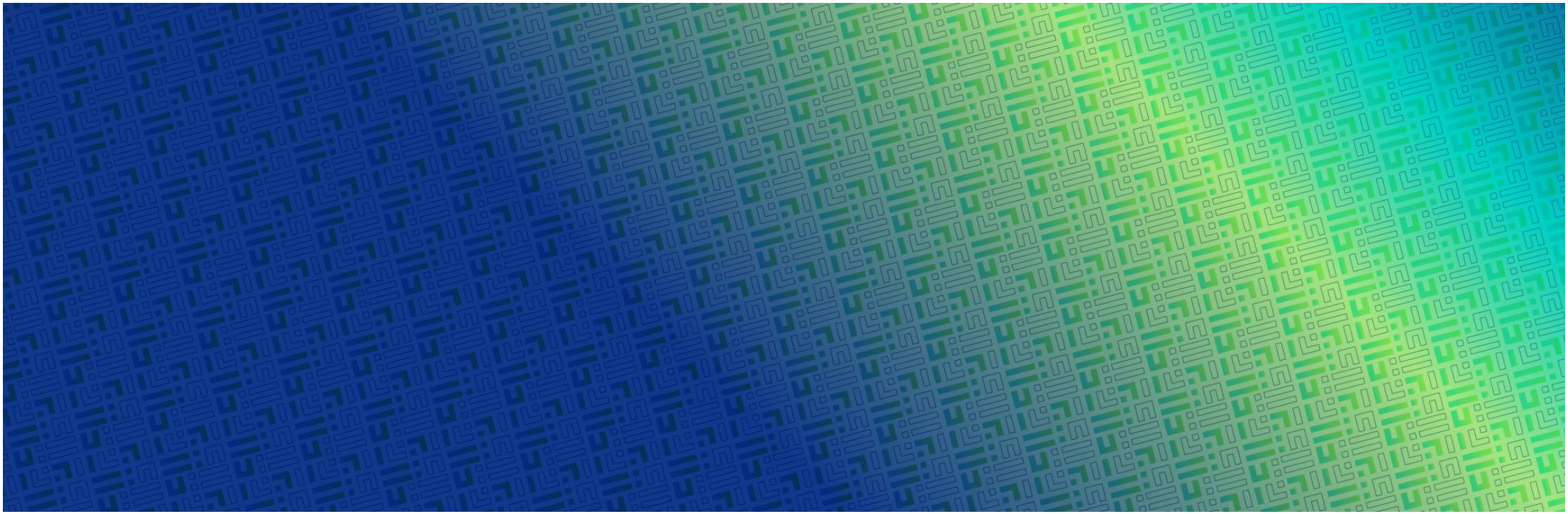


FORRESTER®

B2B Summit EMEA

London

September 29, 2027 – October 1, 2027

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Monday, Sep 28

12:30 pm – 6:00 pm BST	**Registration**
12:30 pm – 1:30 pm BST	**Networking Lunch**
1:30 pm – 1:40 pm BST	**Welcome** Speakers: George Colony, CEO, Forrester
1:40 pm – 2:05 pm BST	**Keynote: The GTM Singularity** Speakers: Paul Ferron, VP, Research Director, Forrester
2:05 pm – 2:30 pm BST	**GTM Singularity Through The Lens Of Xerox** Speakers: Darren Cassidy, Chief Marketing Officer, Xerox Paul Ferron, VP, Research Director, Forrester
2:30 pm – 3:10 pm BST	**Networking Break**
3:10 pm – 3:40 pm BST	**Breakout Sessions**

GTM STRATEGY AND LEADERSHIP	GTM EXECUTION
Disconnected GTM Efforts Will Ruin Your Company Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Anthony McPartlin, VP, Principal Analyst, Forrester	**Surviving When Your Revenue Process Is Obsolete** Speakers: Conrad Mills, Principal Analyst, Forrester
GTM OPERATIONS	
Align Pre- And Post-Sale Teams To Power Early Value Realisation Speakers: Amy Bills, VP, Principal Analyst, Forrester	

3:10 pm – 4:20 pm BST	**Workshop: Assess Your GTM Transformation Readiness** Speakers: Daryl Wright, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

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Monday, Sep 28

3:50 pm – 4:20 pm BST	**Breakout Sessions**

GTM STRATEGY AND LEADERSHIP

Leading When AI Democratizes Work
Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

