



FORRESTER®

B2B Summit EMEA

London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: 2025/05/24 05:09:02

Bold Starts: Monday, Oct 6

3:00 pm – 5:00 pm BST	Women's Leadership Program: Thrive In Chaos Speakers: Oliwia Berdak, VP, Research Director, Forrester
3:00 pm – 5:00 pm BST	Workshop: AI Unleashed Hackathon: Creating Magic Without Mistakes And Mayhem Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
3:45 pm – 5:00 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 Search For Audience Signals In The Content Intelligence Scavenger Hunt Speakers: Jessie Johnson, Principal Analyst, Forrester Brett Kahnke, Principal Analyst, Forrester Build Your Journey To Buying Groups Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
5:00 pm – 6:00 pm BST	Welcome Reception

Tuesday, Oct 7

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:55 am BST	Welcome & Opening Remarks Speakers: George Colony, CEO, Forrester Paul Ferron, VP, Research Director, Forrester Anthony McPartlin, Principal Analyst, Forrester
9:55 am – 10:25 am BST	Keynote: Master Buying Mayhem Speakers: Paul Ferron, VP, Research Director, Forrester
10:30 am – 11:00 am BST	Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments Speakers: Christina Schmitt, Principal Analyst, Forrester

Tuesday, Oct 7

11:00 am – 11:45 am BST	Marketplace Coffee Break & Networking									
11:00 am – 12:15 pm BST	Workshops (Pre-Registration Required) Make Smart GTM Decisions Using Ideal Data and Information Sources Speakers: Paul Ferron, VP, Research Director, Forrester Nicky Briggs, VP, Principal Analyst, Forrester Blend Responsibilities Across The Opportunity Lifecycle To Boost Value Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester									
11:45 am – 12:15 pm BST	Breakout Sessions <table><tr><td>BUILD CUSTOMER INSIGHTS AND TRUST</td><td>EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</td></tr><tr><td>Is There Trust In Your Buying Network? Speakers: Karen Tran, Principal Analyst, Forrester</td><td>Command Attention: Communicating Performance For Leadership And Teams Speakers: Brett Kahnke, Principal Analyst, Forrester</td></tr><tr><td>TRANSFORM PLANNING, PROCESS, AND OPERATIONS</td><td>INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</td></tr><tr><td>The Solution Blueprint For Revenue Process Transformation Speakers: Conrad Mills, Principal Analyst, Forrester</td><td>AI Agents: Hype Vs. Reality And Implications For B2B Speakers: Jessie Johnson, Principal Analyst, Forrester Anthony McPartlin, 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	Command Attention: Communicating Performance For Leadership And Teams Speakers: Brett Kahnke, Principal Analyst, Forrester	TRANSFORM PLANNING, PROCESS, AND OPERATIONS	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	The Solution Blueprint For Revenue Process Transformation Speakers: Conrad Mills, Principal Analyst, Forrester	AI Agents: Hype Vs. Reality And Implications For B2B Speakers: Jessie Johnson, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester
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12:25 pm – 12:55 pm BST	Case Study Sessions									
12:55 pm – 1:55 pm BST	Lunch & Marketplace Break									
1:30 pm – 2:45 pm BST	Workshops (Pre-Registration Required) Scope Your AI Agent Future Speakers: Rusty Warner, VP, Principal Analyst, Forrester Immersive Experience: Drive Customer-Obsessed Decisions Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester									

Tuesday, Oct 7

1:55 pm – 2:40 pm BST	<div>Breakout Sessions</div> <table> <tr> <th data-bbox="318 245 1245 301">BUILD CUSTOMER INSIGHTS AND TRUST</th><th data-bbox="1245 245 2199 301">EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY</th></tr> <tr> <td data-bbox="318 301 1245 381"> Sellers Don't Trust Marketing, And Buyers Can Tell Speakers: Rick Bradberry, Principal Analyst, Forrester </td><td data-bbox="1245 301 2199 381"> Panel Discussion: How Can B2B Leaders Thrive Through Volatility? Speakers: Daryl Wright, Principal Analyst, Forrester </td></tr> <tr> <th data-bbox="318 381 1245 437">TRANSFORM PLANNING, PROCESS, AND OPERATIONS</th><th data-bbox="1245 381 2199 437">INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY</th></tr> <tr> <td data-bbox="318 437 1245 517"> Piloting Transformation With Adoption Playbooks Speakers: Naomi Marr, Principal Analyst, Forrester </td><td data-bbox="1245 437 2199 517"> 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	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: Daryl Wright, Principal Analyst, Forrester	TRANSFORM PLANNING, PROCESS, AND OPERATIONS	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	Piloting Transformation With Adoption Playbooks Speakers: Naomi Marr, Principal Analyst, Forrester	Anonymous Buyers And Your Data Strategy Speakers: Brett Kahnke, Principal Analyst, Forrester
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4:45 pm – 5:15 pm BST	Keynote: Return On Integration Honours								
5:15 pm – 5:45 pm BST	Keynote: How To Get Sales To Embrace Revenue Transformation Speakers: Rick Bradberry, Principal Analyst, Forrester								
5:50 pm – 6:50 pm BST	Networking Reception								

Wednesday, Oct 8

8:30 am – 9:30 am BST	General Breakfast	
9:30 am – 9:35 am BST	Welcome Back Speakers: Paul Ferron, VP, Research Director, Forrester Anthony McPartlin, Principal Analyst, Forrester	
9:40 am – 10:10 am BST	Keynote: Activate An Adaptive Growth Strategy Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	
10:15 am – 10:45 am BST	Breakout Sessions: Programs Of The Year	
10:55 am – 11:25 am BST	Case Study Sessions	
11:25 am – 11:55 am BST	Marketplace Break & Networking	
11:35 am – 12:15 pm BST	Analyst-Led Roundtables	
11:55 am – 12:25 pm BST	Case Study Sessions	
12:35 pm – 1:20 pm BST	Breakout Sessions	
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY
	Panel: The State Of B2B Buying: Implications And Actions For The Growth Engine Speakers: Mavis Liew, Principal Analyst, Forrester	Mine Partner Ecosystem Insights For Priceless Insights Speakers: Karen Tran, Principal Analyst, Forrester
	TRANSFORM PLANNING, PROCESS, AND OPERATIONS	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY
	Revenue Council: A Cross-Functional Team Built For Process Transformation Speakers: Naomi Marr, Principal Analyst, Forrester	Adapt Your Content Strategy As AI Transforms Search Speakers: Jessie Johnson, Principal Analyst, Forrester
1:20 pm – 2:20 pm BST	Lunch & Marketplace Break	
2:20 pm – 2:50 pm BST	Keynote: Turn Gen AI Possibility Into Reality Speakers: Brett Kahnke, Principal Analyst, Forrester	

Wednesday, Oct 8

2:55 pm – 3:25 pm BST	Keynote: The Go-To-Market Race To The Prize Speakers: Anthony McPartlin, Principal Analyst, Forrester
3:25 pm – 3:30 pm BST	Closing Remarks