



FORRESTER®

# B2B Summit North America

**Phoenix & Digital**

March 31, 2025 – April 3, 2025

Agenda downloaded: 2025/02/18 13:21:26

**Bold Starts, Mar 31**

1:30 pm – 2:45 pm

**Workshops (Pre-Registration Required)****B2B Revenue Waterfall**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

**Get It In Writing: Build A Customer Marketing Charter For Focus and Clarity**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**Optimize Your Campaigns: Program Planning For Reputation, Demand, Customer Engagement, and Enablement**

Speakers: Rani Salehi, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester Research

1:30 pm – 3:30 pm

**Forrester Women's Leadership Program (Pre-Registration Encouraged)**

Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester

2:45 pm – 3:30 pm

**Networking Coffee Break**

3:30 pm – 4:45 pm

**Workshops (Pre-Registration Required)****Assess & Address Your Digital Marketing Maturity**

Speakers: Renee Irion, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester

**Make Smart GTM Decisions Using Ideal Data and Information Sources**

Speakers: Katie Fabiszak, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

**Does Your Post-Sale Strategy Set Up Customers For Success?**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

**Writing Valuable Competitive Battlecards That Win Deals And Thrill Sellers**

Speakers: John Buten, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester

**Highlighting Value: Building a Business Case For Process Optimization**

Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester

**Bold Starts, Mar 31**

3:30 pm – 5:30 pm

**Executive Leadership Exchange Program (Invite-Only)****3:30 PM | Welcome and Opening Remarks**

Speakers: Nick Buck, VP, Principal Analyst, Forrester James McQuivey, VP, Research Director, Forrester

**3:50 PM | Managing Change Successfully: Experiences From The Road**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

**4:20 PM | Break****4:30 PM | Facilitated Discussion: Leadership And Change**

Speakers: Nick Buck, VP, Principal Analyst, Forrester Sheryl Pattek, VP, Executive Partner, Forrester Dawn Ferrara, VP, Principal Consultant, Forrester

**5:10 PM | Interactive Discussion: Get The Most Out Of Forrester****5:25 PM | Wrap-Up**

Speakers: Nick Buck, VP, Principal Analyst, Forrester

5:00 pm – 6:30 pm

**General Welcome Reception**

5:30 pm – 6:30 pm

**Executive Leadership Exchange (Invite-Only): Networking Reception****Tuesday, Apr 1**

7:45 am – 9:00 am

**General Breakfast**

Tuesday, Apr 1

8:00 am – 9:15 am

**Workshops (Pre-Registration Required)****Become The Ultimate Campaign Tycoon!**

Speakers: Craig Moore, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

**Unlock AI's Full Potential With Forrester's AIQ Framework**

Speakers: James McQuivey, VP, Research Director, Forrester

**Dear [AttendeeName]: Could Your Personalization Strategy Be Better?**

Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester

8:15 am – 9:00 am

**Analyst-Led Roundtables (Pre-Registration Required)****Balancing Marketing Effectiveness And Privacy**

Speakers: Cristina De Martini, VP, Research Director, Forrester

**How Will You Reach Buyers In A Zero-Click World?**

Speakers: John Buten, Principal Analyst, Forrester

**Your Partners Are Underperforming**

Speakers: Maria Chien, VP, Principal Analyst, Forrester

**Is ABM Winning in Your Organization?**

Speakers: Nora Conklin, Principal Analyst, Forrester

**Will AI Enhance or Replace Sellers?**

Speakers: Rick Bradberry, Principal Analyst, Forrester

**How Are Others Moving From MQLs To Buying Groups?**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester

9:15 am – 9:45 am

**Welcome & Opening Remarks**

Speakers: George Colony, CEO, Forrester Dave Frankland, VP, Research Director, Forrester

9:45 am – 10:15 am

**Keynote: The New B2B Buyer Power Shift**

Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester

**Tuesday, Apr 1**

10:15 am – 10:45 am

**Keynote: Frontline Revenue Processes That Work**

Speakers: Amy Hawthorne, Principal Analyst, Forrester Dave Taylor, VP, Industry Strategy, Marketing and Global Execution for Siemens Digital Industries Software, Siemens Brian Frattaroli, Zone VP, Sales Acceleration and Portfolio Development, Siemens

10:45 am – 11:30 am

**Marketplace Break & Networking****10:50am - 11:00am - Data Axle: The Future of Identity Management in B2B Marketing**

Speakers: Marc Sabatini, SVP, Enterprise Solutions, Data Axle

**10:50am - 11:00am - Impartner Spotlight Session****11:05am - 11:15am - NetLine: Right Buyer, Right Time, Right Now: Unlocking Scale, Speed, and Results with Programmatic Lead Gen**

Speakers: Bill Henry, Chief Revenue Officer, NetLine

**11:20am - 11:30am - Alembic Spotlight Session****11:20am - 11:30am - Knak Spotlight Session**

Tuesday, Apr 1

11:30 am – 12:00 pm

**Breakout Sessions**

**RESET STRATEGY AND ROUTES-TO-MARKET**

**From Supporting Sales To Growth Driver: How To Uplevel Marketing's Purpose**  
Speakers: John Arnold, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS**

**Transform Chaos Into Success By Revolutionizing Your B2B Operations**  
Speakers: Vicki Brown, VP, Principal Analyst, Forrester Neel Shah, Division Vice President, Worldwide Commercial Operations, ADP Amanda Shelley, Global Marketing Operations Leader, Rockwell Automation

**TRANSFORM REVENUE PROCESSES**

**The Solution Blueprint: A Guide For Success With Revenue Process Transformation**  
Speakers: Terry Flaherty, VP, Principal Analyst, Forrester

**BUILD CUSTOMER TRUST**

**The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency**  
Speakers: Paul Ferron, VP, Research Director, Forrester

**EVOLVE LEADERSHIP AND SKILLS**

**Leading Through Transition: Effective Communication In Reorganizations**  
Speakers: Karen Tran, Principal Analyst, Forrester James McQuivey, VP, Research Director, Forrester Rani Salehi, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS**

**State Of B2B Buying: Implications And Actions For The Growth Engine**  
Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester

**FOSTER INGENUITY AND INNOVATION**

**Your AI Product Strategy: Driving Growth and Customer Outcomes in a Fast-Changing World**  
Speakers: Lisa Singer, VP, Principal Analyst, Forrester

**HARNESS THE POWER OF TECHNOLOGY AND DATA**

**The Rise And Future Of Revenue Marketing Platforms**  
Speakers: Kelvin Gee, Principal Analyst, Forrester

Tuesday, Apr 1

11:30 am – 12:15 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Allocating And Orchestrating Marketing Budgets Is No Easy Task**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**From Boredom To Stardom: Why Should Executives Care About Content?**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise**

Speakers: Lisa Gately, Principal Analyst, Forrester

**The Revenue Tug-Of-War: Why Go-to-Market Teams Struggle To Align Their Plans**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

**Compensation As A Lever For Growth Across The Opportunity Lifecycle**

Speakers: Seth Marrs, Principal Analyst, Forrester

Tuesday, Apr 1

12:15 pm – 12:45 pm	<p><b>Case Studies</b></p> <p><b>Clodz: Learn how three innovative companies use win-loss insights</b> Speakers: Spencer Dent, Co-founder &amp; Co-CEO, Clodz</p> <p><b>Cvent Case Study</b></p> <p><b>Lead2Pipeline Case Study</b></p> <p><b>Leadspace Case Study</b></p> <p><b>LeanData: The MQL is dead, long live the MQL!</b> Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Evan Liang, Co-Founder &amp; CEO, LeanData</p> <p><b>Ledger Bennett: Achieving ABM success for GE Vernova’s GridOS® campaign</b> Speakers: Lisa Skinner, Senior Director, Product Marketing, GridOS® Applications Lewis Tierney, Chief Client Officer, Ledger Bennett, a Havas company</p> <p><b>Optimizely Case Study</b></p> <p><b>Salesforce Case Study</b></p>
12:45 pm – 2:15 pm	<p><b>Lunch &amp; Marketplace Break</b></p> <p><b>1:05pm - 1:15pm - Salesforce Spotlight Session</b></p>
12:45 pm – 2:15 pm	<p><b>Forrester Women’s Leadership Program: Networking Lunch (Pre-Registration Encouraged)</b></p> <p>Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
12:45 pm – 2:15 pm	<p><b>Executive Leadership Exchange (Invite-Only): Networking Lunch</b></p> <p>Speakers: Nick Buck, VP, Principal Analyst, Forrester Matthew Selheimer, VP, Research Director, Forrester</p>



Tuesday, Apr 1

2:15 pm – 3:00 pm

**Breakout Sessions + Ask The Expert**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Confronting The New Threats To Brand Safety</b> Speakers: Karen Tran, Principal Analyst, Forrester</p>	<p><b>Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Two Global Innovators Share Their Keys to Success with RPT</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p><b>Align Your Promise Makers And Your Promise Keepers</b> Speakers: Shari Srebnick, Principal Analyst, Forrester Ejieme Eromosele, VP of Customer Growth, Quiq Mike Groeneveld, VP of Global Sales, Everstage</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Organizational Effectiveness: Skills For Leaders To Diagnose And Resolve Organizational Barriers</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p><b>Adapt Your Content Marketing Strategy For Shifting Search Behaviors</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In?</b> Speakers: Peter Ostrow, VP, Principal Analyst, Forrester</p>	<p><b>Adapt Your Data Strategy For Increasingly Anonymous Buyers</b> Speakers: Stephanie Liu, Senior Analyst, Forrester</p>

Tuesday, Apr 1

2:15 pm – 3:00 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Speaking CMO" To Convey The Value Of Customer Marketing**

Speakers: Amy Bills, Principal Analyst, Forrester

**You're Spending Too Much On Campaign Content And Still Not Engaging Audiences**

Speakers: Craig Moore, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

**Partner Demand Generation Isn't A Field Of Dreams**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

**Is Your Demand Gen Strategy Stuck In The Past? Make The Move From Traditional Demand Gen To Adaptive Programs**

Speakers: Kelvin Gee, Principal Analyst, Forrester

**Considering A Reorganization To Solve Your Marketing And Sales Problems?**

Speakers: Naomi Marr, Principal Analyst, Forrester

**Marketing Value: Can You Measure It? And How Can You Prove It?**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Tuesday, Apr 1

3:15 pm – 3:45 pm

**Case Studies****Bombora Case Study****Corporate Visions: Acquisition vs. Expansion: Different Buyers, Different Playbooks**

Speakers: Jessica Ryker, Director of Revenue Enablement, Clio Tim Riesterer, Chief Strategy Officer, Corporate Visions

**Demandbase: Fueling Account-Based Growth: How Equifax Achieved Operational Efficiency with Demandbase**

Speakers: Kyle Gehrig, Senior Marketing Operations Specialist, Equifax

**Intensify: How NVIDIA Uses Data to Accelerate Deal Velocity**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Allie Kelly, CMO, Intensify

**Outreach: Rethinking Prospecting with Agentic AI from Outreach**

Speakers: Andrea Youmans, Director of Product Marketing, Outreach

**PathFactory Case Study****Salesforce Case Study****Webflow: Successful Brand Building and Demand Performance CAN Co-Exist: How Vanta is Doing it At Scale**

Speakers: Michael Harrington, Director of Web Marketing, Vanta

3:45 pm – 4:30 pm

**Marketplace Break & Networking****3:50pm - 4:00pm - 6sense: The Next Generation of Intelligent Automation**

Speakers: Jason Telmos, VP, Product Marketing Management, 6sense

**4:05pm - 4:15pm - Jasper: Mobilizing Change Leaders to Scale AI in Marketing**

Speakers: Jessica Hreha, Head of Marketing AI Strategy &amp; Transformation, Jasper

**4:05pm - 4:15pm - Plauti: Your Revenue, CX, and AI Strategies Are Only as Good as Your Data**

Speakers: Steve Thornhill, Senior Enterprise Account Executive, Plauti

**Tuesday, Apr 1**

4:30 pm – 5:00 pm	<b>Keynote: How Marketing, Sales, And Product Leaders Can Activate A Perpetual Growth Strategy</b> Speakers: John Arnold, Principal Analyst, Forrester
5:05 pm – 6:15 pm	<b>Marketplace Reception</b>
7:00 pm – 9:00 pm	<b>Executive Leadership Exchange: Exclusive Private Dinner at The Compass (Invite-Only)</b>

**Wednesday, Apr 2**

7:45 am – 9:00 am	<b>General Breakfast</b>
8:00 am – 9:15 am	<b>Workshops (Pre-Registration Required)</b>  <b>Take A Strategic Approach To Launching New Offerings</b> Speakers: Amy Hayes, VP, Research Director, Forrester Paul Ferron, VP, Research Director, Forrester  <b>Search For Audience Signals In The Content Intelligence Scavenger Hunt</b> Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester John Grozier, VP, Principal Consultant, Forrester
8:15 am – 9:00 am	<b>Breakfast Boardroom</b>  <b>Adobe Breakfast Boardroom</b>

