



FORRESTER®

# B2B Summit APAC

## Singapore & Digital

November 6, 2025 – November 6, 2025

Agenda downloaded: August 14, 2025 03:16:57 PM ET

## Thursday, Nov 6

9:00 am – 10:00 am	<b>General Breakfast</b>
9:00 am – 9:50 am	<b>Forrester Women's Leadership Program</b>  Speakers: Alisha Coates, VP, Principal Consultant, Forrester
9:00 am – 10:00 am	<b>Workshop: The Solution Blueprint For Revenue Process Transformation</b>  Speakers: Conrad Mills, Principal Analyst, Forrester
10:00 am – 10:15 am	<b>Welcome &amp; Opening Remarks</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester
10:15 am – 10:45 am	<b>Keynote: Introducing Buying Networks: Your Buyers' New Reality</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
10:45 am – 11:15 am	<b>Guest Keynote</b>  Speakers: Paul Ferron, VP, Research Director, Forrester
11:20 am – 11:50 am	<b>Coffee &amp; Networking Break</b>
11:20 am – 11:50 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
11:55 am – 12:25 pm	<b>Case Study Session</b>
12:25 pm – 12:55 pm	<b>Keynote: Adapt For Shifting Search Behaviors</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
1:00 pm – 2:00 pm	<b>Networking Lunch</b>
1:00 pm – 2:00 pm	<b>Executive Leadership Exchange (Invite Only): Exclusive Lunch - Storytelling Marketing's Value</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

**Thursday, Nov 6**

2:05 pm – 2:35 pm	<b>Sponsor Case Study</b>
2:35 pm – 3:05 pm	<b>Keynote: Program Of The Year</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
3:05 pm – 3:35 pm	<b>Keynote: Structuring Your GenAI Talent for B2B Marketing's Future</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
3:35 pm – 4:05 pm	<b>Coffee &amp; Networking Break</b>
3:40 pm – 4:40 pm	<b>Workshop: Unlock AI's Full Potential With Forrester's AIQ Framework</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
4:10 pm – 4:40 pm	<b>Case Study Session</b>
4:40 pm – 5:10 pm	<b>Keynote: Return On Integration Honors</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
5:10 pm – 5:40 pm	<b>Keynote Session: AI For Events</b>  Speakers: Conrad Mills, Principal Analyst, Forrester
5:45 pm – 6:45 pm	<b>Networking Reception</b>
6:45 pm – 8:45 pm	<b>Executive Leadership Exchange (Invite Only): Exclusive Dinner</b>