

Impact to Host Partnerships Experience 2021 to Educate Marketers on the Growing Partnerships Industry

The four-week complimentary virtual event will gather brands, publishers, and influencers to discuss how to optimise partnerships

Sydney, Australia, May 27, 2021 — Impact, the global leader in partnership automation, today announced that it will host Partnerships Experience 2021 (PX 2021), a first-of-its-kind virtual event designed to arm attendees with the knowledge, motivation and connections to create productive partnerships. PX 2021 will take place June 2-25, 2021 and will gather brands, publishers, and influencers to learn about the burgeoning partnerships ecosystem, network, and ultimately, create new partnerships. “With recent changes in tracking and privacy, marketers must leverage alternative methods of advertising that are authentic, cost-effective and helpful for consumers,” said Cristy Garcia, VP of Marketing at Impact. “The Partnerships channel offers that at scale, and we’re excited to launch PX 2021 as a platform for our influencers, agencies, publishers and leading, global brand clients to tell their stories of success.” The four-week free educational event will cover all bases in the exploding partnerships industry including consumer and brand trust, growth, influencers, authenticity, content monetisation, and brand building. Specific learnings include partnerships with purpose, the elements of successful B2B partnerships, strengthening commerce content partnerships, and how small businesses can grow and scale through partnerships. All content will be available on demand shortly after it streams live. With more than 50 keynote sessions, PX 2021 will offer a 360 view of partnerships from speakers at leading brands, agencies, and publishers, including: Apartment Therapy Media Big Red Group BINGE / Kayo Sports Booktopia Business Insider Canva Catcher In The Style Condé Nast Freedom March NYC Giving Assistant GrowthOps HSBC Honey HubSpot Illuminate Social Ivory Ella LetsGetChecked Mapiful Neo Media World News Corp Australia Pedestrian Group Razer Silverbean Sparro Talking Influence Team Bespoke Jenni Cassidy, VP, Partnerships and Revenue at Giving Assistant says, “I’m excited to speak on the topic of partnerships with purpose because this is at the core of what we do at Giving Assistant. Impact continually drives thought leadership through their events and PX is shaping up to be the same.” Cassidy’s panel will take place on June 23rd. To register for the Partnerships Experience 2021 and learn more about how to leverage partnerships to drive results, please visit: www.partnershipsexperience.com ### ABOUT IMPACT The global leader in Partnership Automation, Impact has been transforming the way enterprises manage and optimise all types of partnerships — including affiliate, influencer, and more — since its founding in 2008. Through an integrated end-to-end solution called the Partnership Cloud™, Impact accelerates enterprise growth by automating the full partnership life cycle, including discovery, recruitment, contracting, engagement, fraud protection, optimisation, and payment processing. To learn more about how Impact’s SaaS technology platform is driving revenue growth for global enterprise brands such as 1-800-Flowers, Fanatics, Lenovo, Levi’s, L’Oreal, Ticketmaster, TUI and Walmart, visit www.impact.com. CONTACT: Sue Ralston Einsteinz Communications Ph: +61 02 8905 0995 sue@einsteinz.com.au

Contacts

Karen Terranova

[mailto: admin@einsteinz.com.au](mailto:admin@einsteinz.com.au)

Sue Ralston

0466 964 786

[mailto: sue@einsteinz.com.au](mailto:sue@einsteinz.com.au)