



FORRESTER®

# B2B Summit EMEA 2023

## London & Digital

October 9, 2023 – October 11, 2023

Agenda

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**Bold Starts , Oct 9**

2:00 pm – 5:30 pm BST	<b>Registration Open</b>
2:00 pm – 4:15 pm BST	<b>Forrester Women's Leadership Program</b> Speakers: Jessica Chivers, CEO, The Talent Keeper Specialists Nicky Briggs, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Elena Antonakou, Employee Engagement Associate, Forrester
5:00 pm – 6:00 pm BST	<b>Reception</b>
5:00 pm – 6:00 pm BST	<b>Executive Leadership Exchange (Invite-Only): Welcome Cocktail Reception</b>

**Tuesday, Oct 10**

8:30 am – 12:00 pm BST	<b>Registration &amp; Breakfast</b>
9:30 am – 9:45 am BST	<b>Opening Remarks</b> Speakers: Laura Koetzle, VP, Group Director, Forrester
9:45 am – 10:15 am BST	<b>Keynote: Introducing Forrester's B2B Customer-Obsessed Growth Engine</b> Speakers: Paul Ferron, VP, Research Director, Forrester

Tuesday, Oct 10

10:20 am – 10:50 am  
BST**Breakout Sessions****ENABLING CUSTOMER VALUE & EXPERIENCE****Managing Buyer Experience Changes Everything: Your 1-2-3 Guide To Getting Started**

Speakers: Ross Graber, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

**DRIVING GROWTH IN COMPETITIVE MARKETS****It's About The Customer — How Marketing And Sales Integrate For Success**

Speakers: Seth Marrs, Principal Analyst, Forrester

**OPTIMIZING PERFORMANCE****How Global Should You Go? Calibrating Localization Investment**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**LEVERAGING DATA & TECHNOLOGY****Designing For Growth: The Blueprint Of A Customer-Obsessed Technology Strategy**

Speakers: Katie Linford, Principal Analyst, Forrester

10:50 am – 11:35 am  
BST**Marketplace Coffee Break & Networking (In-Person Only)****10:55am - 11:05am BST - INFUSEmedia: Voice of the B2B Market Research**

Speakers: Greg Campbell, Head of Strategic Growth, EMEA, INFUSEmedia

**11:10am - 11:20am BST - Integrate: €1.5M+ of qualified sales pipeline in 12 weeks with Integrate**

Speakers: Steve Russell, Strategic Account Director, Integrate

**11:25am - 11:35am BST - Machintel: Transforming Intent into Action with Machintel's Smarter Marketing**

Speakers: Bryan Gissiner, VP of Business Development, Machintel

Tuesday, Oct 10

11:35 am – 12:05 pm  
BST**Case Studies (In-Person Only)****Highspot: Navigating the New Age of Buyer Experience: The Clarivate and Highspot Story**

Speakers: Matt Norton, Director of Sales Enablement, Clarivate

**MRP: Unlocking Account Intelligence: Beyond Intent-Based Assumptions**

Speakers: Harjeet Singh, Senior Director of Marketing and Demand Generation Operations, Finastra Michael McGoldrick, Vice President of Marketing, pharosIQ

**Seismic | Outreach: Better outcomes, personalised stories: How Preqin drives successful digital transformation with marketing & sales technologies.**

Speakers: Aatif Basheer, SVP, Head of Marketing Technology &amp; Operations, Preqin David Ledger, RVP, Sales Engineering, Seismic Ali Jawin, Senior Vice President and Head of Global Marketing, Outreach

**TechTarget: Leveraging intent across the buyer's journey to maximize revenue**

Speakers: Daniel Bleichman, Director of Inbound Marketing, Cato Networks Brent Boswell, Senior VP and Managing Director, TechTarget

12:10 pm – 12:45 pm  
BST**Breakout Sessions****ENABLING CUSTOMER VALUE & EXPERIENCE****Are You Terrified Of Retention? Perhaps You Should Be**

Speakers: David Parry, Principal Analyst, Forrester

**DRIVING GROWTH IN COMPETITIVE MARKETS****Designing Go-To-Market Strategies To Win In Tough Market Conditions**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**OPTIMIZING PERFORMANCE****The State Of B2B Marketing Measurement 2023**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

**LEVERAGING DATA & TECHNOLOGY****Five Steps For CMOs And CIOs To Achieve Sustainable Marketing Technology**

Speakers: Christina Schmitt, Principal Analyst, Forrester Pascal Matzke, VP, Research Director, Forrester

Tuesday, Oct 10

12:45 pm – 1:45 pm  
BST**Lunch & Marketplace Break (In-Person Only)****12:50pm - 1:00pm BST - Ceros: Rise Above Ordinary: Creating B2B Content Worth Marketing**

