



FORRESTER®

B2B Summit APAC 2024

Singapore & Digital

October 1, 2024 – October 1, 2024

Agenda downloaded: August 20, 2025 09:49:02 PM ET

Monday, Sep 30

5:30 pm – 8:00 pm	Executive Leadership Exchange Networking Dinner (Invitation Only)
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Tuesday, Oct 1

10:00 am – 10:15 am	Welcome & Opening Remarks Speakers: Dane Anderson, SVP, International Research & Product, Forrester
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10:15 am – 10:45 am	Beyond The Breaking Point: It's Time For A Revenue Transformation Speakers: Daryl Wright, Principal Analyst, Forrester
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10:45 am – 11:15 am	Guest Keynote: Duncan Egan, Vice President of Marketing, Asia Pacific & Japan, Adobe Speakers: Duncan Egan, Vice President DX Marketing, APAC & Japan Marketing, Adobe Dane Anderson, SVP, International Research & Product, Forrester
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11:15 am – 11:45 am	Marketplace Break & Analyst-Led Roundtables How To Move From MQLs To Buying Groups Speakers: Daryl Wright, Principal Analyst, Forrester Extending Marketing's Value With Revenue Process Transformation Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
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11:15 am – 11:45 am	Executive Leadership Exchange Welcome: Senior Leader Networking (Invitation Only)
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11:45 am – 12:15 pm	Cvent: How TD SYNEX Delivers Innovative Events Powered By Cvent Speakers: Will Kataria, Senior Director & General Manager, Asia Pacific, Cvent
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12:15 pm – 12:45 pm	CMOs: Prevent The Collapse Of The B2B Revenue Process Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester
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Tuesday, Oct 1

12:45 pm – 1:45 pm	<p>Networking Lunch & Analyst-Led Roundtables</p> <p>Engage Effectively With The New Generation Of Buyers Speakers: Amy Hayes, VP, Research Director, Forrester</p> <p>B2B Measurement Foundations For Revenue Process Transformation Speakers: Jerry Zhao, Senior Analyst, Forrester</p>
12:45 pm – 1:45 pm	<p>Executive Leadership Exchange Lunch: B2B Buying Signals (Invitation Only)</p> <p>Speakers: Daryl Wright, Principal Analyst, Forrester</p>
1:45 pm – 2:15 pm	<p>Ogilvy One: Supercharge Global Growth: Website Optimization as a Game-Changer for Revenue and Transformation</p> <p>Speakers: Faizah Zainodin, Head of Website Operations, Global Marketing, TUV SUD Krishna Kumar, Senior Director, MarTech Experience, Ogilvy One</p>
2:15 pm – 2:45 pm	<p>Program Of The Year Awards</p> <p>Speakers: Todd Bates, Head of Enterprise Marketing, APAC, Red Hat Ljubica Radoicic, Director, Marketing & Customer Success APAC, Autodesk Daryl Wright, Principal Analyst, Forrester</p>
2:45 pm – 3:15 pm	<p>A New Generation Of Buyers Will Force B2B Reinvention</p> <p>Speakers: Amy Hayes, VP, Research Director, Forrester</p>
3:15 pm – 3:45 pm	<p>Marketplace Break & Analyst-Led Roundtables: Advancing Women's Leadership</p> <p>Advancing Women's Leadership: Driving Change And Breaking Barriers Speakers: Dr. Laura Bonamici, SVP & Head of Global Marketing, Fujitsu Alisha Coates, VP, Principal Consultant, Forrester</p> <p>Maximize Content's Value In Your APAC Growth Marketing Strategy Speakers: Sruti Pegatraju, Sr Consultant, Asia Pacific, Forrester</p>
3:15 pm – 3:45 pm	<p>Executive Leadership Exchange Coffee Break: Discussion With POY Award Winners (Invitation Only)</p>
3:45 pm – 4:15 pm	<p>Dismantle Silos And Accelerate Revenue Transformation With RevOps</p> <p>Speakers: Jerry Zhao, Senior Analyst, Forrester</p>
4:15 pm – 4:45 pm	<p>Return On Integration Honors</p> <p>Speakers: Jezmyynn Koh, Vice President, Marketing & Communications, APAC, Fujitsu Asia Pacific Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>

Tuesday, Oct 1

4:45 pm – 5:15 pm	Optimizing Marketing With Generative AI: Early Cases And Proof Of ROI Speakers: Subhendu Pattnaik, Principal Analyst, Forrester
5:15 pm – 5:20 pm	Closing Remarks Speakers: Dane Anderson, SVP, International Research & Product, Forrester
5:20 pm – 6:20 pm	Cocktail Reception