



FORRESTER®

# B2B Summit EMEA

## London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: 2025/07/08 16:13:12

**Bold Starts: Monday, Oct 6**

3:00 pm – 5:00 pm BST	<b>Forrester Women's Leadership Program: Thrive In Chaos</b>  Speakers: Oliwia Berdak, VP, Research Director, Forrester
3:00 pm – 5:00 pm BST	<b>Workshop: AI Unleashed Hackathon: Creating Magic Without Mistakes And Mayhem</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
3:45 pm – 5:00 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Search For Audience Signals In The Content Intelligence Scavenger Hunt</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Brett Kahnke, Principal Analyst, Forrester  <b>Build Your Journey To Buying Groups</b> Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester  <b>Blend Responsibilities Across The Opportunity Lifecycle To Boost Value</b> Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester
5:00 pm – 6:00 pm BST	<b>Welcome Reception</b>

**Tuesday, Oct 7**

8:30 am – 9:30 am BST	<b>General Breakfast</b>
9:30 am – 9:55 am BST	<b>Welcome &amp; Opening Remarks</b>  Speakers: George Colony, CEO, Forrester Anthony McPartlin, Principal Analyst, Forrester
9:55 am – 10:25 am BST	<b>Keynote: Master Buying Mayhem</b>  Speakers: Paul Ferron, VP, Research Director, Forrester
10:30 am – 11:00 am BST	<b>Keynote: Activate An Adaptive Growth Strategy</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

Tuesday, Oct 7

11:00 am – 11:45 am BST	<b>Marketplace Coffee Break &amp; Networking</b>	
11:00 am – 12:15 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Immersive Experience: Drive Customer-Obsessed Decisions</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester  <b>Articulate The Holistic Value Of Marketing</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Karen Tran, Principal Analyst, Forrester	
11:05 am – 11:45 am BST	<b>Analyst-Led Roundtables</b>  <b>Survival Tactics For B2B Leadership Success</b> Speakers: Christina Schmitt, Principal Analyst, Forrester  <b>Empowering Your RDR Teams For Success Considering The Current B2B Environment</b> Speakers: Naomi Marr, Principal Analyst, Forrester  <b>“AI Responsibly” With GenAI In Martech</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester	
11:45 am – 12:15 pm BST	<b>Breakout Sessions</b>	
	<b>BUILD CUSTOMER INSIGHTS AND TRUST</b>	<b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b>
	<b>Sellers Don’t Trust Marketing, And Buyers Can Tell</b> Speakers: Rick Bradberry, Principal Analyst, Forrester	<b>Panel Discussion: How Can B2B Leaders Thrive Through Volatility?</b> Speakers: Daryl Wright, Principal Analyst, Forrester
	<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>
	<b>The Solution Blueprint For Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester	<b>AI Agents: Hype Vs. Reality And Implications For B2B</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester
12:25 pm – 12:55 pm BST	<b>Case Study Sessions</b>	
12:55 pm – 1:55 pm BST	<b>Lunch &amp; Marketplace Break</b>	

Tuesday, Oct 7

1:05 pm – 1:45 pm BST	<b>Analyst-Led Roundtables</b>  <b>Delivering CX For B2B Customers: Harder Than In B2C?</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester  <b>The Verdict On Revenue Operations: Promises Kept Or Opportunities Wasted?</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester  <b>The State of Cross-Functional Collaboration In 2025</b> Speakers: Rick Bradberry, Principal Analyst, Forrester	
1:30 pm – 2:45 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Make Smart GTM Decisions Using Ideal Data and Information Sources</b> Speakers: Paul Ferron, VP, Research Director, Forrester Chris Parr, VP, Principal Consultant, Forrester	
1:55 pm – 2:40 pm BST	<b>Breakout Sessions</b>	
	<b>BUILD CUSTOMER INSIGHTS AND TRUST</b>	<b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b>
	<b>Is There Trust In Your Buying Network?</b> Speakers: Karen Tran, Principal Analyst, Forrester	<b>From Supporting Sales To Growth Driver: How To Uplevel Marketing’s Purpose</b> Speakers: Christina Schmitt, Principal Analyst, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester
	<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>
	<b>Piloting Transformation With Adoption Playbooks</b> Speakers: Naomi Marr, Principal Analyst, Forrester	<b>Anonymous Buyers And Your Data Strategy</b> Speakers: Brett Kahnke, Principal Analyst, Forrester
2:50 pm – 3:20 pm BST	<b>Case Study Sessions</b>	
3:20 pm – 4:05 pm BST	<b>Marketplace Break &amp; Networking</b>	

