



FORRESTER®

B2B Summit EMEA 2023

London & Digital

October 9, 2023 – October 11, 2023

Agenda

Agenda downloaded: 2023/12/04 04:11:43

Bold Starts , Oct 9

2:00 pm – 5:30 pm BST	Registration Open
2:00 pm – 4:15 pm BST	Forrester Women's Leadership Program Speakers: Jessica Chivers, CEO, The Talent Keeper Specialists Nicky Briggs, VP, Principal Analyst, Forrester Lisa Singer, VP, Research Director, Forrester Elena Antonakou, Employee Engagement Associate, Forrester
5:00 pm – 6:00 pm BST	Reception
5:00 pm – 6:00 pm BST	Executive Leadership Exchange (Invite-Only): Welcome Cocktail Reception

Tuesday, Oct 10

8:30 am – 12:00 pm BST	Registration & Breakfast
9:30 am – 9:45 am BST	Opening Remarks Speakers: Laura Koetzle, VP, Group Director, Forrester
9:45 am – 10:15 am BST	Keynote: Introducing Forrester's B2B Customer-Obsessed Growth Engine Speakers: Paul Ferron, VP, Research Director, Forrester

Tuesday, Oct 10

10:20 am – 10:50 am
BST

Breakout Sessions

ENABLING CUSTOMER VALUE & EXPERIENCE	DRIVING GROWTH IN COMPETITIVE MARKETS	OPTIMIZING PERFORMANCE
<p>Managing Buyer Experience Changes Everything: Your 1-2-3 Guide To Getting Started Speakers: Ross Graber, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p>	<p>It's About The Customer – How Marketing And Sales Integrate For Success Speakers: Seth Marrs, Principal Analyst, Forrester</p>	<p>How Global Should You Go? Calibrating Localization Investment Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>
LEVERAGING DATA & TECHNOLOGY		
<p>Designing For Growth: The Blueprint Of A Customer-Obsessed Technology Strategy Speakers: Katie Linford, Principal Analyst, Forrester</p>		

10:50 am – 11:35 am
BST

Marketplace Coffee Break & Networking (In-Person Only)

- 10:55am - 11:05am BST - INFUSEmedia: Voice of the B2B Market Research**
Speakers: Greg Campbell, Head of Strategic Growth, EMEA, INFUSEmedia
- 11:10am - 11:20am BST - Integrate: €1.5M+ of qualified sales pipeline in 12 weeks with Integrate**
Speakers: Steve Russell, Strategic Account Director, Integrate
- 11:25am - 11:35am BST - Machintel: Transforming Intent into Action with Machintel's Smarter Marketing**
Speakers: Bryan Gissiner, VP of Business Development, Machintel

Tuesday, Oct 10

11:35 am – 12:05 pm
BST

Case Studies (In-Person Only)

Highspot: Navigating the New Age of Buyer Experience: The Clarivate and Highspot Story

Speakers: Matt Norton, Director of Sales Enablement, Clarivate

MRP: Unlocking Account Intelligence: Beyond Intent-Based Assumptions

Speakers: Harjeet Singh, Senior Director of Marketing and Demand Generation Operations, Finastra Michael McGoldrick, Vice President of Marketing, MRP

Seismic | Outreach: Better outcomes, personalised stories: How Preqin drives successful digital transformation with marketing & sales technologies.

Speakers: Aatif Basheer, SVP, Head of Marketing Technology & Operations, Preqin David Ledger, RVP, Sales Engineering, Seismic Ali Jawin, Senior Vice President and Head of Global Marketing, Outreach

TechTarget: Leveraging intent across the buyer’s journey to maximize revenue

Speakers: Daniel Bleichman, Director of Inbound Marketing, Cato Networks Brent Boswell, Senior VP and Managing Director, TechTarget

