



FORRESTER®

B2B Summit APAC

Singapore & Digital

October 1, 2024 – October 1, 2024

Agenda

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Tuesday, Oct 1

10:00 am – 10:15 am	<p>Welcome & Opening Remarks Speakers: Dane Anderson, SVP, International Research & Product, Forrester</p>
10:15 am – 10:45 am	<p>Beyond The Breaking Point: It's Time For A Revenue Transformation Speakers: Daryl Wright, Principal Analyst, Forrester</p>
10:45 am – 11:15 am	<p>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</p>
11:15 am – 11:45 am	<p>Marketplace Break & Analyst-Led Roundtables</p> <p>How To Move From MQLs To Buying Groups Speakers: Daryl Wright, Principal Analyst, Forrester</p> <p>Extending Marketing's Value With Revenue Process Transformation Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
11:45 am – 12:15 pm	<p>Cvent Case Study</p>
12:15 pm – 12:45 pm	<p>Revenue Process Transformation Expands The Marketing Remit Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
12:45 pm – 1:45 pm	<p>Networking Lunch & Analyst-Led Roundtables</p> <p>Engage Effectively With The New Generation Of Buyers Speakers: Amy Hayes, VP, Research Director, Forrester</p> <p>B2B Measurement Foundations For Revenue Process Transformation Speakers: Jerry Zhao, Senior Analyst, Forrester</p>
1:45 pm – 2:15 pm	<p>Verticurl Case Study</p>
2:15 pm – 2:45 pm	<p>Program Of The Year Awards</p>
2:45 pm – 3:15 pm	<p>A New Generation Of Buyers Will Force B2B Reinvention Speakers: Amy Hayes, VP, Research Director, Forrester</p>

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3:15 pm – 3:45 pm	Marketplace Break & Advancing Women’s Leadership Advancing Women’s Leadership: Driving Change And Breaking Barriers Speakers: Alisha Coates, Principal Consultant, Forrester
3:45 pm – 4:15 pm	Case Studies
4:15 pm – 4:45 pm	Dismantle Silos and Accelerate Revenue Transformation with RevOps Speakers: Jerry Zhao, Senior Analyst, Forrester
4:45 pm – 5:15 pm	Return On Integration Honors
5:15 pm – 5:45 pm	Optimizing Marketing with Generative AI: Early Cases and Proof of ROI Speakers: Subhendu Pattnaik, Principal Analyst, Forrester
5:45 pm – 6:00 pm	Closing Remarks Speakers: Dane Anderson, SVP, International Research & Product, Forrester
6:00 pm – 7:00 pm	Cocktail Reception Speakers: Dane Anderson, SVP, International Research & Product, Forrester