Tuesday, Oct 7

3:25 pm – 4:05 pm BST	<b>Analyst-Led Roundtables</b>  <b>The B2B Leader’s Role In Enabling Revenue Process Transformation</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester  <b>AI Use-Case Priorities And Success Stories</b> Speakers: Jessie Johnson, Principal Analyst, Forrester  <b>Leadership Communication Through Internal And External Volatility</b> Speakers: Karen Tran, Principal Analyst, Forrester	
4:05 pm – 4:35 pm BST	<b>Breakout Sessions</b>	
	<b>BUILD CUSTOMER INSIGHTS AND TRUST</b>	<b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b>
	<b>Balancing AI Advantages With Human Connection And Trust</b> Speakers: Daryl Wright, Principal Analyst, Forrester	<b>Command Attention: Communicating Performance For Leadership And Teams</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester
	<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>
	<b>Build Your Events To Power Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester	<b>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency</b> Speakers: Paul Ferron, VP, Research Director, Forrester
4:45 pm – 5:15 pm BST	<b>Keynote: Return On Integration Honors</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	
5:15 pm – 5:45 pm BST	<b>Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments</b>  Speakers: Kate Mackie, Global Marketing Lead & Partner, EY Christina Schmitt, Principal Analyst, Forrester	
5:50 pm – 6:50 pm BST	<b>Networking Reception</b>	

Wednesday, Oct 8

8:30 am – 9:30 am BST	<b>General Breakfast</b>
--------------------------	--------------------------

## Wednesday, Oct 8

8:45 am – 9:25 am BST	<b>Analyst-Led Roundtables</b>  <b>Enabling Your Employees To Thrive With AI</b> Speakers: Nicky Briggs, VP, Principal Analyst, Forrester  <b>Investing In Your Data</b> Speakers: Brett Kahnke, Principal Analyst, Forrester
9:30 am – 9:35 am BST	<b>Welcome Back</b>  Speakers: Paul Ferron, VP, Research Director, Forrester Anthony McPartlin, Principal Analyst, Forrester
9:40 am – 10:10 am BST	<b>Keynote: The Dawn Of A New B2B Revenue Supercycle</b>  Speakers: Rick Bradberry, Principal Analyst, Forrester
10:15 am – 10:45 am BST	<b>Breakout Sessions: Programs Of The Year</b>
10:55 am – 11:25 am BST	<b>Case Study Sessions</b>
11:25 am – 11:55 am BST	<b>Marketplace Break &amp; Networking</b>
11:35 am – 12:15 pm BST	<b>Analyst-Led Roundtables</b>  <b>Is Event ROI A Pipe Dream?</b> Speakers: Conrad Mills, Principal Analyst, Forrester  <b>The Impact Of Social Media On The B2B Buyer's Journey</b> Speakers: Daryl Wright, Principal Analyst, Forrester  <b>Buyer Enablement: A Vital New Discipline For B2B Sales And Marketing</b> Speakers: Rick Bradberry, Principal Analyst, Forrester
11:55 am – 12:25 pm BST	<b>Case Study Sessions</b>

Wednesday, Oct 8

12:35 pm – 1:20 pm BST	Breakout Sessions	
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY
	<b>Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine</b> Speakers: Mavis Liew, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester	<b>Mine Partner Ecosystem Insights For Priceless Insights</b> Speakers: Karen Tran, Principal Analyst, Forrester
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY
	<b>Revenue Growth Reimagined: Cross-Functional Innovation In Action</b> Speakers: Naomi Marr, Principal Analyst, Forrester	<b>Adapt Your Content Strategy As AI Transforms Search</b> Speakers: Jessie Johnson, Principal Analyst, Forrester
1:20 pm – 2:20 pm BST	Lunch & Marketplace Break	
2:20 pm – 2:50 pm BST	<b>Keynote: Turn Gen AI Possibility Into Reality</b>  Speakers: Brett Kahnke, Principal Analyst, Forrester	
2:55 pm – 3:25 pm BST	<b>Keynote: The Go-To-Market Race To The Prize</b>  Speakers: Anthony McPartlin, Principal Analyst, Forrester	
3:25 pm – 3:30 pm BST	Closing Remarks	