



FORRESTER

B2B Summit EMEA 2024

London & Digital

October 7, 2024 – October 9, 2024

Agenda downloaded: June 06, 2026 09:45:14 PM ET

Bold Starts , Oct 7

2:00 pm – 5:00 pm BST	<p>Forrester Women's Leadership Program (In-Person Only)</p> <p>Speakers: Andrea Clatworthy, Director, Head of Europe Marketing Transformation, Fujitsu Shweta Jade, Global partner marketing leader empowering success with ecosystem-driven marketing, Heidi Botha, Manager, Channel Partner Marketing, Ansira Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester Enza Iannopolo, VP, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester Lucie Dadillon, Marketing Manager, Forrester</p>
2:00 pm – 5:00 pm BST	<p>Skill-Building Workshops (In-Person Only, Laptops Required)</p>
5:00 pm – 6:00 pm BST	<p>Welcome Reception</p>

Tuesday, Oct 8

9:30 am – 10:00 am BST	<p>Welcome & Opening Remarks</p> <p>Speakers: Paul Ferron, VP, Research Director, Forrester George Colony, CEO, Forrester</p>
10:00 am – 10:30 am BST	<p>Keynote: Beyond The Breaking Point: It's Time For A Revenue Transformation</p> <p>Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester</p>
10:30 am – 11:00 am BST	<p>Guest Keynote: Lauren Daley, Director, Marketing Operations, Palo Alto Networks</p> <p>Speakers: Lauren Daley, Director, Marketing Operations, Palo Alto Networks Amy Hawthorne, VP, Principal Analyst, Forrester</p>

Tuesday, Oct 8

<p>11:00 am – 11:45 pm BST</p>	<p>Marketplace Break & Networking</p> <p>11:05 - 11:15 am - Writer: Empowering B2B Marketing Teams to drive impact with AI Speakers: Darragh Fitzpatrick, EMEA Vice President, Writer</p> <p>11:20 - 11:30 am - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up Speakers: Nicola Ray, CEO, Modern</p> <p>11:35 - 11:45 am - Oktopost: Building A Trusted Community Outshines Reliance On Intent Signals In B2B Marketing Speakers: Colin Day, Managing Director EMEA & Vice President Business Development, Oktopost</p>					
<p>11:00 am – 12:45 pm BST</p>	<p>Skill-Building Workshop (In-Person Only)</p> <p>AI Unleashed Mini Hackathon: Creating Magic Without Mistakes And Mayhem (Laptops Required) Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>					
<p>11:45 pm – 12:15 pm BST</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="315 738 2199 1104"> <tr> <td data-bbox="315 738 1256 826"> <p>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</p> <p>Accelerate Growth With A Customer-Obsessed Strategy Speakers: Christina Schmitt, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 738 2199 826"> <p>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</p> <p>Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 826 1256 1104"> <p>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</p> <p>The Future Of B2B Buyer Interaction Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 826 2199 1104"> <p>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</p> <p>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</p> <p>Accelerate Growth With A Customer-Obsessed Strategy Speakers: Christina Schmitt, Principal Analyst, Forrester</p>	<p>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</p> <p>Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>	<p>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</p> <p>The Future Of B2B Buyer Interaction Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</p>	<p>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</p> <p>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p>
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<p>12:25 pm – 12:55 pm BST</p>	<p>Case Studies</p> <p>Digitalzone: The Modern B2B Buyer Uncovered Speakers: Marcus Johnson, Dentsu, Client Partner Alexander Pasch, Digital Marketing Transformation Manager, Schneider Electric Victoria Tinsdale, VP of Sales, Digitalzone</p> <p>Intensify: Accelya’s Full-Funnel Digital Marketing Campaign Framework Speakers: Allie Kelly, CMO, Intensify Barbara Moreno, Director of Product Marketing, Accelya</p> <p>The Marketing Practice: Proving The Business Value Of brand And Demand Speakers: Andrew Shepherd, Senior Director, EMEA & LATAM Marketing, Palo Alto Networks Ashley Robertson, SVP Global Accounts, The Marketing Practice</p>					
<p>12:55 pm – 2:00 pm BST</p>	<p>Lunch & Marketplace Break</p> <p>1:15 - 1:25 pm - The Marketing Practice: Magic Trick: Create ABM In Under 10 Minutes Speakers: Alastair Hussain, SVP Strategy & AI, The Marketing Practice</p>					
<p>12:55 pm – 2:00 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Lunch & Marketplace Break</p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Conrad Mills, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester</p>					
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<p>2:00 pm – 3:00 pm BST</p>	<p>Skill-Building Workshop (In-Person Only)</p> <p>Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers’ Problems Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>					

Tuesday, Oct 8

2:40 pm – 3:10 pm BST	<p>Case Studies</p> <p>Cvent: What's Your Event Worth? Linking Events To Revenue Speakers: David Morgan, Senior Marketing Manager, Cvent , ,</p> <p>INFUSE: How We Optimized Our GTM For Brand-To-Demand Execution And Achieved Measurable Pipeline Speakers: Greg Campbell, Head of Strategic Growth, EMEA, INFUSE</p> <p>TechTarget: ABM At Scale: Maximize Revenue With Always-On Strategies Fueled By Intent Speakers: Olga Royenko, Growth Marketing Director, EMEA, F5 Rahwa Desta, Digital Marketing Specialist, EMEA, F5 Brent Boswell, Senior VP and Managing Director, International, TechTarget</p>
3:10 pm – 3:50 pm BST	<p>Marketplace Break & Networking</p> <p>3:15 - 3:25 pm - Xactly: Boost Revenue With AI-Powered Sales Incentives Speakers: Guy Barton, Solutions Consultant, Xactly</p> <p>3:30 - 3:40 pm - Airtable: Beyond the Hype - Practical AI Applications for Marketing Leaders Speakers: Rory Heath, Senior Field Marketing Manager, Airtable</p>
3:10 pm – 3:50 pm BST	<p>Analyst-Led Roundtables</p> <p>How To Use GenAI To Enhance Content And The Customer Experience Speakers: Lisa Gately, Principal Analyst, Forrester</p> <p>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious? Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester</p> <p>Reimagining B2B Events For Next-Generation Attendees Speakers: Conrad Mills, Principal Analyst, Forrester</p>
3:50 pm – 4:20 pm BST	<p>Keynote: Establish A Change-Confident Culture For Sustained Value Creation</p> <p>Speakers: Manuel Geitz, Principal Analyst, Forrester</p>
4:20 pm – 4:50 pm BST	<p>Keynote: Return On Integration Award Winner</p> <p>Speakers: Angela Scaueru, Global Head of CRM Marketing for B2B Mobility, Shell Fleet Solutions Paul Bloemheugel, Commercial Excellence for Business Mobility, Shell Fleet Solutions Simon Daniels, Principal Analyst, Forrester</p>

Tuesday, Oct 8

4:50 pm – 5:00 pm BST	<p>Closing Remarks</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>
5:00 pm – 6:30 pm BST	<p>Evening Reception</p>
6:30 pm – 8:30 pm BST	<p>Executive Leadership Exchange (Invite-Only): Evening Reception</p>

Wednesday, Oct 9

8:30 pm – 9:30 pm BST	<p>Executive Leadership Exchange (Invite-Only): Breakfast</p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Conrad Mills, Principal Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester</p>					
9:30 am – 9:35 am BST	<p>Opening Remarks</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>					
9:35 am – 10:05 am BST	<p>Keynote: Ingenuity Catalyzes A Growth Mindset</p> <p>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>					
10:10 am – 10:40 am BST	<p>Breakout Sessions</p> <table border="1"> <tr> <td> <p>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</p> <p>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything Speakers: Paul Ferron, VP, Research Director, Forrester</p> </td> <td> <p>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</p> <p>The Changing Requirements For Frontline Marketing Leaders Speakers: John Arnold, Principal Analyst, Forrester</p> </td> </tr> <tr> <td> <p>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</p> <p>Optimize Your Tech Stack For Customer Outcomes Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> </td> <td> <p>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</p> <p>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</p> <p>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything Speakers: Paul Ferron, VP, Research Director, Forrester</p>	<p>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</p> <p>The Changing Requirements For Frontline Marketing Leaders Speakers: John Arnold, Principal Analyst, Forrester</p>	<p>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</p> <p>Optimize Your Tech Stack For Customer Outcomes Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	<p>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</p> <p>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement Speakers: Seth Marrs, VP, Principal Analyst, Forrester</p>
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Wednesday, Oct 9

<p>10:10 am – 11:10 am BST</p>	<p>Skill-Building Workshop (In-Person Only)</p> <p>Assess Your Go-To-Market Strategy Maturity Speakers: Chris Parr, VP, Principal Consultant, Forrester</p>									
<p>10:10 am – 11:55 am BST</p>	<p>Skill-Building Workshop (In-Person Only)</p> <p>Event ROI Is A Pipe Dream — Use The Forrester B2B Event Measurement Tool To Showcase Event Value Speakers: Conrad Mills, Principal Analyst, Forrester</p>									
<p>10:40 am – 11:15 am BST</p>	<p>Marketplace Break & Networking</p> <p>10:45 - 10:55am - TaskUs: Boosting Growth, Solving Revenue Challenges with Sales Outsourcing Speakers: Phil Hernandez, VP Sales & Lead Generation Services, TaskUs</p>									
<p>10:40 am – 11:15 am BST</p>	<p>Analyst-Led Roundtables</p> <p>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious? Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester</p> <p>The Future Of B2B Buying Interactions Speakers: Anthony McPartlin, Principal Analyst, Forrester</p> <p>Budgeting For Brand And Demand Speakers: John Arnold, Principal Analyst, Forrester</p>									
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<p>12:25 pm – 1:30 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Lunch</p>				
<p>1:30 pm – 2:00 pm BST</p>	<p>Keynote: Programs Of The Year</p> <p>Speakers: Susanne Kerins, CMO, Cora Systems Laura Mattimoe, Head of Growth Marketing, Cora Systems Francesca Podagrosi, Head of Channel Marketing, InfoCert Pasquale Chiaro, Head of Marketing Italy & Global, InfoCert Simon Daniels, Principal Analyst, Forrester</p>				
<p>2:00 pm – 2:30 pm BST</p>	<p>Keynote: Human + AI: Reinventing The B2B Buying Experience</p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>				
<p>2:30 pm – 2:40 pm BST</p>	<p>Closing Remarks</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>				