Speakers: Jas Bansal, Sr. New Business Director, Ceros

**1:05pm - 1:15pm BST - Clevertouch Consulting: Martech: Love It or Loathe It**

Speakers: Jamie Burrell, Chief Strategy Officer, Clevertouch Marketing

**1:20pm - 1:30pm BST - Kontent.ai: Navigating the AI landscape in Content management: Seizing Opportunities, Mitigating Risks**

Speakers: Farrukh Iftikhar, Sales Director, Kontent.ai

**1:35pm - 1:45pm BST - Mindtickle: Sales Excellence: Empowering Your Team for Optimal Productivity**

Speakers: Graeme Poole, Experienced RevOps and Enablement Consultant, Mindtickle

12:45 pm – 1:45 pm  
BST**Executive Leadership Exchange (Invite-Only): Lunch - Meet Your Peers**1:45 pm – 2:15 pm  
BST**Breakout Sessions****ENABLING CUSTOMER VALUE & EXPERIENCE****How To Embrace Customer Lifetime Value**

Speakers: Rusty Warner, VP, Principal Analyst, Forrester

**DRIVING GROWTH IN COMPETITIVE MARKETS****The Meteoric Rise Of Partner Ecosystems Is Driving B2B Growth**

Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester

**OPTIMIZING PERFORMANCE****Accelerating The “Goodbye MQL” Transformation — From Wild Idea To Reality**

Speakers: Simon Daniels, Principal Analyst, Forrester

**LEVERAGING DATA & TECHNOLOGY****Conversation Intelligence Connects Seller Insights Across The Growth Engine**

Speakers: Seth Marrs, Principal Analyst, Forrester

Tuesday, Oct 10

2:20 pm – 2:50 pm  
BST

**Case Studies (In-Person Only)**

**Cvent: How to use event data to your advantage**

Speakers: Matthew Howarth, Senior Director, Enterprise Solutions , Cvent

**Demandbase: Less Waste More Revenue: How to Grow Higher Quality Pipeline**

Speakers: Paul Gibson, VP International, Demandbase

**Digitalzone: Brand + Demand: How to Develop a Holistic Approach to Demand Generation**

Speakers: Zack Bentollia, Global Partner & Regional Senior Director of Marketing, Checkmarx Assaf Hershko, Director of Global Services Marketing, Adobe Victoria Tinsdale, Senior Director of EMEA Sales, Digitalzone

**Showpad: How Just Eat Takeaway Fuels Sales Effectiveness with Showpad**

Speakers: Catherine Cantwell, VP of Professional Services, Showpad Marie Taylor, Senior Sales Operations Manager, Just Eat

2:55 pm – 3:25 pm  
BST

**Analyst-Led Roundtables (In-Person Only)**

**Beyond Sourcing: How To Best Demonstrate Marketing's Contribution**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

**Parting with MQLs – Sweet And No Sorrow**

Speakers: Simon Daniels, Principal Analyst, Forrester

**Environmental Sustainability Is No Longer Optional For Your Events**

Speakers: Conrad Mills, Principal Analyst, Forrester

**Don't Ride A Bicycle In A Road Rally: Modern B2B Localization Is High-Tech**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**Big Questions Longer Term for Buyer Engagement: The Speed of Gen AI Innovation**

Speakers: Anthony McPartlin, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester

2:55 pm – 3:25 pm  
BST

**Consulting Workshop: Steps To High-Performance Marketing**

Speakers: Chris Parr, VP, Principal Consultant, Forrester

**Tuesday, Oct 10**

2:55 pm – 3:40 pm BST	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>3:00pm - 3:10pm BST - Modern: Putting people at the centre of Cloudpay's change</b> Speakers: Nicola Ray, CEO, Modern Clark Hoy, Sales Lead for EMEA, CloudPay  <b>3:15pm - 3:25pm BST - Terminus: Terminus Engagement Funnel Insights for Strategic Growth</b> Speakers: Alessandra Jacques, VP of Product, Terminus  <b>3:30pm - 3:40pm BST - Allego: How DSRs Are Helping Sellers Close \$250k+ Deals</b> Speakers: Stuart Taylor, Sales Director EMEA, Allego
3:40 pm – 4:10 pm BST	<b>Guest Keynote: A Conversation with Gonzalo Garcia Villanueva, Global CMO, NielsenIQ/GfK</b> Speakers: Gonzalo Garcia Villanueva, Global CMO, NielsenIQ/GfK Paul Ferron, VP, Research Director, Forrester
4:10 pm – 4:40 pm BST	<b>Keynote: Configuring A Rev Ops Operating Model To Your Needs</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Simon Daniels, Principal Analyst, Forrester
4:40 pm – 6:10 pm BST	<b>Reception</b>

**Wednesday, Oct 11**

8:00 am – 9:30 am BST	<b>Registration &amp; Breakfast</b>
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Wednesday, Oct 11

