



FORRESTER®

B2B Summit EMEA 2025

London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: October 15, 2025 03:44:17 PM ET

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, Principal Analyst, Forrester Empower Your Revenue Development Team For Success In The Current B2B Environment Speakers: Naomi Marr, Principal Analyst, Forrester

Tuesday, Oct 7

9:30 am – 9:55 am BST	Welcome & Opening Remarks Speakers: George Colony, CEO, Forrester Anthony McPartlin, 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, ABM & Field Marketing Director, 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

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, Principal Analyst, Forrester	Panel Discussion: How Can B2B Leaders Thrive Through Volatility? Speakers: Valérie Thomassin, Chief Marketing, Communications and Engagement Officer, Cegid Dave Boyce, Executive Chairman, Winning by Design 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, 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, CMO, 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, Executive Chairman, Winning by Design	

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

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	Marketplace Break & Networking
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	Supercharge Your Focus Through Breathing And Meditation
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	Networking Reception

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
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, Principal Analyst, Forrester
9:35 am – 10:05 am BST	Keynote: The Dawn Of A New B2B Sales Supercycle Speakers: Rick Bradberry, 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

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

11:20 am – 12:05 pm
BST**Breakout Sessions****BUILD CUSTOMER INSIGHTS AND TRUST**

Beyond The Hype: Balancing AI Advantages With Human Connection And Trust
Speakers: Daryl Wright, Principal Analyst, Forrester

TRANSFORM REVENUE PROCESSES

Build An Event Strategy To Fuel Revenue Process Transformation
Speakers: Conrad Mills, Principal Analyst, Forrester

EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY

Command Attention: Communicating Performance For Leadership And Teams
Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY

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**

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

TRANSFORM REVENUE PROCESSES

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

EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY

Mine The Partner Ecosystem For Hidden Gems And Priceless Insights
Speakers: Karen Tran, Principal Analyst, Forrester

INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY

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

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