



FORRESTER®

# B2B Summit EMEA 2024

## London & Digital

October 7, 2024 – October 9, 2024

Agenda downloaded: August 20, 2025 09:49:09 PM ET

Bold Starts , Oct 7

2:00 pm – 5:00 pm BST	<b>Forrester Women's Leadership Program (In-Person Only)</b>  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, Talent Management & Learning Specialist • EX - L&D, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester Lucie Dadillon, Marketing Manager, Forrester
2:00 pm – 5:00 pm BST	<b>Skill-Building Workshops (In-Person Only, Laptops Required)</b>
5:00 pm – 6:00 pm BST	<b>Welcome Reception</b>

Tuesday, Oct 8

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

Tuesday, Oct 8

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

Tuesday, Oct 8

12:25 pm – 12:55 pm BST	<b>Case Studies</b>  <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  <b>Intentsify: Accelya’s Full-Funnel Digital Marketing Campaign Framework</b> Speakers: Allie Kelly, CMO, Intentsify Barbara Moreno, Director of Product Marketing, Accelya  <b>The Marketing Practice: Proving The Business Value Of brand And Demand</b> Speakers: Andrew Shepherd, Senior Director, EMEA & LATAM Marketing, Palo Alto Networks Ashley Robertson, SVP Global Accounts, The Marketing Practice									
12:55 pm – 2:00 pm BST	<b>Lunch &amp; Marketplace Break</b>  <b>1:15 - 1:25 pm - The Marketing Practice: Magic Trick: Create ABM In Under 10 Minutes</b> Speakers: Alastair Hussain, SVP Strategy & AI, The Marketing Practice									
12:55 pm – 2:00 pm BST	<b>Executive Leadership Exchange (Invite-Only): Lunch &amp; Marketplace Break</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Conrad Mills, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester									
2:00 pm – 2:30 pm BST	<b>Breakout Sessions</b> <table><tr><td><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></td><td><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></td></tr><tr><td><b>The B2B Marketing Innovation Roadmap</b> Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester</td><td><b>Optimizing Sales Culture: How High-Performing Teams Get It Right</b> Speakers: Paul Ferron, VP, Research Director, Forrester</td></tr><tr><td><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></td><td><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></td></tr><tr><td><b>A New Adventure: AI And Revenue Operations</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</td><td><b>Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Simon Daniels, Principal Analyst, Forrester</td></tr></table>		<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>	<b>The B2B Marketing Innovation Roadmap</b> Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester	<b>Optimizing Sales Culture: How High-Performing Teams Get It Right</b> Speakers: Paul Ferron, VP, Research Director, Forrester	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	<b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b>	<b>A New Adventure: AI And Revenue Operations</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester	<b>Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Simon Daniels, Principal Analyst, Forrester
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2:00 pm – 3:00 pm BST	<b>Skill-Building Workshop (In-Person Only)</b>  <b>Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers’ Problems</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester									

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, VP, 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 Bloemheuvell, Commercial Excellence for Business Mobility, Shell Fleet Solutions Simon Daniels, Principal Analyst, Forrester</p>

Tuesday, Oct 8

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

Wednesday, Oct 9

8:30 pm – 9:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Breakfast</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester Conrad Mills, Principal Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester	
9:30 am – 9:35 am BST	<b>Opening Remarks</b>  Speakers: Laura Koetzle, VP, Group Director, Forrester	
9:35 am – 10:05 am BST	<b>Keynote: Ingenuity Catalyzes A Growth Mindset</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	
10:10 am – 10:40 am BST	<b>Breakout Sessions</b>	
	<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>
	<b>Choose Your Go-To-Market Strategy Wisely — It Impacts Everything</b> Speakers: Paul Ferron, VP, Research Director, Forrester	<b>The Changing Requirements For Frontline Marketing Leaders</b> Speakers: John Arnold, Principal Analyst, Forrester
	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	<b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b>
	<b>Optimize Your Tech Stack For Customer Outcomes</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester	<b>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester

Wednesday, Oct 9

10:10 am – 11:10 am BST	<b>Skill-Building Workshop (In-Person Only)</b>  <b>Assess Your Go-To-Market Strategy Maturity</b> Speakers: Chris Parr, VP, Principal Consultant, Forrester								
10:10 am – 11:55 am BST	<b>Skill-Building Workshop (In-Person Only)</b>  <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								
10:40 am – 11:15 am BST	<b>Marketplace Break &amp; Networking</b>  <b>10:45 - 10:55am - TaskUs: Boosting Growth, Solving Revenue Challenges with Sales Outsourcing</b> Speakers: Phil Hernandez, VP Sales & Lead Generation Services, TaskUs								
10:40 am – 11:15 am BST	<b>Analyst-Led Roundtables</b>  <b>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</b> Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester  <b>The Future Of B2B Buying Interactions</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester  <b>Budgeting For Brand And Demand</b> Speakers: John Arnold, Principal Analyst, Forrester								
11:15 am – 11:45 am BST	<b>Breakout Sessions - Client Showcases</b> <table><tr><td><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></td><td><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></td></tr><tr><td><b>Experian Client Showcase</b> Speakers: Enrique de Diego, Director, Portfolio Strategy, Experian Software Solutions</td><td><b>SAS Client Showcase</b> Speakers: Patrick Xhonneux, Senior Vice President, Marketing, SAS</td></tr><tr><td><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></td><td></td></tr><tr><td><b>Siemens Digital Industries Software Client Showcase</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Digital Industries Software Maria Chien, VP, Principal Analyst, Forrester</td><td></td></tr></table>	<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>	<b>Experian Client Showcase</b> Speakers: Enrique de Diego, Director, Portfolio Strategy, Experian Software Solutions	<b>SAS Client Showcase</b> Speakers: Patrick Xhonneux, Senior Vice President, Marketing, SAS	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>		<b>Siemens Digital Industries Software Client Showcase</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Digital Industries Software Maria Chien, VP, Principal Analyst, Forrester	
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Wednesday, Oct 9

11:55 am – 12:25 pm  
BST**Breakout Sessions****STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH****Drive B2B Growth With E-Commerce**

Speakers: Christina Schmitt, Principal Analyst, Forrester

**LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL****Ingenuity: How Generation Z Will Get Us Back To The Future**

Speakers: Bernhard Schaffrik, Principal Analyst, Forrester

**TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY****RevTech: Finally A Hive Mind For Go-To-Market Execution? (In-Person Only)**

Speakers: Simon Daniels, Principal Analyst, Forrester Gonzalo Garcia Villanueva, CMO, Former NielsenIQ/GfK and Bloomberg Liam O'Neill, Head of Marketing Operations, NielsenIQ Evan Liang, CEO, LeanData David Meyer, Co-founder and Managing Director, Clarify

**PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE****Use Generative AI To Enhance Content And The Customer Experience**

Speakers: Lisa Gately, Principal Analyst, Forrester

12:25 pm – 1:30 pm  
BST**Lunch & Marketplace Break**12:25 pm – 1:30 pm  
BST**Executive Leadership Exchange (Invite-Only): Lunch**1:30 pm – 2:00 pm  
BST**Keynote: Programs Of The Year**

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

2:00 pm – 2:30 pm  
BST**Keynote: Human + AI: Reinventing The B2B Buying Experience**

Speakers: Martin Gill, VP, Research Director, Forrester

2:30 pm – 2:40 pm  
BST**Closing Remarks**

Speakers: Laura Koetzle, VP, Group Director, Forrester