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B2B Summit APAC 2024

Singapore & Digital

October 1, 2024 – October 1, 2024

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Monday, Sep 30

| 5:30 pm – 8:00 pm | **Executive Leadership Exchange Networking Dinner (Invitation Only)** |

Tuesday, Oct 1

10:00 am – 10:15 am	**Welcome & Opening Remarks** Speakers: Dane Anderson, SVP, International Research & Product, Forrester
10:15 am – 10:45 am	**Beyond The Breaking Point: It's Time For A Revenue Transformation** Speakers: Daryl Wright, Principal Analyst, Forrester
10:45 am – 11:15 am	**Guest Keynote: Duncan Egan, Vice President of Marketing, Asia Pacific & Japan, Adobe** Speakers: Duncan Egan, Vice President DX Marketing, APAC & Japan Marketing, Adobe Dane Anderson, SVP, International Research & Product, Forrester
11:15 am – 11:45 am	**Marketplace Break & Analyst-Led Roundtables** **How To Move From MQLs To Buying Groups** Speakers: Daryl Wright, Principal Analyst, Forrester **Extending Marketing's Value With Revenue Process Transformation** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
11:15 am – 11:45 am	**Executive Leadership Exchange Welcome: Senior Leader Networking (Invitation Only)**
11:45 am – 12:15 pm	**Cvent: How TD SYNNEX Delivers Innovative Events Powered By Cvent** Speakers: Will Kataria, Senior Director & General Manager, Asia Pacific, Cvent
12:15 pm – 12:45 pm	**CMOs: Prevent The Collapse Of The B2B Revenue Process** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

Tuesday, Oct 1

12:45 pm – 1:45 pm	**Networking Lunch & Analyst-Led Roundtables** **Engage Effectively With The New Generation Of Buyers** Speakers: Amy Hayes, VP, Research Director, Forrester **B2B Measurement Foundations For Revenue Process Transformation** Speakers: Jerry Zhao, Senior Analyst, Forrester
12:45 pm – 1:45 pm	**Executive Leadership Exchange Lunch: B2B Buying Signals (Invitation Only)** Speakers: Daryl Wright, Principal Analyst, Forrester
1:45 pm – 2:15 pm	**Ogilvy One: Supercharge Global Growth: Website Optimization as a Game-Changer for Revenue and Transformation** Speakers: Faizah Zainodin, Head of Website Operations, Global Marketing, TUV SUD Krishna Kumar, Senior Director, MarTech Experience, Ogilvy One
2:15 pm – 2:45 pm	**Program Of The Year Awards** Speakers: Todd Bates, Head of Enterprise Marketing, APAC, Red Hat Ljubica Radoicic, Director, Marketing & Customer Success APAC, Autodesk Daryl Wright, Principal Analyst, Forrester
2:45 pm – 3:15 pm	**A New Generation Of Buyers Will Force B2B Reinvention** Speakers: Amy Hayes, VP, Research Director, Forrester
3:15 pm – 3:45 pm	**Marketplace Break & Analyst-Led Roundtables: Advancing Women's Leadership** **Advancing Women's Leadership: Driving Change And Breaking Barriers** Speakers: Dr. Laura Bonamici, SVP & Head of Global Marketing, Fujitsu Alisha Coates, VP, Principal Consultant, Forrester **Maximize Content's Value In Your APAC Growth Marketing Strategy** Speakers: Sruti Pegatraju, Sr Consultant, Asia Pacific, Forrester
3:15 pm – 3:45 pm	**Executive Leadership Exchange Coffee Break: Discussion With POY Award Winners (Invitation Only)**
3:45 pm – 4:15 pm	**Dismantle Silos And Accelerate Revenue Transformation With RevOps** Speakers: Jerry Zhao, Senior Analyst, Forrester
4:15 pm – 4:45 pm	**Return On Integration Honors** Speakers: Jezmynn Koh, Vice President, Marketing & Communications, APAC, Fujitsu Asia Pacific Mavis Liew, Executive Partner and Principal Analyst, Forrester

4:45 pm – 5:15 pm	**Optimizing Marketing With Generative AI: Early Cases And Proof Of ROI**
	Speakers: Subhendu Pattnaik, Principal Analyst, Forrester
5:15 pm – 5:20 pm	**Closing Remarks**
	Speakers: Dane Anderson, SVP, International Research & Product, Forrester
5:20 pm – 6:20 pm	**Cocktail Reception**