



FORRESTER®

B2B Summit APAC

Singapore & Digital

November 6, 2025 – November 6, 2025

Agenda downloaded: May 04, 2026 10:36:49 AM ET

Thursday, Nov 6

8:45 am – 9:45 am	<p>Forrester Women's Leadership Program</p> <p>Speakers: Alisha Coates, VP, Principal Consultant, Forrester Michele Eggers, Vice President of Marketing Shared Services, SAS Jillian Wood, Company Marketing Strategy & Ops Leader, ServiceNow</p>
9:00 am – 10:00 am	<p>General Breakfast</p>
10:00 am – 10:10 am	<p>Welcome & Opening Remarks</p> <p>Speakers: Dane Anderson, SVP, International Research & Product, Forrester</p>
10:10 am – 10:40 am	<p>Keynote: Introducing Buying Networks: Your Buyers' New Reality</p> <p>Speakers: Paul Ferron, VP, Research Director, Forrester</p>
10:40 am – 11:10 am	<p>Guest Keynote Panel: Managing Buyer Mayhem In A Volatile Environment: Navigating Complex Buying Groups And Driving Growth With AI</p> <p>Speakers: Dane Anderson, SVP, International Research & Product, Forrester Alex Wright, Head of Growth Marketing, APAC Figma Leandro Perez, SVP & CMO A/NZ, Salesforce</p>
11:15 am – 11:45 am	<p>Analyst-led Roundtables</p> <p>Communicating Performance For Leadership Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p> <p>Is Event ROI A Pipe Dream? Speakers: Conrad Mills, Principal Analyst, Forrester</p> <p>Why Does B2B Messaging Fail? And What Can We Do Better? Speakers: Paul Ferron, VP, Research Director, Forrester</p>
11:15 am – 11:45 am	<p>Coffee & Networking Break</p>
11:50 am – 12:20 pm	<p>Case Study Session</p> <p>Cvent: How IPI Singapore Scaled Event Success with Cvent Speakers: Devan Sehgal, Regional Sales Manager, Event Solutions, Cvent</p>
12:20 pm – 12:50 pm	<p>Keynote: Adapt Your Content Marketing Strategy For Shifting Search Behaviors</p> <p>Speakers: Daryl Wright, Principal Analyst, Forrester</p>
12:55 pm – 1:45 pm	<p>Networking Lunch</p>

Thursday, Nov 6

12:55 pm – 1:45 pm	<p>Executive Leadership Exchange (Invite Only): Exclusive Lunch - Storytelling Marketing's Value</p> <p>Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
1:00 pm – 1:30 pm	<p>Sponsor Lunch Roundtables</p> <p>Cvent: AI Driven Event Marketing for B2B Success Speakers: Conrad Mills, Principal Analyst, Forrester Devan Sehgal, Regional Sales Manager, Event Solutions, Cvent</p> <p>Informa TechTarget: Trust Building in the Era of Data-Driven Marketing Speakers: Daryl Wright, Principal Analyst, Forrester Lieu Thi Pham, Vice President, Brand and Content Group, Informa TechTarget</p> <p>TP: The Augmented Sales Organization: AI, Data, and Human Expertise Powering the Next Era of B2B Growth Speakers: Paul Ferron, VP, Research Director, Forrester Assaf Tarnopolsky, Chief Business Development & Customer Officer, TP Tom MacKenzie, VP Digital Services and Transformation, TP</p>
1:45 pm – 2:15 pm	<p>Case Study Session</p> <p>Informa TechTarget: Driving 10x ROI: Inside Okta's Data-Driven Marketing Engine Speakers: Melody Lee, Digital Marketing Manager, APJ, Okta James Cullinane, Director of Sales, APAC, Informa TechTarget</p>
2:15 pm – 2:45 pm	<p>Keynote: Programs Of The Year Honors</p> <p>Speakers: Daryl Wright, Principal Analyst, Forrester Colin Png, Vice President of Marketing, Asia Pacific and Japan, UiPath Venugopal Desai, Head of Partner Marketing - Asia Pacific, Google Cloud</p>
2:45 pm – 3:15 pm	<p>Keynote: Organizing AI Responsibilities in B2B Marketing Organizations</p> <p>Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
2:45 pm – 3:45 pm	<p>Workshop: The Solution Blueprint For Revenue Process Transformation</p> <p>Speakers: Conrad Mills, Principal Analyst, Forrester</p>
3:20 pm – 3:50 pm	<p>Coffee & Networking Break</p>
3:55 pm – 4:25 pm	<p>Case Study Session</p> <p>Transforming B2B Sales in the Era of AI: Stories from the Frontline Speakers: Rick Ames, Head of Pipeline & Programs, Google Cloud APAC Ryan Wray, Vice President of Strategy & Operations, TP</p>

Thursday, Nov 6

4:25 pm – 4:55 pm

Keynote: Return On Integration Honors

Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Leandro Perez, SVP & CMO A/NZ, Salesforce

5:00 pm – 5:30 pm

Keynote: The AI Advantage: Rethinking Event Strategy In A Changing World

Speakers: Conrad Mills, Principal Analyst, Forrester

5:30 pm – 6:30 pm

Networking Reception