



FORRESTER®

B2B Summit North America 2025

Phoenix & Digital

March 31, 2025 – April 3, 2025

Filtered Agenda

Agenda filtered with the following search terms and downloaded: June 23, 2026 09:00:07 PM ET

Workshops

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, and Customer Engagement

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 Required)

Speakers: Maria Chien, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Product Marketing Analyst, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric

1:30 PM | Welcome Remarks**1:45 PM | Guest Keynote**

Speakers: Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix

2:05 PM | Interactive Panel Discussion: Leading Through Change

Speakers: Maria Chien, VP, Principal Analyst, Forrester Tricia Atchison, Vice President of Global Partner & Americas Marketing, Equinix Shimona Chadha, Vice President & Head Americas Vertical Marketing, HCLTech Avery Clinton, Product Marketing Analyst, Equinix Leslie Vitrano, VP, Global IT Channel Ecosystem, Schneider Electric

2:35 PM | Break**2:45 PM | Roundtable Discussion: Shifting To A Growth Mindset**

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

3:30 PM | Wrap-up

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

Bold Starts, Mar 31

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, VP, 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

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 L. McQuivey, PhD, VP, Research Director, Forrester

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

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

Second Offering: Optimize Your Campaigns: Program Planning For Reputation, Demand, And Customer Engagement

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

Second Offering: Does Your Post-Sale Strategy Set Up Customers For Success?

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

Second Offering: Highlighting Value: Building a Business Case For Process Optimization

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

Wednesday, Apr 2

8:00 am – 9:15 am

Workshops (Pre-Registration Required)

Take A Strategic Approach To Launching New Offerings

Speakers: Amy Hayes, VP, Research Director, Forrester Paul Ferron, VP, Research Director, Forrester

Search For Audience Signals In The Content Intelligence Scavenger Hunt

Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester John Grozier, VP, Principal Consultant, Forrester

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

Speakers: Jessie Johnson, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester

Second Offering: Unlock AI's Full Potential With Forrester's AIQ Framework

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

Thursday, Apr 3

8:15 am – 9:30 am

Workshops (Pre-Registration Required)

Pave The Way For Better CX by Linking Buyer and Customer Insights

Speakers: Amy Bills, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester

Blend Responsibilities Across The Opportunity Lifecycle To Boost Value

Speakers: Seth Marrs, VP, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester

Second Offering: B2B Revenue Waterfall

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester