



FORRESTER®

B2B Summit EMEA 2025

London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: May 18, 2026 05:41:36 AM ET

Bold Starts: Monday, Oct 6

3:30 pm – 5:30 pm BST	<p>Forrester Women's Leadership Program: Thrive In Chaos</p> <p>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 H��l��ne Boulangeot, Global Process Owner Marketing, Michelin Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester</p>
3:00 pm – 5:30 pm BST	<p>Workshop: AI Hackathon 2.0: From Data to Direction</p> <p>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester</p>
4:00 pm – 5:30 pm BST	<p>Workshops (Pre-Registration Required)</p> <p>Kick-Start Your Buying Group Pilot To Boost Revenue Optimization Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester</p> <p>Search For Buying Signals In The Content Intelligence Cluedo Game Speakers: Brett Kahnke, Principal Analyst, Forrester</p>
5:30 pm – 6:30 pm BST	<p>Welcome Reception</p>

Tuesday, Oct 7

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

Tuesday, Oct 7

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

Tuesday, Oct 7

<p>11:15 am – 12:30 pm BST</p>	<p>Workshops (Pre-Registration Required)</p> <p>Articulate The Holistic Value Of Marketing Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Karen Tran, Principal Analyst, Forrester</p>	
<p>11:50 am – 12:35 pm BST</p>	<p>Breakout Sessions</p>	
	<p>BUILD CUSTOMER INSIGHTS AND TRUST</p>	<p>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</p>
	<p>Sellers Don't Trust Marketing, And Buyers Can Tell Speakers: Rick Bradberry, Principal Analyst, Forrester</p>	<p>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</p>
	<p>TRANSFORM REVENUE PROCESSES</p>	<p>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</p>
<p>Revenue Growth Reimagined: Cross-Functional Innovation In Action Speakers: Naomi Marr, Principal Analyst, Forrester</p>	<p>Holiday Hell And The Future Of Agentic AI In B2B Speakers: Anthony McPartlin, Principal Analyst, Forrester</p>	
<p>12:45 pm – 1:15 pm BST</p>	<p>Case Study Sessions</p> <p>Cvent: Driving Revenue With Event-Led Growth Speakers: Laurence Ewen, Demand Generation Manager, Cvent</p> <p>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</p>	
<p>1:15 pm – 2:15 pm BST</p>	<p>Lunch & Marketplace Break</p> <p>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</p>	
<p>1:15 pm – 2:15 pm BST</p>	<p>Executive Leadership Exchange (Invite Only): Exclusive Lunch & Product Led Growth In The Age Of AI</p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Dave Boyce, Growth Investor, Mercato Partners</p>	

Tuesday, Oct 7

<p>1:40 pm – 2:55 pm BST</p>	<p>Workshops (Pre-Registration Required)</p> <p>Make Smart GTM Decisions Using Ideal Data And Information Sources Speakers: Paul Ferron, VP, Research Director, Forrester Chris Parr, VP, Principal Consultant, Forrester</p> <p>Scope Your AI Agent Future Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>									
<p>2:15 pm – 3:00 pm BST</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="318 491 2199 794"> <tr> <td data-bbox="318 491 1258 555"> <p>BUILD CUSTOMER INSIGHTS AND TRUST</p> </td> <td data-bbox="1258 491 2199 555"> <p>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</p> </td> </tr> <tr> <td data-bbox="318 555 1258 659"> <p>Is There Trust In Your Buying Network? Speakers: Karen Tran, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 555 2199 659"> <p>Sales Leadership: It's Time To Embrace Revenue Process Transformation? Here's How. Speakers: Christina Schmitt, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 659 1258 722"> <p>TRANSFORM REVENUE PROCESSES</p> </td> <td data-bbox="1258 659 2199 722"> <p>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</p> </td> </tr> <tr> <td data-bbox="318 722 1258 802"> <p>Buying Group Pilots: A Prerequisite For Revenue Process Transformation Speakers: Naomi Marr, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 722 2199 802"> <p>Anonymous Buyers And Your Data Strategy Speakers: Brett Kahnke, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>BUILD CUSTOMER INSIGHTS AND TRUST</p>	<p>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</p>	<p>Is There Trust In Your Buying Network? Speakers: Karen Tran, Principal Analyst, Forrester</p>	<p>Sales Leadership: It's Time To Embrace Revenue Process Transformation? Here's How. Speakers: Christina Schmitt, Principal Analyst, Forrester</p>	<p>TRANSFORM REVENUE PROCESSES</p>	<p>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</p>	<p>Buying Group Pilots: A Prerequisite For Revenue Process Transformation Speakers: Naomi Marr, Principal Analyst, Forrester</p>	<p>Anonymous Buyers And Your Data Strategy Speakers: Brett Kahnke, Principal Analyst, Forrester</p>
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<p>2:05 pm – 4:55 pm BST</p>	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>Speakers: Edoardo Zavarella, Principal Consultant, Forrester</p> <p>2:05 PM - 2:55 PM Group 3</p> <p>3:05 PM - 3:55 PM Group 4 (Reserved for Executive Leadership Exchange attendees)</p> <p>4:05 PM - 4:55 PM Group 5</p>									