Wednesday, Apr 2

8:15 am – 9:00 am

**Analyst-Led Roundtables (Pre-Registration Required)****Is Event ROI A Pipe Dream?**

Speakers: Conrad Mills, Principal Analyst, Forrester

**REPEAT: Allocating And Orchestrating Marketing Budgets Is No Easy Task**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**Sales and Marketing: How Do We Move From Dysfunctional To Cross-Functional?**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

**REPEAT: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise**

Speakers: Lisa Gately, Principal Analyst, Forrester

**REPEAT: Is ABM Winning In Your Organization?**

Speakers: Nora Conklin, Principal Analyst, Forrester

**REPEAT: How Are Others Moving From MQLs To Buying Groups?**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester

9:15 am – 9:45 am

**Keynote: Make Process Systems Your Growth Catalyst**

Speakers: Cristina De Martini, VP, Research Director, Forrester

9:45 am – 10:15 am

**Return On Integration Honors**

Speakers: Sharyn Leaver, Chief Research Officer, Forrester Matthew Selheimer, VP, Research Director, Forrester

10:15 am – 11:00 am

**Get The Most From Forrester (Pre- Registration Required)**

Speakers: Jenna Wohead, Director, Product Management, Forrester Jeff Lash, SVP, Global Product Management, Forrester

10:15 am – 11:00 am

**Marketplace Break & Networking****10:20am - 10:30am - Orum: Where AI Does (and Doesn't) Matter to Sellers**

Speakers: Jason Dorfman, CEO, Orum

**10:35am - 10:45am - Gong: Leading Revenue Teams with Gong's AI**

Speakers: Craig Hanson, Senior Director, Market Strategy, Gong

Wednesday, Apr 2

11:00 am – 11:30 am

**Case Studies**

**B2B IQ: How CyberArk Rapidly Refreshed Audience Definitions and Targets, Discovery, Awareness, and Personalized Engagement to Keep Pace With Their Growth**

Speakers: Liam Blackwell, Founder and CEO, B2B IQ Adeline Martin, Paid Media Director, CyberArk

**Corporate Visions: Using Buyer Feedback to Improve GTM Performance**

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions

**Demandbase: Full Funnel Account-Based Marketing: How Paycor Uses Demandbase to Execute a Full End-to-End Account-Based Go-to-Market Strategy**

Speakers: Brett Beilfuss, Manager, Field and Account-Based Marketing, Paycor

**Informa TechTarget Case Study**

**Leadspace Case Study**

**NetLine: The Playbook to Smarter Targeting, Faster Testing, and More Sales-Ready Leads**

Speakers: Ashley Ferguson, Digital Marketing Strategist, Paycor Josh Baez, Sr. Manager of Demand Generation, NetLine

Wednesday, Apr 2

11:45 am – 12:15 pm

**Breakout Sessions**

**RESET STRATEGY AND ROUTES-TO-MARKET**

**Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market**

Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS**

**Campaign Excellence: Proof Points That Integrated Campaign Planning Accelerates Growth**

Speakers: Rani Salehi, Principal Analyst, Forrester Brianna Ross, VP, North America Marketing, Workday Nate O’Neal, Senior Director, Campaign Center of Excellence, Workday

**TRANSFORM REVENUE PROCESSES**

**The Scientific Method To Piloting Transformation With Adoption Playbooks**

Speakers: Amy Hawthorne, Principal Analyst, Forrester

**BUILD CUSTOMER TRUST**

**Sellers Don’t Trust Marketing and Buyers Can Tell**

Speakers: Seth Marrs, Principal Analyst, Forrester

**EVOLVE LEADERSHIP AND SKILLS**

**Managers As Coaches: Can You Wear Both Hats Successfully?**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS**

**Who Decides When Tech And LOB Leaders Join The Same Buying Group?**

Speakers: Amy Hayes, VP, Research Director, Forrester Pascal Walschots, Senior Director, Global GTM Strategy, Microsoft Corporation

**FOSTER INGENUITY AND INNOVATION**

**Ingenuity Catalyzes A Growth Mindset**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**HARNESS THE POWER OF TECHNOLOGY AND DATA**