12:10 pm – 12:45 pm
BST

Breakout Sessions

ENABLING CUSTOMER VALUE & EXPERIENCE

Are You Terrified Of Retention? Perhaps You Should Be

Speakers: David Parry, Principal Analyst, Forrester

DRIVING GROWTH IN COMPETITIVE MARKETS

Designing Go-To-Market Strategies To Win In Tough Market Conditions

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

OPTIMIZING PERFORMANCE

The State Of B2B Marketing Measurement 2023

Speakers: Ross Graber, VP, Principal Analyst, Forrester

LEVERAGING DATA & TECHNOLOGY

Five Steps For CMOs And CIOs To Achieve Sustainable Marketing Technology

Speakers: Christina Schmitt, Principal Analyst, Forrester Pascal Matzke, VP, Research Director, Forrester

Tuesday, Oct 10

12:45 pm – 1:45 pm
BST

Lunch & Marketplace Break (In-Person Only)

12:50pm - 1:00pm BST - Ceros: Rise Above Ordinary: Creating B2B Content Worth Marketing

Speakers: Jas Bansal, Sr. New Business Director, Ceros

1:05pm - 1:15pm BST - Clevertouch Consulting: Martech: Love It or Loathe It

Speakers: Jamie Burrell, Chief Strategy Officer, Clevertouch Marketing

1:20pm - 1:30pm BST - Kontent.ai: Navigating the AI landscape in Content management: Seizing Opportunities, Mitigating Risks

Speakers: Farrukh Iftikhar, Sales Director, Kontent.ai

1:35pm - 1:45pm BST - Mindtickle: Sales Excellence: Empowering Your Team for Optimal Productivity

Speakers: Graeme Poole, Experienced RevOps and Enablement Consultant, Mindtickle

12:45 pm – 1:45 pm
BST

Executive Leadership Exchange (Invite-Only): Lunch - Meet Your Peers

1:45 pm – 2:15 pm
BST

Breakout Sessions

ENABLING CUSTOMER VALUE & EXPERIENCE	DRIVING GROWTH IN COMPETITIVE MARKETS	OPTIMIZING PERFORMANCE
<p>How To Embrace Customer Lifetime Value Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	<p>The Meteoric Rise Of Partner Ecosystems Is Driving B2B Growth Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p>	<p>Accelerating The “Goodbye MQL” Transformation — From Wild Idea To Reality Speakers: Simon Daniels, Principal Analyst, Forrester</p>
<p>LEVERAGING DATA & TECHNOLOGY</p> <p>Conversation Intelligence Connects Seller Insights Across The Growth Engine Speakers: Seth Marrs, Principal Analyst, Forrester</p>		

Tuesday, Oct 10

2:20 pm – 2:50 pm
BST

Case Studies (In-Person Only)

Cvent: How to use event data to your advantage

Speakers: Matthew Howarth, Senior Director, Enterprise Solutions , Cvent

Demandbase: Less Waste More Revenue: How to Grow Higher Quality Pipeline

Speakers: Paul Gibson, VP International, Demandbase

Digitalzone: Brand + Demand: How to Develop a Holistic Approach to Demand Generation

Speakers: Zack Bentollia, Global Partner & Regional Senior Director of Marketing, Checkmarx Assaf Hershko, Director of Global Services Marketing, Adobe Victoria Tinsdale, Senior Director of EMEA Sales, Digitalzone

Showpad: How Just Eat Takeaway Fuels Sales Effectiveness with Showpad

Speakers: Catherine Cantwell, VP of Professional Services, Showpad Marie Taylor, Senior Sales Operations Manager, Just Eat

2:55 pm – 3:25 pm
BST

Analyst-Led Roundtables (In-Person Only)

Beyond Sourcing: How To Best Demonstrate Marketing's Contribution

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Parting with MQLs – Sweet And No Sorrow

Speakers: Simon Daniels, Principal Analyst, Forrester

Environmental Sustainability Is No Longer Optional For Your Events

Speakers: Conrad Mills, Principal Analyst, Forrester

Don't Ride A Bicycle In A Road Rally: Modern B2B Localization Is High-Tech

Speakers: Kathleen Pierce, Principal Analyst, Forrester

Big Questions Longer Term for Buyer Engagement: The Speed of Gen AI Innovation

Speakers: Anthony McPartlin, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester

2:55 pm – 3:25 pm
BST

Consulting Workshop: Steps To High-Performance Marketing

Speakers: Chris Parr, VP, Principal Consultant, Forrester

Tuesday, Oct 102:55 pm – 3:40 pm
BST**Marketplace Coffee Break & Networking (In-Person Only)****3:00pm - 3:10pm BST - Modern: Putting people at the centre of Cloudpay's change**

Speakers: Nicola Ray, CEO, Modern Clark Hoy, Sales Lead for EMEA, CloudPay

3:15pm - 3:25pm BST - Terminus: Terminus Engagement Funnel Insights for Strategic Growth

Speakers: Alessandra Jacques, VP of Product, Terminus

3:30pm - 3:40pm BST - Allego: How DSRs Are Helping Sellers Close \$250k+ Deals

Speakers: Stuart Taylor, Sales Director EMEA, Allego

3:40 pm – 4:10 pm
BST**Guest Keynote: A Conversation with Gonzalo Garcia Villanueva, Global CMO, NielsenIQ/GfK**

Speakers: Gonzalo Garcia Villanueva, Global CMO, NielsenIQ/GfK Paul Ferron, VP, Research Director, Forrester

4:10 pm – 4:40 pm
BST**Keynote: Configuring A Rev Ops Operating Model To Your Needs**

Speakers: Anthony McPartlin, Principal Analyst, Forrester Simon Daniels, Principal Analyst, Forrester

4:40 pm – 6:10 pm
BST**Reception****Wednesday, Oct 11**8:00 am – 9:30 am
BST**Registration & Breakfast**

Wednesday, Oct 11

9:30 am – 10:00 am
BST

Breakout Sessions

ENABLING CUSTOMER VALUE & EXPERIENCE

From Assets To Answers: Plan Content For Value, Not Volume

Speakers: Kathleen Pierce, Principal Analyst, Forrester

DRIVING GROWTH IN COMPETITIVE MARKETS

How Trust Determines B2B Buying Behaviors

Speakers: Christina Schmitt, Principal Analyst, Forrester

OPTIMIZING PERFORMANCE

Setting Field Marketing Up To Win: The State Of Field Marketing In 2023

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

LEVERAGING DATA & TECHNOLOGY

Get Ready For The Age Of Cookieless Marketing

Speakers: Enza Iannopollo, Principal Analyst, Forrester

10:05 am – 10:35 am
BST

Case Studies (In-Person Only)

Intentsify: TeamViewer’s Playbook for Intent Driven Pipeline

Speakers: Stefanie Nastou, VP of Marketing, TeamViewer Ajay Subherwal, Chief Revenue Officer, EMEA & APAC, Intentsify

PathFactory: How Contentsquare Uses Content Intelligence to Improve Marketing Impact

Speakers: Eleni Mitzalis, Director of Demand Generation, Contentsquare Christine Polewarczyk, SVP of Product Marketing and Research, PathFactory

The Marketing Practice: How Virgin Media O2 waved goodbye to MQLs and generated an ROI of 29:1

Speakers: Nimmi Bhalla, Director of Business Marketing, Virgin Media O2 Business Brian Caulfield, SVP, Solutions, The Marketing Practice

10:35 am – 11:20 am
BST

Marketplace Coffee Break & Networking (In-Person Only)

10:40am - 10:50am BST - Oktopost: The Future of B2B Marketing: Unlocking the Potential of Generative AI

Speakers: Colin Day, Managing Director EMEA, Oktopost

10:55am - 11:05am BST - Highspot: Demo - The Most Advanced Sales Enablement Solution

