



Monday | August 11

11:00 AM – 5:00 PM	Event Registration
1:00 – 5:00 PM	Women in Sales <i>By invitation only</i>
6:30 – 7:30 PM	Welcome Reception
7:30 – 9:30 PM	Dinner

Tuesday | August 12

7:00 – 8:15 AM	Breakfast
8:30 – 8:45 AM	Welcome
8:45 – 9:30 AM	Sell for IMPACT: Delivering Value & Winning Customers in the New Economy Ryan Estis – Bestselling Author, Former CRO, and Global Sales Expert
9:30 – 9:45 AM	Break
9:45 – 11:00 AM	Sell for IMPACT: Delivering Value & Winning Customers in the New Economy Ryan Estis – Bestselling Author, Former CRO, and Global Sales Expert
11:00 – 11:15 AM	Break
11:15 AM – 12:15 PM	Sell for IMPACT: Delivering Value & Winning Customers in the New Economy Ryan Estis – Bestselling Author, Former CRO, and Global Sales Expert
12:15 – 1:15 PM	Lunch
1:15 – 2:30 PM	Breakouts – EB and P&C Working Sessions Learn from your peers in this collaborative breakout involving real-world scenarios.
2:30 – 2:45 PM	Break
2:45 – 3:45 PM	The Art of Prospecting A peer panel shares best practices around centers of influence, referral sources, cold calling, social media, and more.
3:45 – 4:00 PM	Break
4:00 – 4:45 PM	Breakouts – Learning in Action Put day one insights to work! In this collaborative session focused on real-time application, we'll discuss active prospects, referral sources, and sales problems. We'll leave having taken concrete action toward advancing a relationship.
4:45 – 5:00 PM	Day One Wrap-Up
6:00 – 9:00 PM	Reception & Dinner

Wednesday | August 13

7:00 – 8:15 AM	Breakfast
8:30 – 8:45 AM	Welcome
8:45 – 9:15 AM	Capabilities and Competition Learn how to leverage our size, scale, and resources to drive credibility, differentiation, and growth.
9:15 – 9:30 AM	Break
9:30 – 10:15 AM	Growth through Specialization Explore how targeted expertise in Patriot's newly-formed key practice areas, Construction, High Net Worth, Alternative Risk Management, and Cyber, is fueling sales success across the Patriot organization.
10:15 – 10:30 AM	Break
10:30 – 11:30 AM	Growth through Specialization: Peer Panel Take a deeper dive into Patriot's key practice areas and learn how top producers are positioning their expertise, overcoming objections, and closing business in these high-opportunity markets.
11:30 – 11:45 AM	Break
11:45 AM – 12:15 PM	Celebrating Success: Event Highlights & Top Performer Recognition Our 2025 IMPACT event culminates in a look back at key takeaways and standout moments, followed by a celebration of our top performers who are leading the way in excellence and sales results. Don't miss the unveiling of Patriot's 2027 Chairman's Club incentive trip destination!
	Departures