

FORRESTER®

B2B Summit EMEA 2025

London & Digital

October 6, 2025 – October 8, 2025

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Bold Starts: Monday, Oct 6

3:30 pm – 5:30 pm BST	**Forrester Women's Leadership Program: Thrive In Chaos** Speakers: Oliwia Berdak, VP, Research Director, Forrester Hila Meller, Chief Revenue Officer & Co-Founder, iC Consult, Leading Cyber Ladies Kate Mackie, Global Marketing Lead & Partner, EY Hélène Boulangeot, Global Process Owner Marketing, Michelin Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester
3:00 pm – 5:30 pm BST	**Workshop: AI Hackathon 2.0: From Data to Direction** Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester
4:00 pm – 5:30 pm BST	**Workshops (Pre-Registration Required)** **Kick-Start Your Buying Group Pilot To Boost Revenue Optimization** Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester **Search For Buying Signals In The Content Intelligence Cluedo Game** Speakers: Brett Kahnke, Principal Analyst, Forrester
5:30 pm – 6:30 pm BST	**Welcome Reception**

Tuesday, Oct 7

8:30 am – 9:30 am BST	**General Breakfast**
8:45 am – 9:30 am BST	**Ignite Programme Breakfast (Invite Only)** Speakers: Dane Anderson, SVP, International Research & Product, Forrester
8:45 am – 9:25 am BST	**Analyst-Led Roundtables** **Delivering CX For B2B Customers: Harder Than In B2C?** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester **Buyer Enablement: A Vital New Discipline For B2B Sales And Marketing** Speakers: Rick Bradberry, VP, Principal Analyst, Forrester **Empower Your Revenue Development Team For Success In The Current B2B Environment** Speakers: Naomi Marr, Principal Analyst, Forrester

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Tuesday, Oct 7

9:30 am – 9:55 am BST	**Welcome & Opening Remarks** Speakers: George Colony, CEO, Forrester Anthony McPartlin, VP, Principal Analyst, Forrester
9:55 am – 10:25 am BST	**Keynote: Introducing Buying Networks: Your Buyers' New Reality** Speakers: Paul Ferron, VP, Research Director, Forrester
10:30 am – 11:00 am BST	**Keynote: How Marketing, Sales, And Product Leaders Can Activate An Adaptive Growth Strategy** Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
11:05 am – 11:50 am BST	**Marketplace Coffee Break & Networking** **11:10am - 11:20am - ON24: From A Webinar To A Global Campaign With The ON24 Platform** Speakers: Hannah Kemshell, Director, Demand Generation, ON24
11:05 am – 11:50 am BST	**Executive Leadership Exchange (Invite-Only): Welcome & Networking** Speakers: Christina Schmitt, Principal Analyst, Forrester
11:10 am – 1:00 pm BST	**Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions** Speakers: Edoardo Zavarella, Principal Consultant, Forrester **11:10 AM - 12:00 PM | Group 1** **12:10 PM - 1:00 PM | Group 2 (Reserved for Executive Leadership Exchange attendees)**
11:10 am – 11:50 am BST	**Analyst-Led Roundtables** **How To Prioritize And Operationalize AI For Marketing** Speakers: Rusty Warner, VP, Principal Analyst, Forrester **Is Event ROI A Pipe Dream?** Speakers: Conrad Mills, Principal Analyst, Forrester **Investing In Your Data** Speakers: Brett Kahnke, Principal Analyst, Forrester

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Tuesday, Oct 7

11:15 am – 12:30 pm BST	**Workshops (Pre-Registration Required)** **Articulate The Holistic Value Of Marketing** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Karen Tran, Principal Analyst, Forrester
11:50 am – 12:35 pm BST	**Breakout Sessions**

BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY
Sellers Don't Trust Marketing, And Buyers Can Tell Speakers: Rick Bradberry, VP, Principal Analyst, Forrester	**Panel Discussion: How Can B2B Leaders Thrive Through Volatility?** Speakers: Valérie Thomassin, Chief Marketing, Communications and Engagement Officer, Cegid Dave Boyce, Growth Investor, Mercato Partners Daryl Wright, Principal Analyst, Forrester
TRANSFORM REVENUE PROCESSES	**INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY**
Revenue Growth Reimagined: Cross-Functional Innovation In Action Speakers: Naomi Marr, Principal Analyst, Forrester	**Holiday Hell And The Future Of Agentic AI In B2B** Speakers: Anthony McPartlin, VP, Principal Analyst, Forrester