**The Single Source Of Truth Is Dead — Long Live Data Unification**

Speakers: Katie Linford, Principal Analyst, Forrester

12:15 pm – 1:30 pm

**General Lunch**

12:15 pm – 1:15 pm

**Lunch & Learn**

**Salesforce Lunch & Learn**

12:15 pm – 1:30 pm

**Analyst Relations (AR) Luncheon**

Wednesday, Apr 2

1:30 pm – 2:00 pm

**Case Studies**

**Activate: How Cloudflare Empowered BDRs to Unlock High-value Opportunities Faster**

Speakers: Leah Woomer, Director of Marketing Programs, Americas, Cloudflare Chris Rooke, CEO, Activate

**Enlyft: The future of AI for sales is now with Microsoft and Enlyft**

**LeanData: The Recipe for Buying Groups Success at Veeam**

Speakers: Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Jim Bell, CMO, LeanData

**Ledger Bennett Case Study**

**Optimizely Case Study**

**Outreach Case Study**

**Webflow: Accelerating Go to Market, Creativity, and Optimization: How Walker & Dunlop Relunched the Brand and Personalized Content at Scale using Webflow and AI**

Speakers: Guy Yalif, Senior Director of Product Management, Webflow



Wednesday, Apr 2

2:15 pm – 3:00 pm

<b>Breakout Sessions</b>	
<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>How To Make Growth Strategy Development A Team Sport</b>            Speakers: Matthew Selheimer, VP, Research Director, Forrester John Arnold, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p>	<p><b>No Plan Is An Island: Program Planning For Improved Campaign Impact</b>            Speakers: Craig Moore, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Want Sales To Embrace Revenue Process Transformation? Here's How.</b>            Speakers: Seth Marrs, Principal Analyst, Forrester</p>	<p><b>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Team Culture: Build Or Rebuild Your Team Culture For Success</b>            Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>Stop Fooling Yourself: Truly Monitor And Measure Value For Customers</b>            Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Eliminating Scattershot Product Launches: A New Model For Commercializing Platforms And Portfolios</b>            Speakers: Beth Caplow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p>	<p><b>Meet Your New Coworkers: What AI Agents Mean For B2B Go-To-Market Teams</b>            Speakers: Jessie Johnson, Principal Analyst, Forrester Malachi Threadgill, Malachi Threadgill, Broadvoice</p>

Wednesday, Apr 2

2:15 pm – 3:00 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Are Business Process Improvement Initiatives Worth the Investment?**

Speakers: Cristina De Martini, VP, Research Director, Forrester

**Brand Measurement That Proves Value To Marketing Leadership, Sales, and the CFO**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

**REPEAT: How Will You Reach Buyers In A Zero-Click World?**

Speakers: John Buten, Principal Analyst, Forrester

**From Likes to Loyalty—Making An Impact With Organic Social Media**

Speakers: Karen Tran, Principal Analyst, Forrester

**The Future Of Customer Success: Function Or Philosophy?**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

**REPEAT: The Revenue Tug-of-War: Why Go-to-Market Teams Struggle to Align Their Plans**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

3:00 pm – 3:30 pm

**Marketplace Break**

3:30 pm – 4:00 pm

**B2B Award Winners: Programs Of The Year**

**Wednesday, Apr 2**

4:15 pm – 4:45 pm

**Case Studies****1mind Case Study****Adobe Case Study****Copy.ai: How to Unify Your Go-To-Market with AI**

Speakers: Kyle Coleman, CMO, Copy.ai

**DemandScience: How Forcura Crushed Goals All Along Their Marketing Funnel**

Speakers: Megan Murray, VP of Marketing, Forcua

**monday.com: Atlas Healthcare Partners drives efficiency with monday.com**

Speakers: Jennifer Stewart, Director of Project Management, Atlas Healthcare Partners

