



FORRESTER®

B2B Summit EMEA 2024

London & Digital

October 7, 2024 – October 9, 2024

Agenda downloaded: August 01, 2025 05:13:53 PM ET

Bold Starts , Oct 7

2:00 pm – 5:00 pm BST	Forrester Women's Leadership Program (In-Person Only) 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 Iannopollo, VP, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester Lucie Dadillon, Marketing Manager, Forrester
2:00 pm – 5:00 pm BST	Skill-Building Workshops (In-Person Only, Laptops Required)
5:00 pm – 6:00 pm BST	Welcome Reception

Tuesday, Oct 8

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

Tuesday, Oct 8

11:00 am – 11:45 pm BST	<div>Marketplace Break & Networking</div> <div>11:05 - 11:15 am - Writer: Empowering B2B Marketing Teams to drive impact with AI Speakers: Darragh Fitzpatrick, EMEA Vice President, Writer</div> <div>11:20 - 11:30 am - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up Speakers: Nicola Ray, CEO, Modern</div> <div>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</div>				
11:00 am – 12:45 pm BST	<div>Skill-Building Workshop (In-Person Only)</div> <div>AI Unleashed Mini Hackathon: Creating Magic Without Mistakes And Mayhem (Laptops Required) Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</div>				
11:45 pm – 12:15 pm BST	<div>Breakout Sessions</div> <table><tr><td><div>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</div><div>Accelerate Growth With A Customer-Obsessed Strategy Speakers: Christina Schmitt, Principal Analyst, Forrester</div></td><td><div>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</div><div>Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</div></td></tr><tr><td><div>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</div><div>The Future Of B2B Buyer Interaction Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</div></td><td><div>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</div><div>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals Speakers: Seth Marrs, VP, Principal Analyst, Forrester</div></td></tr></table>	<div>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</div> <div>Accelerate Growth With A Customer-Obsessed Strategy Speakers: Christina Schmitt, Principal Analyst, Forrester</div>	<div>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</div> <div>Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</div>	<div>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</div> <div>The Future Of B2B Buyer Interaction Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</div>	<div>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</div> <div>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals Speakers: Seth Marrs, VP, Principal Analyst, Forrester</div>
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Tuesday, Oct 8

12:25 pm – 12:55 pm BST	Case Studies 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 Intentsify: Accelya’s Full-Funnel Digital Marketing Campaign Framework Speakers: Allie Kelly, CMO, Intentsify Barbara Moreno, Director of Product Marketing, Accelya 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					
12:55 pm – 2:00 pm BST	Lunch & Marketplace Break 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					
12:55 pm – 2:00 pm BST	Executive Leadership Exchange (Invite-Only): Lunch & Marketplace Break Speakers: Christina Schmitt, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Conrad Mills, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester					
2:00 pm – 2:30 pm BST	Breakout Sessions <table><tr><td>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH The B2B Marketing Innovation Roadmap Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester</td><td>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL Optimizing Sales Culture: How High-Performing Teams Get It Right Speakers: Paul Ferron, VP, Research Director, Forrester</td></tr><tr><td>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY A New Adventure: AI And Revenue Operations Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</td><td>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups Speakers: Simon Daniels, Principal Analyst, Forrester</td></tr></table>		STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH The B2B Marketing Innovation Roadmap Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester	LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL Optimizing Sales Culture: How High-Performing Teams Get It Right Speakers: Paul Ferron, VP, Research Director, Forrester	TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY A New Adventure: AI And Revenue Operations Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester	PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups Speakers: Simon Daniels, Principal Analyst, Forrester
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2:00 pm – 3:00 pm BST	Skill-Building Workshop (In-Person Only) Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers’ Problems Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester					

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 Laurence Ewen, Demand Generation 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 Bloemheuvell, Commercial Excellence for Business Mobility, Shell Fleet Solutions Simon Daniels, Principal Analyst, Forrester</p>

Tuesday, Oct 8

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

Wednesday, Oct 9

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

Wednesday, Oct 9

10:10 am – 11:10 am BST	<div>Skill-Building Workshop (In-Person Only)</div> <div>Assess Your Go-To-Market Strategy Maturity</div> <div>Speakers: Chris Parr, VP, Principal Consultant, Forrester</div>
10:10 am – 11:55 am BST	<div>Skill-Building Workshop (In-Person Only)</div> <div>Event ROI Is A Pipe Dream — Use The Forrester B2B Event Measurement Tool To Showcase Event Value</div> <div>Speakers: Conrad Mills, Principal Analyst, Forrester</div>
10:40 am – 11:15 am BST	<div>Marketplace Break & Networking</div> <div>10:45 - 10:55am - TaskUs: Boosting Growth, Solving Revenue Challenges with Sales Outsourcing</div> <div>Speakers: Phil Hernandez, VP Sales & Lead Generation Services, TaskUs</div>
10:40 am – 11:15 am BST	<div>Analyst-Led Roundtables</div> <div>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</div> <div>Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester</div> <div>The Future Of B2B Buying Interactions</div> <div>Speakers: Anthony McPartlin, Principal Analyst, Forrester</div> <div>Budgeting For Brand And Demand</div> <div>Speakers: John Arnold, Principal Analyst, Forrester</div>
11:15 am – 11:45 am BST	<div>Breakout Sessions - Client Showcases</div> <div> <div>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</div> <div> <div>Experian Client Showcase</div> <div>Speakers: Enrique de Diego, Director, Portfolio Strategy, Experian Software Solutions</div> </div> <div> <div>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</div> <div> <div>Siemens Digital Industries Software Client Showcase</div> <div>Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Digital Industries Software Maria Chien, VP, Principal Analyst, Forrester</div> </div> </div> <div> <div>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</div> <div> <div>SAS Client Showcase</div> <div>Speakers: Patrick Xhonneux, Senior Vice President, Marketing, SAS</div> </div> </div></div>

Wednesday, Oct 9

11:55 am – 12:25 pm BST	Breakout Sessions	
	STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH	LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL
	Drive B2B Growth With E-Commerce Speakers: Christina Schmitt, Principal Analyst, Forrester	Ingenuity: How Generation Z Will Get Us Back To The Future Speakers: Bernhard Schaffrik, Principal Analyst, Forrester
	TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY	PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE
	RevTech: Finally A Hive Mind For Go-To-Market Execution? (In-Person Only) Speakers: Simon Daniels, Principal Analyst, Forrester Gonzalo Garcia Villanueva, CMO, Former NielsenIQ/GfK and Bloomberg Liam O'Neill, Head of Marketing Operations, NielsenIQ Evan Liang, CEO, LeanData David Meyer, Co-founder and Managing Director, Clarify	Use Generative AI To Enhance Content And The Customer Experience Speakers: Lisa Gately, Principal Analyst, Forrester
12:25 pm – 1:30 pm BST	Lunch & Marketplace Break	
12:25 pm – 1:30 pm BST	Executive Leadership Exchange (Invite-Only): Lunch	
1:30 pm – 2:00 pm BST	Keynote: Programs Of The Year 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	
2:00 pm – 2:30 pm BST	Keynote: Human + AI: Reinventing The B2B Buying Experience Speakers: Martin Gill, VP, Research Director, Forrester	
2:30 pm – 2:40 pm BST	Closing Remarks Speakers: Laura Koetzle, VP, Group Director, Forrester	