12:45 pm – 1:15 pm BST	**Case Study Sessions** **Cvent: Driving Revenue With Event-Led Growth** Speakers: Laurence Ewen, Demand Generation Manager, Cvent **Informa TechTarget: Winning The Enterprise Growth Game: Lessons From Akamai** Speakers: Lynsey Jenkins, Senior Director of Security Growth Strategy, Akamai Jon Mycroft, VP, Integrated Solutions, Informa TechTarget
1:15 pm – 2:15 pm BST	**Lunch & Marketplace Break** **1:30 pm – 2:15 pm - LeanData Lunch And Learn: Making The Case For Buying Groups: BMC's Path To Alignment And Action** Speakers: Jim Bell, Chief Marketing Officer, LeanData Beth Redpath Katz, Senior Director, Global Demand Strategy, BMC
1:15 pm – 2:15 pm BST	**Executive Leadership Exchange (Invite Only): Exclusive Lunch & Product Led Growth In The Age Of AI** Speakers: Christina Schmitt, Principal Analyst, Forrester Dave Boyce, Growth Investor, Mercato Partners

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Tuesday, Oct 7

1:40 pm – 2:55 pm BST	**Workshops (Pre-Registration Required)** **Make Smart GTM Decisions Using Ideal Data And Information Sources** Speakers: Paul Ferron, VP, Research Director, Forrester Chris Parr, VP, Principal Consultant, Forrester **Scope Your AI Agent Future** Speakers: Rusty Warner, VP, Principal Analyst, Forrester
2:15 pm – 3:00 pm BST	**Breakout Sessions**

BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY
Is There Trust In Your Buying Network? Speakers: Karen Tran, Principal Analyst, Forrester	**Sales Leadership: It's Time To Embrace Revenue Process Transformation? Here's How.** Speakers: Christina Schmitt, Principal Analyst, Forrester
TRANSFORM REVENUE PROCESSES	**INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY**
Buying Group Pilots: A Prerequisite For Revenue Process Transformation Speakers: Naomi Marr, Principal Analyst, Forrester	**Anonymous Buyers And Your Data Strategy** Speakers: Brett Kahnke, Principal Analyst, Forrester

2:05 pm – 4:55 pm BST	**Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions** Speakers: Edoardo Zavarella, Principal Consultant, Forrester **2:05 PM - 2:55 PM | Group 3** **3:05 PM - 3:55 PM | Group 4 (Reserved for Executive Leadership Exchange attendees)** **4:05 PM - 4:55 PM | Group 5**

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Tuesday, Oct 7

3:10 pm – 3:40 pm BST	**Case Study Sessions** **SMARTe: How Uber And Finastra Overcome Global Data Challenges To Win GTM** Speakers: Harjeet Singh, Senior Director of Marketing and Demand Generation Operations, Finastra Sanjay Gala, Founder & CEO, SMARTe Michael Steele, Revenue Operations, Uber **Canva: Beyond The Spreadsheet: How JKR & Canva Turn Data Into Storytelling That Sells** Speakers: Duncan Clark, Head of EMEA, Canva Lee Rolston, Chief Growth Officer, Jones Knowles Ritchie (JKR) **Just Global: Life in the fast lane – how Bombora, Cloudera, and Just Global achieve growth through insights and alignment** Speakers: Krystina Harrison, Senior Director of Customer Success, Bombora Marcus Hiles, SVP of Strategy, Just Global Jen Papineau, VP of Demand Generation & Events, Cloudera
3:40 pm – 4:25 pm BST	**Marketplace Break & Networking**
3:45 pm – 4:25 pm BST	**Analyst-Led Roundtables** **How To Prioritize And Operationalize AI For Marketing** Speakers: Rusty Warner, VP, Principal Analyst, Forrester **AI Talent Organization In B2B Marketing Organizations** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester **The State Of Cross-Functional Collaboration In 2025** Speakers: Rick Bradberry, VP, Principal Analyst, Forrester
3:50 pm – 4:20 pm BST	**Supercharge Your Focus Through Breathing And Meditation**
4:30 pm – 5:00 pm BST	**Keynote: Return On Integration Honours** Speakers: Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of AI & Digital Strategy - GTM Operations, Thoughtworks Nicky Briggs, VP, Principal Analyst, Forrester
5:00 pm – 5:30 pm BST	**Keynote: Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments** Speakers: Kate Mackie, Global Marketing Lead & Partner, EY Christina Schmitt, Principal Analyst, Forrester
5:35 pm – 6:35 pm BST	**Networking Reception**

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Tuesday, Oct 7

6:30 pm – 8:30 pm BST	**Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception At Sky Bar**