Speakers: Tash Chowdry, Solutions Consultant, Northern Europe, Highspot

Wednesday, Oct 11

<p>10:35 am – 11:20 am BST</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Q&A with ROI Award Winner Speakers: Sarah Calnan, Sr. Director, Global Marketing Demand Center, Keysight Joel Conover, Sr. Director, Portfolio Marketing, Keysight</p>											
<p>11:20 am – 11:50 am BST</p>	<p>Breakout Sessions</p> <table border="1"> <thead> <tr> <th data-bbox="315 327 949 427"> ENABLING CUSTOMER VALUE & EXPERIENCE </th> <th data-bbox="949 327 1572 427"> DRIVING GROWTH IN COMPETITIVE MARKETS </th> <th data-bbox="1572 327 2199 427"> OPTIMIZING PERFORMANCE </th> </tr> </thead> <tbody> <tr> <td data-bbox="315 427 949 587"> <p>B2B Events Need To Become Digitally Driven, Environmentally Sustainable, And Inclusive Speakers: Conrad Mills, Principal Analyst, Forrester</p> </td> <td data-bbox="949 427 1572 587"> <p>Product-Led Growth: Right Fit, Right Approach For Your Organization? Speakers: Lisa Singer, VP, Research Director, Forrester</p> </td> <td data-bbox="1572 427 2199 587"> <p>Becoming Partner Ecosystem Ready: The Sales Organization Transformation Imperative Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 587 949 821"> <p>LEVERAGING DATA & TECHNOLOGY</p> <p>CMOs: Evaluate Marketing Performance And Value With Marketing Operations Speakers: David Parry, Principal Analyst, Forrester</p> </td> <td colspan="2" data-bbox="949 587 2199 821"></td> </tr> </tbody> </table>			ENABLING CUSTOMER VALUE & EXPERIENCE	DRIVING GROWTH IN COMPETITIVE MARKETS	OPTIMIZING PERFORMANCE	<p>B2B Events Need To Become Digitally Driven, Environmentally Sustainable, And Inclusive Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p>Product-Led Growth: Right Fit, Right Approach For Your Organization? Speakers: Lisa Singer, VP, Research Director, Forrester</p>	<p>Becoming Partner Ecosystem Ready: The Sales Organization Transformation Imperative Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p>	<p>LEVERAGING DATA & TECHNOLOGY</p> <p>CMOs: Evaluate Marketing Performance And Value With Marketing Operations Speakers: David Parry, Principal Analyst, Forrester</p>		
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<p>11:55 am – 1:05 pm BST</p>	<p>Lunch & Marketplace Break (In-Person Only)</p> <p>12:00pm - 12:10pm BST - Seismic Outreach: How Outreach & Seismic enable sellers to deliver personalised experiences to improve buyer engagement Speakers: David Ledger, RVP, Sales Engineering, Seismic Jack Ashman, Director, International Solutions Consulting, Outreach</p> <p>12:15pm - 12:25pm BST - MRP: Unlock C-Suite Buy-In: Keys To Get Your Marketing Budget Approved Speakers: Michael McGoldrick, Vice President of Marketing, MRP</p> <p>12:30pm - 12:40pm BST - Scaleflex: Turn visual AI into real ROI: where to start? Speakers: Charles Hirel, Head of Sales, Scaleflex</p>											
<p>11:55 am – 1:05 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Lunch</p>											

Wednesday, Oct 11

1:05 pm – 1:35 pm BST	Keynote: Programs of the Year Speakers: Rachael Bell, Vice President, ABM, NTT Ltd Susan McKay, Chief Marketing Officer, International, Dun & Bradstreet Conrad Mills, Principal Analyst, Forrester
1:35 pm – 2:05 pm BST	Keynote: Return on Integration Honors Speakers: Sarah Calnan, Sr. Director, Global Marketing Demand Center, Keysight Joel Conover, Sr. Director, Portfolio Marketing, Keysight Conrad Mills, Principal Analyst, Forrester
2:05 pm – 2:35 pm BST	Keynote: Winning with Generative AI: Transforming Sales and Marketing Speakers: Anthony McPartlin, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester
2:35 pm – 2:40 pm BST	Closing Remarks