



**FORRESTER**

# **B2B Summit EMEA 2024**

## **London & Digital**

**October 7, 2024 – October 9, 2024**

Agenda downloaded: 2024/11/26 08:27:37

**Bold Starts , Oct 7**

2:00 pm – 5:00 pm BST	<p><b>Forrester Women's Leadership Program (In-Person Only)</b></p> <p>Speakers: Andrea Clatworthy, Director, Head of Europe Marketing Transformation, Fujitsu Shweta Jade, Global partner marketing leader empowering success with ecosystem-driven marketing, Heidi Botha, Manager, Channel Partner Marketing, Ansira Elena Antonakou, Employee Engagement Associate, Forrester Enza Iannopolo, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester Lucie Dadillon, Marketing Manager, Forrester</p>
2:00 pm – 5:00 pm BST	<p><b>Skill-Building Workshops (In-Person Only, Laptops Required)</b></p>
5:00 pm – 6:00 pm BST	<p><b>Welcome Reception</b></p>

**Tuesday, Oct 8**

9:30 am – 10:00 am BST	<p><b>Welcome &amp; Opening Remarks</b></p> <p>Speakers: Paul Ferron, VP, Research Director, Forrester George Colony, CEO, Forrester</p>
10:00 am – 10:30 am BST	<p><b>Keynote: Beyond The Breaking Point: It's Time For A Revenue Transformation</b></p> <p>Speakers: Amy Hawthorne, Principal Analyst, Forrester</p>
10:30 am – 11:00 am BST	<p><b>Guest Keynote: Lauren Daley, Director, Marketing Operations, Palo Alto Networks</b></p> <p>Speakers: Lauren Daley, Director, Marketing Operations, Palo Alto Networks Amy Hawthorne, Principal Analyst, Forrester</p>

Tuesday, Oct 8

<p>11:00 am – 11:45 pm BST</p>	<p><b>Marketplace Break &amp; Networking</b></p> <p><b>11:05 - 11:15 am - Writer: Empowering B2B Marketing Teams to drive impact with AI</b> Speakers: Darragh Fitzpatrick, EMEA Vice President, Writer</p> <p><b>11:20 - 11:30 am - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up</b> Speakers: Nicola Ray, CEO, Modern</p> <p><b>11:35 - 11:45 am - Oktopost: Building A Trusted Community Outshines Reliance On Intent Signals In B2B Marketing</b> Speakers: Colin Day, Managing Director EMEA &amp; Vice President Business Development, Oktopost</p>					
<p>11:00 am – 12:45 pm BST</p>	<p><b>Skill-Building Workshop (In-Person Only)</b></p> <p><b>AI Unleashed Mini Hackathon: Creating Magic Without Mistakes And Mayhem (Laptops Required)</b> Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>					
<p>11:45 pm – 12:15 pm BST</p>	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 738 2199 1104"> <tr> <td data-bbox="315 738 1256 826"> <p><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></p> <p><b>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Christina Schmitt, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 738 2199 826"> <p><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></p> <p><b>Harness Mental Models To Create Strategic Alignment</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 826 1256 914"> <p><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></p> <p><b>The Future Of B2B Buyer Interaction</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 826 2199 914"> <p><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></p> <p><b>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals</b> Speakers: Seth Marrs, Principal Analyst, Forrester</p> </td> </tr> </table>		<p><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></p> <p><b>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Christina Schmitt, Principal Analyst, Forrester</p>	<p><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></p> <p><b>Harness Mental Models To Create Strategic Alignment</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>	<p><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></p> <p><b>The Future Of B2B Buyer Interaction</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester</p>	<p><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></p> <p><b>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals</b> Speakers: Seth Marrs, Principal Analyst, Forrester</p>
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Tuesday, Oct 8