**Salesforce Case Study****ZoomInfo Case Study**

5:00 pm – 5:30 pm

**Keynote: Lead And Master Change**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

5:35 pm – 6:20 pm

**Marketplace Reception & Networking**

7:30 pm – 9:30 pm

**Reception and Concert (Off-site)****Thursday, Apr 3**

7:45 am – 9:00 am

**General Breakfast**

8:00 am – 9:00 am

**Certification Wrap-up Breakfast**

Thursday, Apr 3

8:00 am – 9:15 am	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>Pave The Way For Better CX by Linking Buyer and Customer Insights</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester</p> <p><b>Blend Responsibilities Across The Opportunity Lifecycle To Boost Value</b> Speakers: Seth Marrs, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester</p>
8:15 am – 9:00 am	<p><b>Breakfast Boardroom</b></p>
8:15 am – 9:00 am	<p><b>Forrester Women's Leadership Program: Networking Breakfast (Pre-Registration Encouraged)</b></p> <p>Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
8:15 am – 9:00 am	<p><b>Analyst-Led Roundtables (Pre-Registration Required)</b></p> <p><b>Career Ladders or Lattices? How to help your team chart their path to success</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p> <p><b>Leading Change: How to get people to want to do what you want them to do</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> <p><b>Why We Are Failing At Revenue Lifecycle Management</b> Speakers: Robert Muñoz, VP, Principal Analyst, Forrester</p> <p><b>Overlook Brand and Reputation Programs At Your Own Risk</b> Speakers: Karen Tran, Principal Analyst, Forrester</p> <p><b>How Do You Make B2B E-commerce "Work"?</b> Speakers: Renee Irion, Principal Analyst, Forrester Stephanie Sissler, VP, Principal Analyst, Forrester</p> <p><b>REPEAT: Marketing Value: Can You Measure It? And How Can You Prove It?</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
9:15 am – 9:45 am	<p><b>Keynote: Turn GenAI Possibilities Into Reality</b></p> <p>Speakers: Lisa Gately, Principal Analyst, Forrester</p>
10:00 am – 10:30 am	<p><b>Case Studies</b></p>
10:30 am – 11:15 am	<p><b>Marketplace Break &amp; Networking</b></p>

Thursday, Apr 3

11:15 am – 11:45 am

<b>Breakout Sessions</b>	
<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Case Study: Transforming To Lifecycle Revenue Marketing</b>            Speakers: John Arnold, Principal Analyst, Forrester Tom Rostaing, Demand Gen and Lifecycle Marketing Teams Director, Autodesk Construction Cloud</p>	<p><b>Unifying Product And Go-To-Market Strategies For Exponential Growth</b>            Speakers: Lisa Singer, VP, Principal Analyst, Forrester Beth Caplow, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Making The Move To Adaptive Programs: A Strategic Roadmap</b>            Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p><b>Trust Across Borders: Maximizing ROI with Precision Localization</b>            Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Command Their Attention: Communicating Performance For Leadership And Teams</b>            Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>	<p><b>Mine Partner Ecosystem Insights For Hidden Gems And Priceless Insights</b>            Speakers: Kathy Contreras, VP, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Harness Mental Models To Create Strategic Alignment</b>            Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p><b>Sales Content + Sales Readiness: Can 1+1=3?</b>            Speakers: Eric Zines, Principal Analyst, Forrester</p>

Thursday, Apr 3

<p>12:00 pm – 12:30 pm</p>	<p><b>Breakout Sessions</b></p>	
<p><b>RESET STRATEGY AND ROUTES-TO-MARKET</b></p>	<p><b>REVAMP PLANNING AND OPERATIONS</b></p>	
<p><b>Get Ahead Of Buyer Preferences By Prioritizing Marketplaces As A Route To Market</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>	<p><b>Take Command Of Your Marketing Budgets With Connected Go-To-Market Knowledge</b> Speakers: Nick Buck, VP, Principal Analyst, Forrester</p>	
<p><b>TRANSFORM REVENUE PROCESSES</b></p>	<p><b>BUILD CUSTOMER TRUST</b></p>	
<p><b>Do You Deliver The Value Your Customers Want?</b> Speakers: Laura Ramos, VP, Principal Analyst, Forrester</p>	<p><b>Who Do B2B Buyers Trust?</b> Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>	
<p><b>EVOLVE LEADERSHIP AND SKILLS</b></p>	<p><b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b></p>	
<p><b>Change Leadership: Tools For You To Manage Change Now</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p><b>OK, Boomers And Digital Natives. Let's Talk B2B Buyers.</b> Speakers: Naomi Marr, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester</p>	
<p><b>FOSTER INGENUITY AND INNOVATION</b></p>	<p><b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b></p>	
<p><b>Transform Your Event Vision To Maximize Value</b> Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p><b>Making The Case For Data Investment</b> Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	
<p>12:45 pm – 1:15 pm</p>	<p><b>Keynote: The Future Is Now</b></p>	