9:30 am – 10:00 am  
BST**Breakout Sessions****ENABLING CUSTOMER VALUE & EXPERIENCE****From Assets To Answers: Plan Content For Value, Not Volume**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**DRIVING GROWTH IN COMPETITIVE MARKETS****How Trust Determines B2B Buying Behaviors**

Speakers: Christina Schmitt, Principal Analyst, Forrester

**OPTIMIZING PERFORMANCE****Setting Field Marketing Up To Win: The State Of Field Marketing In 2023**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**LEVERAGING DATA & TECHNOLOGY****Get Ready For The Age Of Cookieless Marketing**

Speakers: Enza Iannopollo, Principal Analyst, Forrester

10:05 am – 10:35 am  
BST**Case Studies (In-Person Only)****Intentsify: TeamViewer's Playbook for Intent Driven Pipeline**

Speakers: Stefanie Nastou, VP of Marketing, TeamViewer Ajay Subherwal, Chief Revenue Officer, EMEA &amp; APAC, Intentsify

**PathFactory: How Contentsquare Uses Content Intelligence to Improve Marketing Impact**

Speakers: Eleni Mitzalis, Director of Demand Generation, Contentsquare Christine Polewarczyk, SVP of Product Marketing and Research, PathFactory

**The Marketing Practice: How Virgin Media O2 waved goodbye to MQLs and generated an ROI of 29:1**

Speakers: Nimmi Bhalla, Director of Business Marketing, Virgin Media O2 Business Brian Caulfield, SVP, Solutions, The Marketing Practice

10:35 am – 11:20 am  
BST**Marketplace Coffee Break & Networking (In-Person Only)****10:40am - 10:50am BST - Oktopost: The Future of B2B Marketing: Unlocking the Potential of Generative AI**

Speakers: Colin Day, Managing Director EMEA &amp; Vice President Business Development, Oktopost

**10:55am - 11:05am BST - Highspot: Demo - The Most Advanced Sales Enablement Solution**

Speakers: Tash Chowdry, Solutions Consultant, Northern Europe, Highspot



Wednesday, Oct 11

10:35 am – 11:20 am BST	<b>Executive Leadership Exchange (Invite-Only): Exclusive Q&amp;A with ROI Award Winner</b> Speakers: Sarah Calnan, Sr. Director, Global Marketing Demand Center, Keysight Joel Conover, Sr. Director, Portfolio Marketing, Keysight		
11:20 am – 11:50 am BST	<b>Breakout Sessions</b>		
	<b>ENABLING CUSTOMER VALUE &amp; EXPERIENCE</b>  <b>B2B Events Need To Become Digitally Driven, Environmentally Sustainable, And Inclusive</b> Speakers: Conrad Mills, Principal Analyst, Forrester	<b>DRIVING GROWTH IN COMPETITIVE MARKETS</b>  <b>Product-Led Growth: Right Fit, Right Approach For Your Organization?</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester	<b>OPTIMIZING PERFORMANCE</b>  <b>Becoming Partner Ecosystem Ready: The Sales Organization Transformation Imperative</b> Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester
	<b>LEVERAGING DATA &amp; TECHNOLOGY</b>  <b>CMOs: Evaluate Marketing Performance And Value With Marketing Operations</b> Speakers: David Parry, Principal Analyst, Forrester		
11:55 am – 1:05 pm BST	<b>Lunch &amp; Marketplace Break (In-Person Only)</b>		
	<b>12:00pm - 12:10pm BST - Seismic   Outreach: How Outreach &amp; Seismic enable sellers to deliver personalised experiences to improve buyer engagement</b> Speakers: David Ledger, RVP, Sales Engineering, Seismic Jack Ashman, Director, International Solutions Consulting, Outreach		
	<b>12:15pm - 12:25pm BST - MRP: Unlock C-Suite Buy-In: Keys To Get Your Marketing Budget Approved</b> Speakers: Michael McGoldrick, Vice President of Marketing, pharosIQ		
	<b>12:30pm - 12:40pm BST - Scaleflex: Turn visual AI into real ROI: where to start?</b> Speakers: Charles Hirel, Head of Sales, Scaleflex		
11:55 am – 1:05 pm BST	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch</b>		

**Wednesday, Oct 11**

1:05 pm – 1:35 pm BST	<b>Keynote: Programs of the Year</b> Speakers: Rachael Bell, Vice President, ABM, NTT Ltd Susan McKay, Chief Marketing Officer, International, Dun & Bradstreet Conrad Mills, Principal Analyst, Forrester
1:35 pm – 2:05 pm BST	<b>Keynote: Return on Integration Honors</b> Speakers: Sarah Calnan, Sr. Director, Global Marketing Demand Center, Keysight Joel Conover, Sr. Director, Portfolio Marketing, Keysight Conrad Mills, Principal Analyst, Forrester
2:05 pm – 2:35 pm BST	<b>Keynote: Winning with Generative AI: Transforming Sales and Marketing</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester
2:35 pm – 2:40 pm BST	<b>Closing Remarks</b>