



FORRESTER®

B2B Summit North America

Phoenix

April 26, 2026 – April 29, 2026

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Bold Starts, Apr 26

2:30 pm – 5:00 pm	Workshops
5:30 pm – 7:00 pm	Welcome Reception

Monday, Apr 27

8:00 am – 9:15 am	General Breakfast
8:30 am – 9:30 am	Analyst-Led Roundtables
9:00 am – 11:00 am	Workshops
10:00 am – 11:00 am	Analyst-Led Roundtables
11:00 am – 12:00 pm	Lunch & Marketplace Opening
12:00 pm – 12:10 pm	Welcome
12:10 pm – 12:30 pm	Keynote: Opening Remarks & The GTM Singularity Speakers: Dave Frankland, VP, Research Director, Forrester
12:30 pm – 1:00 pm	Keynote: The Visibility Vacuum Speakers: John Buten, Principal Analyst, Forrester

Monday, Apr 27

1:15 pm – 2:00 pm

Breakout Sessions	
GTM TRANSFORMATION	BUYER & CUSTOMER EXPERIENCE
Disconnected GTM Efforts Will Ruin Your Company Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Katie Fabiszak, VP, Principal Analyst, Forrester	Elevated Expectations: What Your Audience Really Wants Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester
ENGAGEMENT & ACTIVATION	PLANNING & MEASUREMENT
Building Adaptive Marketing Programs With AI Speakers: Kelvin Gee, Principal Analyst, Forrester	A New Paradigm: Aligned Planning Across GTM Functions Speakers: Laura Cross, VP, Principal Analyst, Forrester
DATA & INSIGHTS	LEADERSHIP & ORG
Building The GTM Knowledge Graph For GenAI Speakers: Brett Kahnke, Principal Analyst, Forrester	Diagnose The Barriers To Your Organizational Effectiveness Speakers: Betsy Summers, Principal Analyst, Forrester
AI, AGENTS & AUTOMATION	
Align AI Agents With Strategic Initiatives To Accelerate Growth Speakers: Jessie Johnson, Principal Analyst, Forrester	

Monday, Apr 27

2:15 pm – 2:45 pm	<div>Sponsor Case Studies</div> <div>Adobe Case Study</div> <div>Clozd Case Study</div> <div>Cvent Case Study</div> <div>Demandbase Case Study</div> <div>Intentsify Case Study</div> <div>Lead2Pipeline Case Study</div> <div>Optimizely Case Study</div>
2:45 pm – 3:45 pm	Analyst-Led Roundtables
2:45 pm – 3:45 pm	Marketplace Coffee Break & Networking

Monday, Apr 27

3:45 pm – 4:15 pm

Breakout Sessions	
GTM TRANSFORMATION	BUYER & CUSTOMER EXPERIENCE
The Next Decade Of Selling — Described In Detail Speakers: Rick Bradberry, Principal Analyst, Forrester	The Future Of DX Is Multi-Modal Speakers: Renee Irion, Principal Analyst, Forrester
ENGAGEMENT & ACTIVATION	PLANNING & MEASUREMENT
Surviving When Your Revenue Process Is Obsolete Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	Turning Transparency Into Trust For GTM Growth Speakers: Maria Chien, VP, Principal Analyst, Forrester
DATA & INSIGHTS	LEADERSHIP & ORG
From Data Silos To A Unified AI Foundation Speakers: Katie Linford, Principal Analyst, Forrester	Crank Up Your Transition Leadership Prowess Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
AI, AGENTS & AUTOMATION	
Build AI-Ready Content Capabilities That Scale Speakers: Lisa Gately, Principal Analyst, Forrester	

Monday, Apr 27

4:30 pm – 5:00 pm	<div>Sponsor Case Studies</div> <div>Influ2 Case Study</div> <div>Informa TechTarget Case Study</div> <div>LeanData Case Study</div> <div>NetLine Case Study</div> <div>Optimizely Case Study</div> <div>People Data Labs Case Study</div>
5:15 pm – 5:45 pm	Guest Keynote
5:45 pm – 6:45 pm	Networking Reception

Tuesday, Apr 28

8:00 am – 9:15 am	General Breakfast
8:00 am – 9:15 am	Workshops
8:15 am – 9:15 am	Analyst-Led Roundtables
9:30 am – 9:35 am	<div>Welcome Back</div> <div>Speakers: Dave Frankland, VP, Research Director, Forrester</div>

Tuesday, Apr 28

9:35 am – 10:00 am	Keynote: Make Brand + Demand Your Preference Multiplier Speakers: Ian Bruce, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester	
10:00 am – 10:30 am	Return On Integration Honors	
10:30 am – 11:30 am	Marketplace Coffee Break & Networking	
11:30 am – 12:00 pm	Breakout Sessions	
	GTM TRANSFORMATION	BUYER & CUSTOMER EXPERIENCE
	A Candid Look At One Company’s GTM Transformation Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester	Agile Messaging Delivers Engaging Experiences And Campaigns Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester
	ENGAGEMENT & ACTIVATION	PLANNING & MEASUREMENT
	Win The Post-Zero-Click Search Game Speakers: Renee Irion, Principal Analyst, Forrester	From Cold Outreach To AI-Orchestrated Growth Speakers: Shakeel Khan, Principal Analyst, Forrester
	DATA & INSIGHTS	LEADERSHIP & ORG
	Market And Buyer Intelligence That Powers GTM Success Speakers: Beth Caplow, , Forrester	Leading When AI Democratizes Work Speakers: Lisa Gately, Principal Analyst, Forrester
	AI, AGENTS & AUTOMATION	
	Navigate The AI Capability Collision In Revenue Tech Speakers: Kathleen Pierce, Principal Analyst, Forrester	

