



FORRESTER®

# B2B Summit APAC 2023

**Singapore & Digital**

September 19, 2023 – September 20, 2023

Agenda downloaded: 2024/09/16 19:21:28

**Tuesday, Sep 19**

8:30 am – 9:30 am	<b>Registration &amp; Breakfast</b>	
9:30 am – 9:45 am	<b>Welcome &amp; Opening Remarks</b> Speakers: Dane Anderson, SVP, International Research & Product, Forrester	
9:45 am – 10:15 am	<b>Keynote: Introducing Forrester's B2B Customer-Obsessed Growth Engine</b> Speakers: John Arnold, Principal Analyst, Forrester	
10:20 am – 10:50 am	<b>Breakout Sessions</b>	
	<b>WINNING THROUGH OPERATIONAL EXCELLENCE</b>	<b>ACCELERATING GROWTH</b>
	<b>Setting Field Marketing Up To Win: The State Of Field Marketing In 2023</b> Speakers: Daryl Wright, Principal Analyst, Forrester	<b>Integrated Planning: Marketing Operations Leaders Are Critical To Connecting Dots For The CMO</b> Speakers: Jerry Zhao, Senior Analyst, Forrester
10:50 am – 11:20 am	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>10:55am - 11:05am SGT - INFUSEmedia: Voice of the B2B Market Research</b> Speakers: Deborah Cordeiro, Account Director - APAC, INFUSEmedia	
10:50 am – 11:20 am	<b>Executive Leadership Exchange (Invite-Only): Meet Your Peers Exclusive ELE Welcome Reception</b> Speakers: Dane Anderson, SVP, International Research & Product, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester	
11:20 am – 11:50 am	<b>Case Studies (In-Person Only)</b>  <b>Ava Labs: Accelerating acquisition growth &amp; increasing LTV with Web3 applications</b> Speakers: Nick Mussallem, Head of Product, Ava Labs  <b>Verticurl: Drive Pipeline with Data-Driven Account-Based Marketing</b> Speakers: Wendy Ong, Associate Consultant, Strategy & Consulting, Verticurl	
11:55 am – 12:25 pm	<b>Breakout Sessions</b>	
	<b>WINNING THROUGH OPERATIONAL EXCELLENCE</b>	<b>ACCELERATING GROWTH</b>
	<b>How Trust Determines B2B Buyer Behaviors</b> Speakers: Subhendu Pattnaik, Principal Analyst, Forrester	<b>Leveraging A Digital Marketing Strategy To Propel Growth</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester

<b>Tuesday, Sep 19</b>	
12:25 pm – 1:25 pm	<b>Lunch &amp; Marketplace Break (In-Person Only)</b>
12:25 pm – 1:25 pm	<b>Lunch &amp; Learn Session with Verticurl (In-Person Only)</b>  <b>Lunch &amp; Learn Session with Verticurl: Supercharge Your Customer Journey with AI Prompt Engineering</b> Speakers: Arun R, Senior Client Success Lead, MarTech Experience, Verticurl
12:25 pm – 1:25 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive ELE Lunch with the Forrester B2B Analysts</b>
1:25 pm – 2:00 pm	<b>Guest Keynote: Programs of the Year</b>  Speakers: Rehan Firoz, Director, Marketing Operations, Asia Pacific and Japan , Dell Technologies Kuna Nallappan, Vice President for Marketing, Asia Pacific and Japan, F5 Inc
2:05 pm – 2:35 pm	<b>Case Studies (In-Person Only)</b>  <b>OnDot: Beyond the hype: ABM, intent and content strategies that drive ROI</b> Speakers: Sameer Datta, CEO, OnDot Media
2:40 pm – 3:25 pm	<b>Marketplace Break</b>  <b>2:45pm - 2:55pm SGT - Machintel: Amplifying Hitachi's Global Impact with Smarter Marketing Strategies</b> Speakers: Dan Elvis Felton, Country Head of Sales, Machintel  <b>3:00pm - 3:10pm SGT - Ava Labs: Driving Customer Growth with Web3 on AvaCloud</b> Speakers: Nick Mussallem, Head of Product, Ava Labs
4:30 pm – 5:00 pm	<b>Executive Leadership Exchange (Invite-Only): Marketplace Meetups</b>
3:30 pm – 4:00 pm	<b>Keynote: Evolving Buying Behavior In The APAC Region</b>  Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Barry Vasudevan, VP, Principal Analyst, Forrester
4:00 pm – 4:30 pm	<b>Guest Keynote: Elevating B2B Marketing in Asia Pacific: A CMO's Perspective</b>  Speakers: Leandro Perez, VP & CMO Asia Pacific, Salesforce Dane Anderson, SVP, International Research & Product, Forrester
4:30 pm – 5:45 pm	<b>Reception</b>
6:00 pm – 7:30 pm	<b>VIP Dinner Reception</b>