Tuesday, Oct 7

3:10 pm – 3:40 pm BST	<p>Case Study Sessions</p> <p>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</p> <p>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)</p> <p>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</p>
3:40 pm – 4:25 pm BST	<p>Marketplace Break & Networking</p>
3:45 pm – 4:25 pm BST	<p>Analyst-Led Roundtables</p> <p>How To Prioritize And Operationalize AI For Marketing Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p>AI Talent Organization In B2B Marketing Organizations Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p> <p>The State Of Cross-Functional Collaboration In 2025 Speakers: Rick Bradberry, Principal Analyst, Forrester</p>
3:50 pm – 4:20 pm BST	<p>Supercharge Your Focus Through Breathing And Meditation</p>
4:30 pm – 5:00 pm BST	<p>Keynote: Return On Integration Honours</p> <p>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</p>
5:00 pm – 5:30 pm BST	<p>Keynote: Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments</p> <p>Speakers: Kate Mackie, Global Marketing Lead & Partner, EY Christina Schmitt, Principal Analyst, Forrester</p>
5:35 pm – 6:35 pm BST	<p>Networking Reception</p>

Tuesday, Oct 7

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

8:30 am – 9:30 am BST	General Breakfast
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8:30 am – 9:20 am BST	Forrester Women's Leadership Program: Breakfast Roundtable Speakers: Oliwia Berdak, VP, Research Director, Forrester
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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
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9:30 am – 9:35 am BST	Welcome Back Speakers: Anthony McPartlin, Principal Analyst, Forrester
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9:35 am – 10:05 am BST	Keynote: The Dawn Of A New B2B Sales Supercycle Speakers: Rick Bradberry, Principal Analyst, Forrester
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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
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10:35 am – 11:20 am BST	Marketplace Break & Networking
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Wednesday, Oct 8

10:45 am – 11:15 am BST	<p>Ask The Award Winners</p> <p>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</p>
10:40 am – 11:20 am BST	<p>Analyst-Led Roundtables</p> <p>Leadership Communication Through Internal And External Volatility Speakers: Karen Tran, Principal Analyst, Forrester</p> <p>The Verdict On Revenue Operations: Promises Kept Or Opportunities Wasted? Speakers: Anthony McPartlin, Principal Analyst, Forrester</p>
10:45 am – 12:00 pm BST	<p>Workshops (Pre-Registration Required)</p> <p>Blend Responsibilities Across The Opportunity Lifecycle To Boost Value Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester</p>
10:45 am – 1:35 pm BST	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>Speakers: Edoardo Zavarella, Principal Consultant, Forrester</p> <p>10:45 AM - 11:35 AM Group 6</p> <p>11:45 PM - 12:35 PM Group 7</p> <p>12:45 PM - 1:35 PM Group 8</p>
11:00 am – 1:30 pm BST	<p>Workshop (Second Offering): AI Hackathon 2.0: From Data To Direction</p> <p>Speakers: Rusty Warner, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester</p>

Wednesday, Oct 8

<p>11:20 am – 12:05 pm BST</p>	<p>Breakout Sessions</p>	
<p>BUILD CUSTOMER INSIGHTS AND TRUST</p>	<p>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</p>	
<p>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust Speakers: Daryl Wright, Principal Analyst, Forrester</p>	<p>Command Attention: Communicating Performance For Leadership And Teams Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>	
<p>TRANSFORM REVENUE PROCESSES</p>	<p>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</p>	
<p>Build An Event Strategy To Fuel Revenue Process Transformation Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency Speakers: Paul Ferron, VP, Research Director, Forrester</p>	
<p>12:15 pm – 1:00 pm BST</p>	<p>Breakout Sessions</p>	
<p>BUILD CUSTOMER INSIGHTS AND TRUST</p>	<p>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</p>	
<p>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</p>	<p>Mine The Partner Ecosystem For Hidden Gems And Priceless Insights Speakers: Karen Tran, Principal Analyst, Forrester</p>	
<p>TRANSFORM REVENUE PROCESSES</p>	<p>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</p>	
<p>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</p>	<p>In Trust We Build: Balancing Risk And Realizing AI's Potential Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p>	
<p>1:00 pm – 2:00 pm BST</p>	<p>Lunch & Marketplace Break</p> <p>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</p>	
<p>1:00 pm – 2:00 pm BST</p>	<p>Executive Leadership Exchange (Invite only): Exclusive Networking Lunch with Return On Integration Honours Winners</p> <p>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</p>	
<p>1:00 pm – 2:00 pm BST</p>	<p>Certification Lunch: Wrap-Up</p> <p>Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester</p>	

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, Principal Analyst, Forrester