


15th ANNIVERSARY

RETHINK

RECONNECT. REDESIGN. REINVENT.

JUNE 15-16, 2021 VIRTUAL
CONFERENCE

IMPACT.^{XM}

IN PARTNERSHIP WITH: meetingplay 

KEYNOTE SPEAKERS



Adam Grant

Organizational Psychologist, The Wharton School of Business;
Bestselling Author; WorkLife, a TED Original Podcast

Think Again: The Power of Knowing What You Don't know



Tiffani Bova

Global Customer Growth and Innovation Evangelist,
Salesforce

The Great Reset

MODERATED PANELS

The Change: How Covid-19 Transformed Top Brands for New Normal

John Capano MODERATOR

SVP, Client Development **Impact XM**

Trevór Laurence

AVP, Experiential Marketing **AT&T Business**

Danielle Jennings

Managing Director, Executive Services
Global Public Affairs **Citi**

Bo Edwards

Director, Marketing Strategy, US Oncology **GSK**

Customer Experience: What's Changed and Why It's as Important as Ever for Businesses

Sohini Mitra MODERATOR

VP, Experiential Services **Impact XM**

Marti Winer

VP, Event Production
MGM Resorts International

Kavin Schiferdecker

SVP, Convention Division **PHLCVB**



WARM UP ENTERTAINMENT

Kick off your day with an energizing and fun pre-show warm up.



BREAKOUT SESSIONS

Gain access to over 35 breakout sessions full of insightful trends, applicable best practices and informative case studies that cover how to reconnect and get back to work, redesign how we work, and reinvent your business for the future.

SESSION HIGHLIGHTS

01

Medical Congresses 2025 and Exploring the Event Horizon - Jet packs and Floating Exhibits?

02

Experiential 3.0: Post-COVID New World Order

03

Digital Marketing for B2B Virtual Events: What You Need to Know

04

The Great Hospitality Reset: Hotels Post COVID

05

Centering Sustainability in the Post-COVID Event Sector



INNOVATION SHOWCASE & DEMOS

Don't forget to **visit our sponsors** in the innovation showcase and watch their cutting-edge product demos.



NETWORKING & HAPPY HOURS

Finish off the day at one of our fun and entertaining happy hours. Mixology, Chefinar, Trivia, Mentalist, Improv, DJ, and Bingo.

select activities have limited capacity

To see the full agenda visit: [impact-xm.com/rethink-2021-agenda](https://www.impact-xm.com/rethink-2021-agenda)

JOIN THE CONVERSATION

Excited for Rethink 2021? We are too!

Use **#Rethink2021** in your social posts to share the conference with your networks.



Keep an eye out for an email providing early access to the platform so you can set up your profile and build your schedule.

We'll see you soon!

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06.15.21

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