**Wednesday, Sep 20**

8:00 am – 9:00 am	<b>Registration &amp; Breakfast</b>	
8:00 am – 9:00 am	<b>Executive Leadership Exchange (Invite-Only): ELE Breakfast</b>	
9:00 am – 9:30 am	<b>Guest Keynote: Return on Integration Honors</b> Speakers: Colin Png, Vice President, Marketing Asia Pacific & Japan , UiPath	
9:35 am – 10:05 am	<b>Breakout Sessions</b>	
	<b>WINNING THROUGH OPERATIONAL EXCELLENCE</b>	<b>ACCELERATING GROWTH</b>
	<b>The State Of B2B Marketing Measurement 2023</b> Speakers: Jerry Zhao, Senior Analyst, Forrester	<b>Lifecycle Revenue Marketing Is The Future Of B2B Growth</b> Speakers: John Arnold, Principal Analyst, Forrester
10:05 am – 10:50 am	<b>Marketplace Break &amp; Analyst-Led Roundtables</b>  <b>Lifecycle Revenue Marketing: What It Means For You</b> Speakers: John Arnold, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester  <b>Know Your APAC Buyer Behavior</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester  <b>Getting Started With Generative AI</b> Speakers: Subhendu Pattnaik, Principal Analyst, Forrester	
10:50 am – 11:20 am	<b>Executive Leadership Exchange (Invite-Only): Exclusive Facilitated Q&amp;A with Award Winners</b>	
10:50 am – 11:20 am	<b>Case Studies (In-Person Only)</b>  <b>Cvent: Prove Event Success with a Centralised, Fully-Integrated Platform</b> Speakers: Will Kataria, Senior Director & General Manager, Asia Pacific, Cvent	
11:25 am – 11:55 am	<b>Breakout Sessions</b>	
	<b>WINNING THROUGH OPERATIONAL EXCELLENCE</b>	<b>ACCELERATING GROWTH</b>
	<b>Managing Buyer Experience Changes Everything: Your 1-2-3 Guide To Getting Started</b> Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester	<b>Seven Signal Sets That Power B2B Customer Obsession</b> Speakers: Daryl Wright, Principal Analyst, Forrester

**Wednesday, Sep 20**

11:55 am – 12:55 pm	<p><b>Forrester Women's Leadership Program</b></p> <p>Speakers: Louise Sabariaga, Chief Marketing Officer, Growth Markets, Accenture Jezmynn Koh, Vice President, Marketing &amp; Communications, APAC , Fujitsu Asia Pacific Alisha Coates, Director, Principal Consultant, Forrester</p>	
11:55 am – 12:55 pm	<p><b>Lunch &amp; Marketplace Break (In-Person Only)</b></p>	
1:00 pm – 1:30 pm	<p><b>Breakout Sessions</b></p>	
	<p><b>WINNING THROUGH OPERATIONAL EXCELLENCE</b></p> <p><b>Content Localization Optimization - What Should We Focus On?</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>	<p><b>ACCELERATING GROWTH</b></p> <p><b>Are You Terrified Of Retention? Perhaps You Should Be</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>
1:35 pm – 2:05 pm	<p><b>Keynote: Adopting Generative AI: What Should CMOs Do About GenAI In Marketing</b></p> <p>Speakers: Subhendu Pattnaik, Principal Analyst, Forrester</p>	
2:05 pm – 2:10 pm	<p><b>Closing Remarks</b></p>	