Wednesday, Oct 8

8:30 am – 9:30 am BST	**General Breakfast**
8:30 am – 9:20 am BST	**Forrester Women's Leadership Program: Breakfast Roundtable** Speakers: Oliwia Berdak, VP, Research Director, Forrester
8:45 am – 9:25 am BST	**Analyst-Led Roundtables** **The B2B Leader's Role In Enabling Revenue Process Transformation** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester **The Impact Of Social Media On The B2B Buyer's Journey** Speakers: Daryl Wright, Principal Analyst, Forrester **Enabling Your Employees To Thrive With AI** Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
9:30 am – 9:35 am BST	**Welcome Back** Speakers: Anthony McPartlin, VP, Principal Analyst, Forrester
9:35 am – 10:05 am BST	**Keynote: The Dawn Of A New B2B Sales Supercycle** Speakers: Rick Bradberry, VP, Principal Analyst, Forrester
10:10 am – 10:30 am BST	**Programme Of The Year Honours** Speakers: Andrew Reed, Director, Account Based Marketing, AVEVA Nicky Briggs, VP, Principal Analyst, Forrester
10:35 am – 11:20 am BST	**Marketplace Break & Networking**

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Wednesday, Oct 8

10:45 am – 11:15 am BST	**Ask The Award Winners** Speakers: Christina Schmitt, Principal Analyst, Forrester Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of AI & Digital Strategy - GTM Operations, Thoughtworks Andrew Reed, Director, Account Based Marketing, AVEVA
10:40 am – 11:20 am BST	**Analyst-Led Roundtables** **Leadership Communication Through Internal And External Volatility** Speakers: Karen Tran, Principal Analyst, Forrester **The Verdict On Revenue Operations: Promises Kept Or Opportunities Wasted?** Speakers: Anthony McPartlin, VP, Principal Analyst, Forrester
10:45 am – 12:00 pm BST	**Workshops (Pre-Registration Required)** **Blend Responsibilities Across The Opportunity Lifecycle To Boost Value** Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, VP, Principal Analyst, Forrester
10:45 am – 1:35 pm BST	**Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions** Speakers: Edoardo Zavarella, Principal Consultant, Forrester **10:45 AM - 11:35 AM | Group 6** **11:45 PM - 12:35 PM | Group 7** **12:45 PM - 1:35 PM | Group 8**
11:00 am – 1:30 pm BST	**Workshop (Second Offering): AI Hackathon 2.0: From Data To Direction** Speakers: Rusty Warner, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester

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Wednesday, Oct 8

11:20 am – 12:05 pm BST	**Breakout Sessions**	
	BUILD CUSTOMER INSIGHTS AND TRUST	**EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY**
	Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Daryl Wright, Principal Analyst, Forrester	**Command Attention: Communicating Performance For Leadership And Teams** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
	TRANSFORM REVENUE PROCESSES	**INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY**
	Build An Event Strategy To Fuel Revenue Process Transformation Speakers: Conrad Mills, Principal Analyst, Forrester	**The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency** Speakers: Paul Ferron, VP, Research Director, Forrester
12:15 pm – 1:00 pm BST	**Breakout Sessions**	
	BUILD CUSTOMER INSIGHTS AND TRUST	**EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY**
	Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine Speakers: Kathleen De Bondt, VP Marketing EMEA & Global Partner Marketing, Veeam Software David van Schaick, VP Marketing & Founder, CoachHub, DVS Strategy Angela Brown, Chief Marketing Officer, NCC Group Mavis Liew, Executive Partner and Principal Analyst, Forrester	**Mine The Partner Ecosystem For Hidden Gems And Priceless Insights** Speakers: Karen Tran, Principal Analyst, Forrester
	TRANSFORM REVENUE PROCESSES	**INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY**
	Palo Alto – A Journey To Revenue Process Transformation Speakers: Roger van den Haak, Marketing Operations Business Partner & Process Manager, Palo Alto Networks Conrad Mills, Principal Analyst, Forrester	**In Trust We Build: Balancing Risk And Realizing AI's Potential** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester
1:00 pm – 2:00 pm BST	**Lunch & Marketplace Break** **1:15 pm – 2:00 pm - monday.com Lunch And Learn: B2Bold: The Blueprint for AI-Powered Work with Forvis Mazars** Speakers: Luis Clark, GTM Manager, monday.com Gill Wilson, Head of Digital Marketing & Insights, Forvis Mazars	
1:00 pm – 2:00 pm BST	**Executive Leadership Exchange (Invite only): Exclusive Networking Lunch with Return On Integration Honours Winners** Speakers: Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of AI & Digital Strategy - GTM Operations, Thoughtworks Christina Schmitt, Principal Analyst, Forrester	
1:00 pm – 2:00 pm BST	**Certification Lunch: Wrap-Up** Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester	

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Wednesday, Oct 8

2:05 pm – 2:35 pm BST	**Keynote: Turn GenAI Possibilities Into Reality** Speakers: Brett Kahnke, Principal Analyst, Forrester
2:35 pm – 3:05 pm BST	**Keynote: Agentic To AGI. It's The Journey, Not The Destination** Speakers: Bernhard Schaffrik, Principal Analyst, Forrester
3:05 pm – 3:10 pm BST	**Closing Remarks** Speakers: Anthony McPartlin, VP, Principal Analyst, Forrester

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