



FORRESTER®

# B2B Summit EMEA

## London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: August 28, 2025 10:36:22 PM ET

**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 Hackathon 2.0: From Data to Direction</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester
3:45 pm – 5:00 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Build Your Journey To Buying Groups</b> Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester  <b>Search For Buying Signals In The Content Intelligence Cluedo Game</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Brett Kahnke, 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>
8:45 am – 9:25 am 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>Buyer Enablement: A Vital New Discipline For B2B Sales And Marketing</b> Speakers: Rick Bradberry, Principal Analyst, Forrester  <b>Empowering Your RDR Teams For Success Considering The Current B2B Environment</b> Speakers: Naomi Marr, Principal Analyst, Forrester
9:30 am – 9:55 am BST	<b>Welcome &amp; Opening Remarks</b>  Speakers: George Colony, CEO, Forrester Anthony McPartlin, Principal Analyst, Forrester

## Tuesday, Oct 7

9:55 am – 10:25 am BST	<b>Keynote: Introducing Buying Networks: Your Buyers’ New Reality</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
11:05 am – 11:50 am BST	<b>Marketplace Coffee Break &amp; Networking</b>
11:05 am – 11:50 am BST	<b>Executive Leadership Exchange (Invite-Only): Welcome &amp; Networking</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester
11:10 am – 1:00 pm BST	<b>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</b>  <b>11:10 AM - 12:00 AM   Group 1</b>  <b>12:10 PM - 1:00 PM   Group 2</b>
11:10 am – 11:50 am BST	<b>Analyst-Led Roundtables</b>  <b>How To Prioritize And Operationalize AI For Marketing</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester  <b>AI Use-Case Priorities And Success Stories</b> Speakers: Jessie Johnson, Principal Analyst, Forrester  <b>Investing In Your Data</b> Speakers: Brett Kahnke, Principal Analyst, Forrester
11:15 am – 12:30 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Articulate The Holistic Value Of Marketing</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Karen Tran, Principal Analyst, Forrester

Tuesday, Oct 7

11:50 am – 12:35 pm BST	Breakout Sessions	
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY
	<p><b>Sellers Don’t Trust Marketing, And Buyers Can Tell</b> Speakers: Rick Bradberry, Principal Analyst, Forrester</p>	<p><b>Panel Discussion: How Can B2B Leaders Thrive Through Volatility?</b> Speakers: Daryl Wright, Principal Analyst, Forrester Valérie Thomassin, Chief Marketing, Communications and Engagement Officer, Cegid Dave Boyce, Executive Chairman, Winning by Design</p>
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY
	<p><b>Revenue Growth Reimagined: Cross-functional Innovation In Action</b> Speakers: Naomi Marr, Principal Analyst, Forrester</p>	<p><b>Holiday Hell and the Future of Agentic AI in B2B</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</p>
12:45 pm – 1:15 pm BST	<p>Case Study Sessions</p> <p><b>Cvent: Driving Revenue: Rethinking How We Measure Marketing</b> Speakers: Laurence Ewen, Demand Generation Manager, Cvent</p> <p><b>Informa TechTarget Case Study</b></p>	
1:15 pm – 2:15 pm BST	<p>Lunch &amp; Marketplace Break</p> <p><b>1:25 pm – 2:15 pm - LeanData Lunch &amp; Learn: Making the Case for Buying Groups: BMC’s Path to Alignment and Action</b> Speakers: Jim Bell, CMO, LeanData Beth Redpath Katz, Senior Director, Global Demand Strategy, BMC</p>	
1:15 pm – 2:15 pm BST	<p><b>Executive Leadership Exchange (Invite Only): Exclusive Lunch</b></p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Dave Boyce, Executive Chairman, Winning by Design</p>	
1:40 pm – 2:55 pm BST	<p><b>Workshops (Pre-Registration Required)</b></p> <p><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</p> <p><b>Scope Your AI Agent Future</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	

Tuesday, Oct 7

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 Groups Pilots A Prerequisite For Revenue Process Transformation: A Guide To Getting Started 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	
	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	
3:10 pm – 3:40 pm BST	Case Study Sessions	
	SMARTe Case Study	
	Canva Case Study	
3:40 pm – 4:25 pm BST	Marketplace Break & Networking	

**Tuesday, Oct 7**

3:45 pm – 4:25 pm BST	<b>Analyst-Led Roundtables</b>  <b>How To Prioritize And Operationalize AI For Marketing</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester  <b>AI Use-Case Priorities And Success Stories</b> Speakers: Jessie Johnson, Principal Analyst, Forrester  <b>Is Event ROI A Pipe Dream?</b> Speakers: Conrad Mills, Principal Analyst, Forrester
4:30 pm – 5:00 pm BST	<b>Keynote: Return On Integration Honors</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
5:00 pm – 5:30 pm BST	<b>Keynote: Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments</b>  Speakers: Kate Mackie, Global Marketing Lead & Partner, EY Christina Schmitt, Principal Analyst, Forrester
5:35 pm – 6:35 pm BST	<b>Networking Reception</b>
6:30 pm – 8:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception At Sky Bar</b>

**Wednesday, Oct 8**

8:30 am – 9:30 am BST	<b>General Breakfast</b>
8:30 am – 9:20 am BST	<b>Forrester Women's Leadership Program: Breakfast Roundtable</b>  Speakers: Oliwia Berdak, VP, Research Director, Forrester