Tuesday, Apr 28

12:15 pm – 12:45 pm	<div><div>Sponsor Case Studies</div><div>1mind Case Study</div><div>Dun & Bradstreet Case Study</div><div>Informa TechTarget Case Study</div><div>LeanData Case Study</div><div>Salesforce Case Study</div><div>WordPress VIP Case Study</div></div>
12:45 pm – 2:00 pm	Marketplace Lunch & Networking

Tuesday, Apr 28

2:00 pm – 2:45 pm

Breakout Sessions	
<div>GTM TRANSFORMATION</div> <div> Partner Your Way To Complete Solutions Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester </div>	<div>BUYER & CUSTOMER EXPERIENCE</div> <div> A Personalization Prescription: Rx For Winning Experiences Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester </div>
<div>ENGAGEMENT & ACTIVATION</div> <div> Win Buyer Trust With Proof Speakers: Lisa Gately, Principal Analyst, Forrester </div>	<div>PLANNING & MEASUREMENT</div> <div> Evaluating Content Impact In An AI World Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester </div>
<div>DATA & INSIGHTS</div> <div> Future-Proofing Product Growth Insights Speakers: Lisa Singer, VP, Principal Analyst, Forrester </div>	<div>LEADERSHIP & ORG</div> <div> Get Ready For AI With Forrester's AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester </div>
<div>AI, AGENTS & AUTOMATION</div> <div> When AI Agents Take Over, What's Left For You? Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester </div>	

3:00 pm – 3:30 pm

<div>Sponsor Case Studies</div> <div> <div>Outreach Case Study</div> <div>PharosIQ</div> <div>Salesforce Case Study</div> <div>Webflow Case Study</div> </div>	
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3:30 pm – 4:30 pm

Analyst-Led Roundtables	
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Tuesday, Apr 28

3:30 pm – 4:30 pm	Marketplace Break & Networking
4:30 pm – 5:00 pm	Programs Of The Year Honors
5:15 pm – 5:45 pm	Keynote: The Accountability Reset Speakers: Ross Graber, VP, Principal Analyst, Forrester
8:00 pm – 10:00 pm	Reception and Concert (Off-site)

Wednesday, Apr 29

8:00 am – 9:15 am	General Breakfast
8:00 am – 9:15 am	Workshops
8:15 am – 9:15 am	Analyst-Led Roundtables
9:30 am – 9:35 am	Welcome Back Speakers: Dave Frankland, VP, Research Director, Forrester
9:35 am – 10:00 am	Keynote: Human + AI GTM Speakers: Jessie Johnson, Principal Analyst, Forrester
10:00 am – 10:30 am	Keynote Case Study

Wednesday, Apr 29

10:35 am – 11:20 am

Breakout Sessions**GTM TRANSFORMATION****Should You Verticalize? Making The GTM Shift**

Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester

BUYER & CUSTOMER EXPERIENCE**Authentic Content Builds Buyer And Customer Trust**

Speakers: Karen Tran, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

ENGAGEMENT & ACTIVATION**Align Pre- And Postsales Teams To Power Value Realization**

Speakers: Shari Srebnick, Principal Analyst, Forrester

PLANNING & MEASUREMENT**Forget Everything You Know About Measuring Marketing Contribution**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

DATA & INSIGHTS**Unlocking Insights In The Era Of AI-Powered Search**

Speakers: Brett Kahnke, Principal Analyst, Forrester

LEADERSHIP & ORG**Organizational Design Will Drive Your Operational Excellence**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

AI, AGENTS & AUTOMATION**Harnessing AI To Reshape Customer Experiences And Value**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester

11:35 am – 12:05 pm

Sponsor Case Studies**Adobe Case Study****Outreach Case Study**

12:05 pm – 12:50 pm

Marketplace Lunch & Networking

Wednesday, Apr 29

12:50 pm – 1:20 pm	<div>Breakout Sessions</div> <div> <div> <div>GTM TRANSFORMATION</div> <div> From Products To Platforms: Stories From The Trenches Speakers: Beth Caplow, , Forrester </div> </div> <div> <div>ENGAGEMENT & ACTIVATION</div> <div> How AI Transforms ABM For Sales And Marketing Speakers: Nora Conklin, Principal Analyst, Forrester </div> </div> <div> <div>DATA & INSIGHTS</div> <div> Turning Deal Intelligence Into Advantage Speakers: Vicki Brown, VP, Principal Analyst, Forrester </div> </div> <div> <div>AI, AGENTS & AUTOMATION</div> <div> How To Avoid Random Acts Of AI Speakers: Katie Linfoord, Principal Analyst, Forrester </div> </div> </div> <div> <div>BUYER & CUSTOMER EXPERIENCE</div> <div> Driving Growth Through A Proof-Driven Strategy Speakers: Lisa Singer, VP, Principal Analyst, Forrester </div> </div> <div> <div>PLANNING & MEASUREMENT</div> <div> Link Brand And Demand To Show Marketing Effectiveness Speakers: Ian Bruce, VP, Principal Analyst, Forrester </div> </div> <div> <div>LEADERSHIP & ORG</div> <div> AI Won't Fix Your Org Chart, You Will Speakers: Rani Salehi, Principal Analyst, Forrester </div> </div>
1:30 pm – 1:50 pm	<div>Closing Keynote</div>
1:50 pm – 2:00 pm	<div>Closing Remarks</div> <div>Speakers: Dave Frankland, VP, Research Director, Forrester</div>