GTM EXECUTION

Transform DX For The AI-Empowered Buyer
Speakers: Renee Irion, VP, Research Director, Forrester

GTM OPERATIONS

PANEL: Agentic Prospecting: Reality or AI Theatre?
Speakers: Julia Paganelli, Chief Marketing Officer, SBS Jack Ashman, Senior Director, GTM EMEA, Outreach Charlie Wiebe, VP of Revenue Operations, Nooks Anthony McPartlin, VP, Principal Analyst, Forrester

4:30 pm – 5:00 pm BST	**Case Study Sessions** **Canva: Canva And National Grid: Governing Brand At Scale** Speakers: Gary Stokes, Head of Systems, Frameworks & Digital Transformation, National Grid Claire Darley, VP GTM, Canva **Cvent: Expect More From In-Person Events: How Beazley's Award-Winning Campaign Delivered Brand Impact, Commercial Results And Proven ROI** Speakers: Ismay Hawthorn, Global Event and Brand Experience Manager, Beazley **Outreach: How To Operationalize Agentic AI For Your GTM Team** Speakers: Jack Ashman, Senior Director, GTM EMEA, Outreach Rebecca Hannan, Principle Marketing Manager EMEA, Outreach
5:00 pm – 5:45 pm BST	**Forrester Women's Leadership Program** **Visibility Capital: Building Your Brand While AI Rebuilds Organizations** Speakers: Jessica Wells, AVP, Customer Experience, Vizient Jessica Kao, Director of B2B GTM Digital Transformation, Adobe Rani Salehi, Principal Analyst, Forrester
5:15 pm – 7:30 pm BST	**Welcome Reception**
6:15 pm – 9:30 pm BST	**Executive Leadership Exchange (Invite-Only): Exclusive Dinner Experience And Networking**

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Tuesday, Sep 29

8:00 am – 9:00 am BST	**General Breakfast**
8:00 am – 8:50 am BST	**Profound: Beyond Visibility: Shaping How AI Represents Your Brand** Speakers: Alicia de Pedro, AEO Specialit, Profound Saga Torseke, AEO Specialist, Profound
8:20 am – 8:50 am BST	**Sponsor Roundtable Session** **Aviso Roundtable**
9:00 am – 9:10 am BST	**Morning Remarks** Speakers: Paul Ferron, VP, Research Director, Forrester
9:05 am – 9:25 am BST	**Keynote: Overcoming The Visibility Vacuum** Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
9:20 am – 10:20 am BST	**Workshop: Designing Content For Visibility In A Buyer-Led World** Speakers: Conrad Mills, Principal Analyst, Forrester Renee Irion, VP, Research Director, Forrester
9:25 am – 9:45 am BST	**Title Sponsor Keynote: Semrush: The AI Visibility Playbook: From Urgency To Action** Speakers: Gerald Murphy, Evangelist, and Market Intelligence, Semrush Enterprise
9:50 am – 10:10 am BST	**Keynote: An Accountability Reset Is Past Due** Speakers: Ross Graber, VP, Principal Analyst, Forrester
10:10 am – 10:20 am BST	**Keynote: Awards Recognition** Speakers: Paul Ferron, VP, Research Director, Forrester
10:20 am – 11:00 am BST	**Networking Break**
10:45 am – 11:45 am BST	**Deep Dive: 2026 Return On Integration Honours And Programme Of The Year Award Winners** Speakers: Colum Nugent, Global Director of Services, Workvivo Sally Jacobs, Senior Director of Social Media & Advocacy, Qlik Sarah Goodall, CEO & Founder, Tribal Impact Christina Schmitt, Principal Analyst, Forrester

