



FORRESTER®

# B2B Summit APAC

## Singapore & Digital

November 6, 2025 – November 6, 2025

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**Thursday, Nov 6**

9:15 am – 10:00 am	<b>General Breakfast</b>
10:00 am – 10:10 am	<b>Welcome &amp; Opening Remarks</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester
10:10 am – 10:40 am	<b>Keynote: Introducing Buying Networks: Your Buyers' New Reality</b>  Speakers: Paul Ferron, VP, Research Director, Forrester
10:40 am – 11:10 am	<b>Guest Keynote</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
11:15 am – 12:15 pm	<b>Forrester Women's Leadership Program</b>  Speakers: Alisha Coates, VP, Principal Consultant, Forrester
11:15 am – 11:45 am	<b>Analyst-led Roundtables</b>  <b>Communicating Performance For Leadership</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester  <b>Is Event ROI A Pipe Dream?</b> Speakers: Conrad Mills, Principal Analyst, Forrester  <b>Getting Started With Revenue Process Transformation</b> Speakers: Paul Ferron, VP, Research Director, Forrester
11:15 am – 11:45 am	<b>Coffee &amp; Networking Break</b>
11:45 am – 12:20 pm	<b>Case Study Session</b>  <b>Cvent: How IPI Singapore Scaled Event Success with Cvent</b> Speakers: Devan Sehgal, Regional Sales Manager, Event Solutions, Cvent
12:20 pm – 12:50 pm	<b>Keynote: Adapt For Shifting Search Behaviors</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
12:55 pm – 1:45 pm	<b>Sponsor Lunch Roundtables</b>
12:55 pm – 1:45 pm	<b>Networking Lunch</b>

## Thursday, Nov 6

12:55 pm – 1:45 pm	<b>Executive Leadership Exchange (Invite Only): Exclusive Lunch - Storytelling Marketing's Value</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
1:45 pm – 2:20 pm	<b>Case Study Session</b>  <b>InformaTechTarget Case Study</b>
2:20 pm – 2:40 pm	<b>Keynote: Program Of The Year</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
2:40 pm – 3:10 pm	<b>Keynote: Structuring Your GenAI Talent for B2B Marketing's Future</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
3:15 pm – 3:45 pm	<b>Coffee &amp; Networking Break</b>
3:15 pm – 4:15 pm	<b>Workshop: Unlock AI's Full Potential With Forrester's AIQ Framework</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
3:45 pm – 4:20 pm	<b>Case Study Session</b>  <b>TP Case Study</b> Speakers: Daniel Trueman, EVP Global RaaS, TP
4:20 pm – 4:50 pm	<b>Keynote: Return On Integration Honors</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
4:50 pm – 5:20 pm	<b>Keynote Session: AI For Events</b>  Speakers: Conrad Mills, Principal Analyst, Forrester
5:25 pm – 6:25 pm	<b>Workshop: The Solution Blueprint For Revenue Process Transformation</b>  Speakers: Conrad Mills, Principal Analyst, Forrester
5:25 pm – 6:25 pm	<b>Networking Reception</b>
6:45 pm – 9:00 pm	<b>Executive Leadership Exchange (Invite Only): Exclusive Dinner</b>