<p>12:25 pm – 12:55 pm BST</p>	<p><b>Case Studies</b></p> <p><b>Digitalzone: The Modern B2B Buyer Uncovered</b> Speakers: Marcus Johnson, Dentsu, Client Partner Alexander Pasch, Digital Marketing Transformation Manager, Schneider Electric Victoria Tinsdale, VP of Sales, Digitalzone</p> <p><b>Intensify: Accelya’s Full-Funnel Digital Marketing Campaign Framework</b> Speakers: Allie Kelly, CMO, Intensify Barbara Moreno, Director of Product Marketing, Accelya</p> <p><b>The Marketing Practice: Proving The Business Value Of brand And Demand</b> Speakers: Andrew Shepherd, Senior Director, EMEA &amp; LATAM Marketing, Palo Alto Networks Ashley Robertson, SVP Global Accounts, The Marketing Practice</p>					
<p>12:55 pm – 2:00 pm BST</p>	<p><b>Lunch &amp; Marketplace Break</b></p> <p><b>1:15 - 1:25 pm - The Marketing Practice: Magic Trick: Create ABM In Under 10 Minutes</b> Speakers: Alastair Hussain, SVP Strategy &amp; AI, The Marketing Practice</p>					
<p>12:55 pm – 2:00 pm BST</p>	<p><b>Executive Leadership Exchange (Invite-Only): Lunch &amp; Marketplace Break</b></p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Conrad Mills, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester</p>					
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Tuesday, Oct 8

2:40 pm – 3:10 pm BST	<p><b>Case Studies</b></p> <p><b>Cvent: What's Your Event Worth? Linking Events To Revenue</b> Speakers: David Morgan, Senior Marketing Manager, Cvent Laurence Ewen, Demand Generation Manager, Cvent</p> <p><b>INFUSE: How We Optimized Our GTM For Brand-To-Demand Execution And Achieved Measurable Pipeline</b> Speakers: Greg Campbell, Head of Strategic Growth, EMEA, INFUSE</p> <p><b>TechTarget: ABM At Scale: Maximize Revenue With Always-On Strategies Fueled By Intent</b> Speakers: Olga Royenko, Growth Marketing Director, EMEA, F5 Rahwa Desta, Digital Marketing Specialist, EMEA, F5 Brent Boswell, Senior VP and Managing Director, International, TechTarget</p>
3:10 pm – 3:50 pm BST	<p><b>Marketplace Break &amp; Networking</b></p> <p><b>3:15 - 3:25 pm - Xactly: Boost Revenue With AI-Powered Sales Incentives</b> Speakers: Guy Barton, Solutions Consultant, Xactly</p> <p><b>3:30 - 3:40 pm - Airtable: Beyond the Hype - Practical AI Applications for Marketing Leaders</b> Speakers: Rory Heath, Senior Field Marketing Manager, Airtable</p>
3:10 pm – 3:50 pm BST	<p><b>Analyst-Led Roundtables</b></p> <p><b>How To Use GenAI To Enhance Content And The Customer Experience</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p> <p><b>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</b> Speakers: Amy Hawthorne, Principal Analyst, Forrester</p> <p><b>Reimagining B2B Events For Next-Generation Attendees</b> Speakers: Conrad Mills, Principal Analyst, Forrester</p>
3:50 pm – 4:20 pm BST	<p><b>Keynote: Establish A Change-Confident Culture For Sustained Value Creation</b></p> <p>Speakers: Manuel Geitz, Principal Analyst, Forrester</p>
4:20 pm – 4:50 pm BST	<p><b>Keynote: Return On Integration Award Winner</b></p> <p>Speakers: Angela Scaueru, Global Head of CRM Marketing for B2B Mobility, Shell Fleet Solutions Paul Bloemheuvel, Commercial Excellence for Business Mobility, Shell Fleet Solutions Simon Daniels, Principal Analyst, Forrester</p>

**Tuesday, Oct 8**

4:50 pm – 5:00 pm BST	<p><b>Closing Remarks</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>
5:00 pm – 6:30 pm BST	<p><b>Evening Reception</b></p>
6:30 pm – 8:30 pm BST	<p><b>Executive Leadership Exchange (Invite-Only): Evening Reception</b></p>

**Wednesday, Oct 9**

8:30 pm – 9:30 pm BST	<p><b>Executive Leadership Exchange (Invite-Only): Breakfast</b></p> <p>Speakers: Christina Schmitt, Principal Analyst, Forrester Conrad Mills, Principal Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester</p>					
9:30 am – 9:35 am BST	<p><b>Opening Remarks</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>					
9:35 am – 10:05 am BST	<p><b>Keynote: Ingenuity Catalyzes A Growth Mindset</b></p> <p>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>					
10:10 am – 10:40 am BST	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td> <p><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></p> <p><b>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything</b> Speakers: Paul Ferron, VP, Research Director, Forrester</p> </td> <td> <p><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></p> <p><b>The Changing Requirements For Frontline Marketing Leaders</b> Speakers: John Arnold, Principal Analyst, Forrester</p> </td> </tr> <tr> <td> <p><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></p> <p><b>Optimize Your Tech Stack For Customer Outcomes</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> </td> <td> <p><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></p> <p><b>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement</b> Speakers: Seth Marrs, Principal Analyst, Forrester</p> </td> </tr> </table>		<p><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></p> <p><b>Choose Your Go-To-Market Strategy Wisely – It Impacts Everything</b> Speakers: Paul Ferron, VP, Research Director, Forrester</p>	<p><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></p> <p><b>The Changing Requirements For Frontline Marketing Leaders</b> Speakers: John Arnold, Principal Analyst, Forrester</p>	<p><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></p> <p><b>Optimize Your Tech Stack For Customer Outcomes</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	<p><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></p> <p><b>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement</b> Speakers: Seth Marrs, Principal Analyst, Forrester</p>
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<p>10:10 am – 11:10 am BST</p>	<p><b>Skill-Building Workshop (In-Person Only)</b></p> <p><b>Assess Your Go-To-Market Strategy Maturity</b> Speakers: Chris Parr, VP, Principal Consultant, Forrester</p>					
<p>10:10 am – 11:55 am BST</p>	<p><b>Skill-Building Workshop (In-Person Only)</b></p> <p><b>Event ROI Is A Pipe Dream — Use The Forrester B2B Event Measurement Tool To Showcase Event Value</b> Speakers: Conrad Mills, Principal Analyst, Forrester</p>					
<p>10:40 am – 11:15 am BST</p>	<p><b>Marketplace Break &amp; Networking</b></p> <p><b>10:45 - 10:55am - TaskUs: Boosting Growth, Solving Revenue Challenges with Sales Outsourcing</b> Speakers: Phil Hernandez, VP Sales &amp; Lead Generation Services, TaskUs</p>					
<p>10:40 am – 11:15 am BST</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</b> Speakers: Amy Hawthorne, Principal Analyst, Forrester</p> <p><b>The Future Of B2B Buying Interactions</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester</p> <p><b>Budgeting For Brand And Demand</b> Speakers: John Arnold, Principal Analyst, Forrester</p>					
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12:25 pm – 1:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Lunch</b>				
1:30 pm – 2:00 pm BST	<p><b>Keynote: Programs Of The Year</b></p> <p>Speakers: Susanne Kerins, CMO, Cora Systems Laura Mattimoe, Head of Growth Marketing, Cora Systems Francesca Podagrosi, Head of Channel Marketing, InfoCert Pasquale Chiaro, Head of Marketing Italy &amp; Global, InfoCert Simon Daniels, Principal Analyst, Forrester</p>				
2:00 pm – 2:30 pm BST	<p><b>Keynote: Human + AI: Reinventing The B2B Buying Experience</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>				
2:30 pm – 2:40 pm BST	<p><b>Closing Remarks</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>				