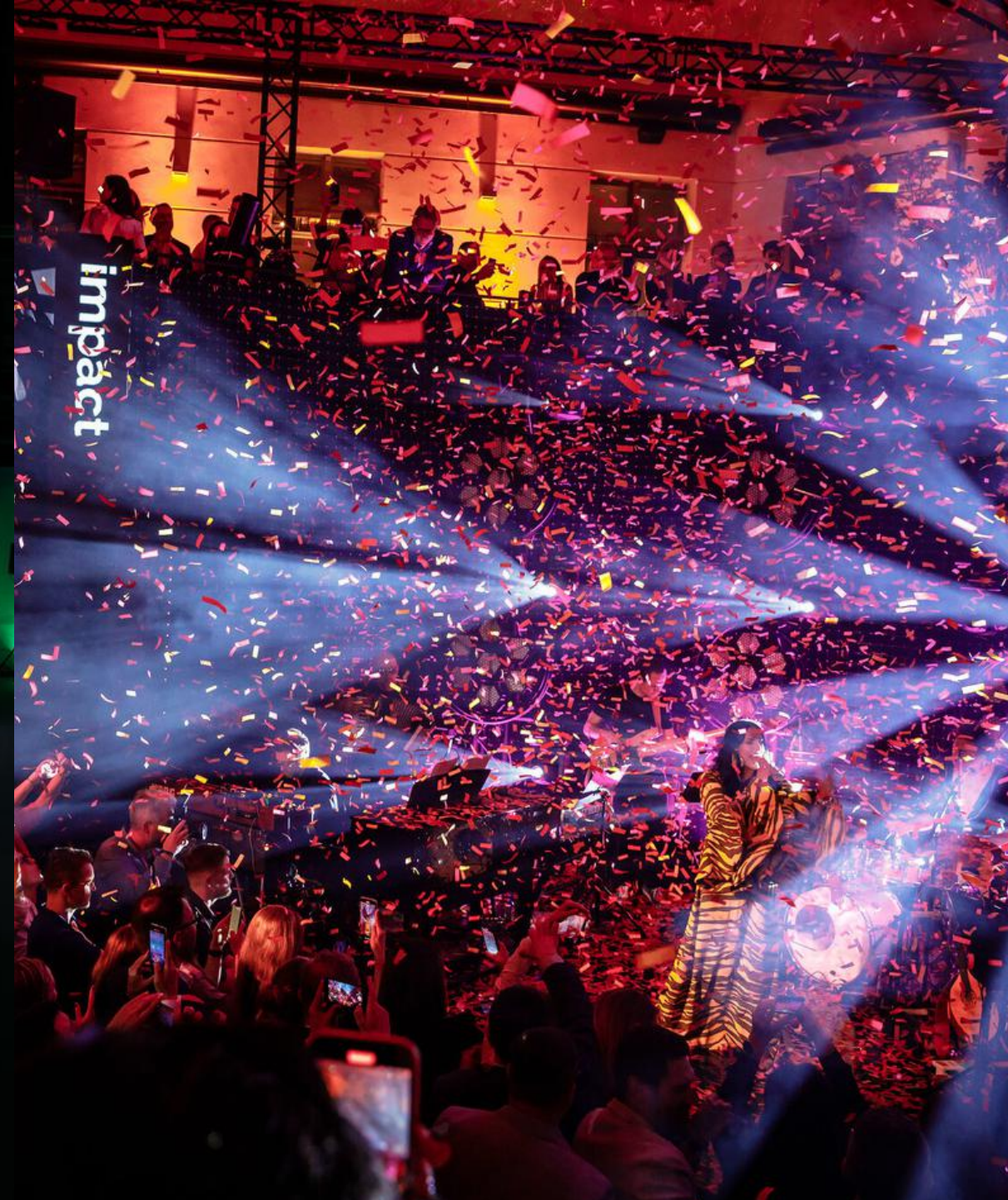




IMPACT '27 PARTNER TITLE



**REPRESENTATIVE'S PARTICIPATION ON
IMPACT '27 STAGES**



**INVITATION TO THE EVENING NETWORKING
COCKTAIL**

(1/3) **KEY BENEFITS**

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KEY BENEFITS



**OPPORTUNITY TO PARTICIPATE
IN IMPACT '27 SIDE EVENTS**



**IMPACT'27 TICKET PACKAGE AND
DISCOUNT ON ADDITIONAL**



**PR PACKAGE (PRESENCE IN SOCIAL MEDIA CHANNELS,
NEWSLETTERS, WEBSITE, AND APP)**

(2/3) **KEY BENEFITS**

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KEY BENEFITS



**PARTNER ZONE ALONG WITH TICKETS FOR
ZONE STAFF**



**PACKAGE ENSURING BRAND VISIBILITY IN
IMPACT '27 SPACES**

KEY BENEFITS

(3/3) **KEY BENEFITS**

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WIELKOPOLSKA **POZNAŃ**
12-13.05.2027

**LET'S CREATE
IMPACT TOGETHER.
CONTACT US!**