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Tuesday, Sep 29

11:00 am – 11:45 am BST	**Breakout Sessions** **GTM STRATEGY AND LEADERSHIP** **The 10 Non-Negotiables For Resilient Planning Across GTM Functions** Speakers: Rani Salehi, Principal Analyst, Forrester **GTM OPERATIONS** **Navigate The AI Collision In Sales And Marketing Tech Stacks** Speakers: Katie Linford, VP, Principal Analyst, Forrester **GTM EXECUTION** **Beyond Visibility: Winning In AI Search** Speakers: Renee Irion, VP, Research Director, Forrester
11:00 am – 11:45 am BST	**Analyst-Led Roundtables** **Certification: Activating The Modern GTM** Speakers: Elisabeth Medaris, Director of Experience & Operations, Forrester Certification, Forrester **Future Leaders: How To Speak To Leadership** Speakers: Amy Bills, VP, Principal Analyst, Forrester **Rewriting The Rules Of Marketing Accountability** Speakers: Ross Graber, VP, Principal Analyst, Forrester
12:00 pm – 12:30 pm BST	**Case Study Sessions** **LeanData: AI Changed The Buyer. Veeam Changed Their GTM** Speakers: Dan Roth, Director of Database Marketing Automation , Veeam **ON24: Expect More From Digital Events: Driving Business Growth With Leading Marketing Teams** Speakers: Hannah Kemshell, Director, Demand Generation, ON24 **Trilliad: The Second Audience: Are You Earning Trust From The Buyer That Actually Decides?** Speakers: Ben Monroe, VP International Field Marketing, Cloudflare Rob Gold, EMEA President, Trilliad
12:15 pm – 1:15 pm BST	**Executive Leadership Exchange (Invite-Only): Lunch & Exclusive Keynote Q&A** Speakers: Darren Cassidy, Chief Marketing Officer, Xerox Dawn Ferrara, VP, Principal Consultant, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester Christina Schmitt, Principal Analyst, Forrester

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Tuesday, Sep 29

12:30 pm – 1:30 pm BST	**Networking Lunch**
1:30 pm – 2:15 pm BST	**Breakout Sessions** **GTM STRATEGY AND LEADERSHIP** **Jumpstarting Your Buying Group Transformation** Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester **GTM OPERATIONS** **Forget Everything You Know About Measuring Marketing Contribution** Speakers: Ross Graber, VP, Principal Analyst, Forrester **GTM EXECUTION** **Find The Right Blend Of Personalization For Winning Experiences** Speakers: Amy Bills, VP, Principal Analyst, Forrester
1:30 pm – 2:15 pm BST	**Analyst-Led Roundtables** **AI Learning: Modeling Behaviors As Leaders** Speakers: Srividya Sridharan, VP, Group Director, Forrester **Marketing Across the Buyer Generation Gap** Speakers: Taanya Malhotra, Mgr, Data Engagement, Forrester **Getting The Most From Forrester** Speakers: Christopher Andrews, VP, Product Management, Forrester
1:45 pm – 2:45 pm BST	**Workshop: Align And Activate AI Agents For GTM Teams (Pre-Registration Required)** Speakers: Katie Linford, VP, Principal Analyst, Forrester Anthony McPartlin, VP, Principal Analyst, Forrester
2:30 pm – 3:30 pm BST	**(Re)Design Your Human + AI Workflow** Speakers: Christina Schmitt, Principal Analyst, Forrester Katie Linford, VP, Principal Analyst, Forrester

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Tuesday, Sep 29

2:30 pm – 3:30 pm BST	**Analyst-Led Roundtables** **Forrester Women's Leadership: Turning Visibility Into Influence: Defining Your Leadership Value** Speakers: Rani Salehi, Principal Analyst, Forrester **Future Leaders: Early Career Challenges: Tackling Networking, Finding a Mentor, and the Impact of AI** Speakers: Amy Bills, VP, Principal Analyst, Forrester **Certification Wrap-up** Speakers: Elisabeth Medaris, Director of Experience & Operations, Forrester Certification, Forrester
2:45 pm – 3:30 pm BST	**Panel: Influencing The Influencers — What Does It Take** Speakers: Heather Barnett, B2B Content Creator, Chris Peters, Co-Founder, Moon at Dawn Reuben Webb, B2B Editor, The Drum Daryl Wright, Principal Analyst, Forrester
3:00 pm – 4:00 pm BST	**To Insource Or Outsource? That Is The Question** Speakers: Dawn Ferrara, VP, Principal Consultant, Forrester
3:30 pm – 4:10 pm BST	**Networking Break**
4:10 pm – 4:40 pm BST	**Keynote: Make Brand + Demand Your Preference Multiplier** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
4:40 pm – 5:05 pm BST	**Guest Keynote: The Human Factor: Activating Augmentation, Resilience, and Collaboration Through Improv** Speakers: Max Dickins, Director, Hoopla! Lauren Shearing, Professional Improviser and Facilitator, Hoopla! David Elms, Professional Improviser and Facilitator, Hoopla!
5:05 pm – 5:10 pm BST	**Closing Remarks** Speakers: Paul Ferron, VP, Research Director, Forrester
5:15 pm – 6:00 pm BST	**Reception**

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