



FORRESTER®

B2B Summit North America

Phoenix

April 26, 2026 – April 29, 2026

Agenda downloaded: January 15, 2026 10:42:37 AM ET

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****Disconnected GTM Efforts Will Ruin Your Company**

Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester Katie Fabiszak, VP, Principal Analyst, Forrester

BUYER & CUSTOMER EXPERIENCE**Elevated Expectations: What Your Audience Really Wants**

Speakers: Barbara Winters, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester

ENGAGEMENT & ACTIVATION**Building Adaptive Marketing Programs With AI**

Speakers: Kelvin Gee, Principal Analyst, Forrester

PLANNING & MEASUREMENT**A New Paradigm: Aligned Planning Across GTM Functions**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

DATA & INSIGHTS**Building The GTM Knowledge Graph For GenAI**

Speakers: Brett Kahnke, Principal Analyst, Forrester

LEADERSHIP & ORG**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

Sponsor Case Studies**Adobe Case Study****Clozd Case Study****Cvent Case Study****Demandbase Case Study****Intentsify Case Study****Lead2Pipeline Case Study****Optimizely Case Study**

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****The Next Decade Of Selling — Described In Detail**
Speakers: Rick Bradberry, Principal Analyst, Forrester**BUYER & CUSTOMER EXPERIENCE****The Future Of DX Is Multi-Modal**
Speakers: Renee Irion, Principal Analyst, Forrester**ENGAGEMENT & ACTIVATION****Surviving When Your Revenue Process Is Obsolete**
Speakers: Terry Flaherty, VP, Principal Analyst, Forrester**PLANNING & MEASUREMENT****Turning Transparency Into Trust For GTM Growth**
Speakers: Maria Chien, VP, Principal Analyst, Forrester**DATA & INSIGHTS****From Data Silos To A Unified AI Foundation**
Speakers: Katie Linford, Principal Analyst, Forrester**LEADERSHIP & ORG****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

Sponsor Case Studies**Influ2 Case Study****Informa TechTarget Case Study****LeanData Case Study****NetLine Case Study****Optimizely Case Study****People Data Labs Case Study**

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

Welcome Back

Speakers: Dave Frankland, VP, Research Director, Forrester

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

Sponsor Case Studies

1mind Case Study

Dun & Bradstreet Case Study

Informa TechTarget Case Study

LeanData Case Study

Salesforce Case Study

WordPress VIP Case Study

12:45 pm – 2:00 pm

Marketplace Lunch & Networking

Tuesday, Apr 28

2:00 pm – 2:45 pm

Breakout Sessions**GTM TRANSFORMATION****Partner Your Way To Complete Solutions**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester

BUYER & CUSTOMER EXPERIENCE**A Personalization Prescription: Rx For Winning Experiences**

Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester

ENGAGEMENT & ACTIVATION**Win Buyer Trust With Proof**

Speakers: Lisa Gately, Principal Analyst, Forrester

PLANNING & MEASUREMENT**Evaluating Content Impact In An AI World**

Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester

DATA & INSIGHTS**Future-Proofing Product Growth Insights**

Speakers: Lisa Singer, VP, Principal Analyst, Forrester

LEADERSHIP & ORG**Get Ready For AI With Forrester's AIQ**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

AI, AGENTS & AUTOMATION**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

Sponsor Case Studies**Outreach Case Study****PharosIQ****Salesforce Case Study****Webflow Case Study**

3:00 pm – 3:30 pm

Analyst-Led Roundtables

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 Gruber, 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

Sponsor Case Studies**Adobe Case Study****Outreach Case Study****Marketplace Lunch & Networking**

11:35 am – 12:05 pm

Wednesday, Apr 29

12:50 pm – 1:20 pm

Breakout Sessions**GTM TRANSFORMATION**

From Products To Platforms: Stories From The Trenches
 Speakers: Beth Caplow, , Forrester

BUYER & CUSTOMER EXPERIENCE

Driving Growth Through A Proof-Driven Strategy
 Speakers: Lisa Singer, VP, Principal Analyst, Forrester

ENGAGEMENT & ACTIVATION

How AI Transforms ABM For Sales And Marketing
 Speakers: Nora Conklin, Principal Analyst, Forrester

PLANNING & MEASUREMENT

Link Brand And Demand To Show Marketing Effectiveness
 Speakers: Ian Bruce, VP, Principal Analyst, Forrester

DATA & INSIGHTS

Turning Deal Intelligence Into Advantage
 Speakers: Vicki Brown, VP, Principal Analyst, Forrester

LEADERSHIP & ORG

AI Won't Fix Your Org Chart, You Will
 Speakers: Rani Salehi, Principal Analyst, Forrester

AI, AGENTS & AUTOMATION

How To Avoid Random Acts Of AI
 Speakers: Katie Linford, Principal Analyst, Forrester

1:30 pm – 1:50 pm

Closing Keynote

1:50 pm – 2:00 pm

Closing Remarks

Speakers: Dave Frankland, VP, Research Director, Forrester