Wednesday, Oct 8

8:45 am – 9:25 am 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>The Impact Of Social Media On The B2B Buyer's Journey</b> Speakers: Daryl Wright, Principal Analyst, Forrester  <b>Enabling Your Employees To Thrive With AI</b> Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
9:30 am – 9:35 am BST	<b>Welcome Back</b>  Speakers: Anthony McPartlin, Principal Analyst, Forrester
9:35 am – 10:05 am BST	<b>Keynote: The Dawn Of A New B2B Sales Supercycle</b>  Speakers: Rick Bradberry, Principal Analyst, Forrester
10:10 am – 10:30 am BST	<b>Programme Of The Year Honours</b>
10:35 am – 11:20 am BST	<b>Marketplace Break &amp; Networking</b>
10:40 am – 11:20 am BST	<b>Analyst-Led Roundtables</b>  <b>Leadership Communication Through Internal And External Volatility</b> Speakers: Karen Tran, Principal Analyst, Forrester  <b>The Verdict On Revenue Operations: Promises Kept Or Opportunities Wasted?</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester  <b>AI Use-Case Priorities And Success Stories</b> Speakers: Jessie Johnson, Principal Analyst, Forrester
10:45 am – 12:00 pm BST	<b>Workshops (Pre-Registration Required)</b>  <b>Blend Responsibilities Across The Opportunity Lifecycle To Boost Value</b> Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

Wednesday, Oct 8

10:45 am – 1:35 pm BST	<b>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</b>  <b>10:45 AM - 11:35 AM   Group 6</b>  <b>11:45 PM - 12:35 PM   Group 7</b>  <b>12:45 PM - 1:35 PM   Group 8</b>									
11:00 am – 1:00 pm BST	<b>Workshop (Second Offering): AI Hackathon 2.0: From Data to Direction</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester									
11:20 am – 12:05 pm BST	<b>Breakout Sessions</b> <table><tr><td><b>BUILD CUSTOMER INSIGHTS AND TRUST</b></td><td><b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b></td></tr><tr><td><b>Balancing AI Advantages With Human Connection And Trust</b> Speakers: Daryl Wright, Principal Analyst, Forrester</td><td><b>Command Attention: Communicating Performance For Leadership And Teams</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</td></tr><tr><td><b>TRANSFORM REVENUE PROCESSES</b></td><td><b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b></td></tr><tr><td><b>Build An Event Strategy To Fuel Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester</td><td><b>The Future Of B2B Messaging: GenAI-Driven Relevance And Efficiency</b> Speakers: Paul Ferron, VP, Research Director, Forrester</td></tr></table>		<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: Mavis Liew, Executive Partner and Principal Analyst, Forrester	<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>	<b>Build An Event Strategy To Fuel 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
<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: Mavis Liew, Executive Partner and Principal Analyst, Forrester									
<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>									
<b>Build An Event Strategy To Fuel 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									
12:15 pm – 1:00 pm BST	<b>Breakout Sessions</b> <table><tr><td><b>BUILD CUSTOMER INSIGHTS AND TRUST</b></td><td><b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b></td></tr><tr><td><b>Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester David van Schaick, Chief Marketing Officer, The Marketing Practice</td><td><b>Mine Partner Ecosystem For Hidden Gems And Priceless Insights</b> Speakers: Karen Tran, Principal Analyst, Forrester</td></tr><tr><td><b>TRANSFORM REVENUE PROCESSES</b></td><td><b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b></td></tr><tr><td><b>Palo Alto – A Journey To Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester</td><td><b>How Can I Optimize My Digital Content For AI-Powered Search?</b> Speakers: Jessie Johnson, Principal Analyst, Forrester</td></tr></table>		<b>BUILD CUSTOMER INSIGHTS AND TRUST</b>	<b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b>	<b>Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester David van Schaick, Chief Marketing Officer, The Marketing Practice	<b>Mine Partner Ecosystem For Hidden Gems And Priceless Insights</b> Speakers: Karen Tran, Principal Analyst, Forrester	<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>	<b>Palo Alto – A Journey To Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester	<b>How Can I Optimize My Digital Content For AI-Powered Search?</b> Speakers: Jessie Johnson, Principal Analyst, Forrester
<b>BUILD CUSTOMER INSIGHTS AND TRUST</b>	<b>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</b>									
<b>Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester David van Schaick, Chief Marketing Officer, The Marketing Practice	<b>Mine Partner Ecosystem For Hidden Gems And Priceless Insights</b> Speakers: Karen Tran, Principal Analyst, Forrester									
<b>TRANSFORM REVENUE PROCESSES</b>	<b>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</b>									
<b>Palo Alto – A Journey To Revenue Process Transformation</b> Speakers: Conrad Mills, Principal Analyst, Forrester	<b>How Can I Optimize My Digital Content For AI-Powered Search?</b> Speakers: Jessie Johnson, Principal Analyst, Forrester									



Wednesday, Oct 8

1:00 pm – 2:00 pm BST	<b>Lunch &amp; Marketplace Break</b>  <b>1:15 pm – 2:00 pm - monday.com Lunch and Learn: B2Bold: The Blueprint for AI-Powered Work with Knight Frank</b> Speakers: Luis Clark, GTM Manager, monday.com Sophie Steer, Partner & Head of Marketing Channels, Knight Frank
1:00 pm – 2:00 pm BST	<b>Executive Leadership Exchange (Invite only): Exclusive Lunch &amp; Networking</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester
1:00 pm – 2:00 pm BST	<b>Certification Lunch: Wrap-Up</b>
2:05 pm – 2:35 pm BST	<b>Keynote: Turn Gen AI Possibility Into Reality</b>  Speakers: Brett Kahnke, Principal Analyst, Forrester
2:35 pm – 3:05 pm BST	<b>Keynote: Guest Speaker</b>
3:05 pm – 3:10 pm BST	<b>Closing Remarks</b>  Speakers: Anthony McPartlin, Principal Analyst, Forrester