



FORRESTER®

B2B Forum EMEA

London

September 28, 2026 – September 29, 2026

Agenda downloaded: June 19, 2026 07:10:48 PM ET

Monday, Sep 28

1:30 pm – 6:00 pm BST	Registration
2:00 pm – 3:00 pm BST	Deep Dives & Workshops <p>Use Market Intelligence To Make Smarter GTM Decisions Speakers: Rani Salehi, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p> <p>Designing Messaging And Content For Visibility Speakers: Conrad Mills, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester</p> <p>Assess AI Proficiency To Scale AI Success Speakers: Katie Linford, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</p> <p>Influence That Builds Brand Authority In The AEO Age Speakers: Daryl Wright, Principal Analyst, Forrester Dawn Ferrara, VP, Principal Consultant, Forrester</p> <p>AI + Human Speakers: Christina Schmitt, Principal Analyst, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
2:00 pm – 3:00 pm BST	Future Leaders Program <p>Speakers: Amy Bills, VP, Principal Analyst, Forrester</p>
3:00 pm – 3:30 pm BST	Networking Break
3:30 pm – 4:30 pm BST	Deep Dives & Workshops <p>Confident Power Moves: Design Through Reorgs, Layoffs, And Change Speakers: Rani Salehi, Principal Analyst, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester</p> <p>Jumpstarting Your Buying Group Transformation Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester</p> <p>Align And Activate AI Agents For GTM Teams Speakers: Katie Linford, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</p> <p>To Insource Or Outsource? That Is The Question Speakers: Dawn Ferrara, VP, Principal Consultant, Forrester</p>

Monday, Sep 28

3:30 pm – 4:30 pm BST	First-Time Access: Decoding GTM Singularity and Mapping Your Summit Journey
4:45 pm – 5:15 pm BST	Case Study Sessions
5:30 pm – 7:30 pm BST	Welcome Reception

Tuesday, Sep 29

8:00 am – 9:00 am BST	General Breakfast
8:00 am – 8:50 am BST	Forrester Women's Leadership Program
8:00 am – 8:50 am BST	Sponsor Breakfast Session
9:00 am – 9:10 am BST	Welcome Speakers: George Colony, CEO, Forrester
9:10 am – 9:30 am BST	Keynote: The GTM Singularity Speakers: Paul Ferron, VP, Research Director, Forrester
9:35 am – 9:55 am BST	Guest Keynote
9:55 am – 10:15 am BST	Keynote: Overcoming The Visibility Vacuum Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
10:15 am – 10:20 am BST	Keynote: Awards Recognition Speakers: Paul Ferron, VP, Research Director, Forrester
10:20 am – 11:00 am BST	Networking

Tuesday, Sep 29

<p>11:00 am – 11:30 am BST</p>	<p>Breakout Sessions</p>	
<p>GTM STRATEGY AND LEADERSHIP</p>	<p>GTM EXECUTION</p>	
<p>Disconnected GTM Efforts Will Ruin Your Company Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</p>	<p>Surviving When Your Revenue Process Is Obsolete Speakers: Conrad Mills, Principal Analyst, Forrester</p>	
<p>GTM OPERATIONS</p>		
<p>Align Pre- And Postsales Teams To Power Early Value Realization Speakers: Shari Srebnick, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>		
<p>11:45 am – 12:15 pm BST</p>	<p>Breakout Sessions</p>	
<p>GTM STRATEGY AND LEADERSHIP</p>	<p>GTM EXECUTION</p>	
<p>Leading When AI Democratizes Work Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>	<p>The Future Of DX Is Multi-Modal Speakers: Renee Irion, Principal Analyst, Forrester</p>	
<p>GTM OPERATIONS</p>		
<p>PANEL: Agentic Prospecting: Reality or AI Theatre? Speakers: Anthony McPartlin, Principal Analyst, Forrester</p>		
<p>12:15 pm – 1:15 pm BST</p>	<p>Networking Lunch</p>	
<p>12:30 pm – 1:15 pm BST</p>	<p>Lunch & Learn Case Study</p>	
<p>1:15 pm – 1:45 pm BST</p>	<p>Coffee Break & Networking</p>	

Tuesday, Sep 29

<p>1:45 pm – 2:30 pm BST</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1335 304"> <p>GTM STRATEGY AND LEADERSHIP</p> </td> <td data-bbox="1335 245 2199 304"> <p>GTM EXECUTION</p> </td> </tr> <tr> <td data-bbox="315 304 1335 379"> <p>The 10 Non-Negotiables For Resilient Planning Across GTM Functions Speakers: Rani Salehi, Principal Analyst, Forrester</p> </td> <td data-bbox="1335 304 2199 379"> <p>Win The Post-Zero-Click Search Game Speakers: Renee Irion, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 379 1335 438"> <p>GTM OPERATIONS</p> </td> <td data-bbox="1335 379 2199 438"></td> </tr> <tr> <td data-bbox="315 438 1335 528"> <p>Navigate The AI Collision In Sales And Marketing Tech Stacks Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> <td data-bbox="1335 438 2199 528"></td> </tr> </table>	<p>GTM STRATEGY AND LEADERSHIP</p>	<p>GTM EXECUTION</p>	<p>The 10 Non-Negotiables For Resilient Planning Across GTM Functions Speakers: Rani Salehi, Principal Analyst, Forrester</p>	<p>Win The Post-Zero-Click Search Game Speakers: Renee Irion, Principal Analyst, Forrester</p>	<p>GTM OPERATIONS</p>		<p>Navigate The AI Collision In Sales And Marketing Tech Stacks Speakers: Katie Linford, Principal Analyst, Forrester</p>	
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<p>4:15 pm – 4:35 pm BST</p>	<p>Title Sponsor Keynote: Semrush</p>								
<p>4:40 pm – 5:00 pm BST</p>	<p>Keynote: Make Brand + Demand Your Preference Multiplier Speakers: Christina Schmitt, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester</p>								
<p>5:05 pm – 5:25 pm BST</p>	<p>Keynote: An Accountability Reset Is Past Due Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>								
<p>5:25 pm – 5:30 pm BST</p>	<p>Closing Remarks Speakers: Paul Ferron, VP, Research Director, Forrester</p>								

Tuesday, Sep 29

5:30 pm – 6:15 pm
BST

Reception