



FORRESTER®

B2B Summit North America

Phoenix & Digital

March 31, 2025 – April 3, 2025

Agenda downloaded: 2024/10/31 10:15:39

Tuesday, Apr 1

8:00 am – 9:15 am CDT	Workshop
8:00 am – 9:00 am CDT	Roundtables
9:15 am – 9:45 am CDT	Welcome & Opening Speakers: George Colony, CEO, Forrester Dave Frankland, VP, Research Director, Forrester
9:45 am – 10:15 am CDT	Keynote: The New B2B Buyer Power Shift Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote: Frontline Revenue Processes That Work Speakers: Amy Hawthorne, Principal Analyst, Forrester
10:45 am – 11:30 am CDT	Marketplace Break & Networking
12:15 pm – 12:45 pm CDT	Case Studies

Tuesday, Apr 1

11:30 am – 12:00 pm
CDT

Breakout Sessions	
RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
Introducing The Marketing-Driven Organization Speakers: John Arnold, Principal Analyst, Forrester	You Can't Scale Chaos: Why B2B Needs A New Plan For Funding Operations Speakers: Vicki Brown, VP, Principal Analyst, Forrester
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
The Solution Blueprint For Success With Revenue Process Transformation Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	Generative AI Is Revolutionizing Buyer Messaging Speakers: Brittany Viola, Analyst, Forrester
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
Org Design Leadership: Build Effective Communication Skills Speakers: Karen Tran, Principal Analyst, Forrester	The State Of B2B Buying: Implications And Actions For The Growth Engine Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
Ingenuity Catalyzes A Growth Mindset Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katie Fabiszak, Principal Analyst, Forrester	The Rise And Future Of Revenue Marketing Platforms Speakers: Kelvin Gee, Principal Analyst, Forrester

12:45 pm – 2:15 pm
CDT

Lunch & Marketplace Break

Tuesday, Apr 1

2:15 pm – 2:45 pm
CDT

Breakout Sessions

RESET STRATEGY AND ROUTES-TO-MARKET

Understanding The New Threats To Brand Safety
Speakers: Karen Tran, Principal Analyst, Forrester

REVAMP PLANNING AND OPERATIONS

Synchronous Planning: Executing The Customer-Obsessed Growth Strategy Through Functional Plans
Speakers: Laura Cross, VP, Principal Analyst, Forrester

TRANSFORM REVENUE PROCESSES

Selling Revenue Process Transformation Internally
Speakers: Amy Hawthorne, Principal Analyst, Forrester

BUILD CUSTOMER TRUST

Align Your Promise Keepers And Promise Makers
Speakers: Shari Srebnick, Principal Analyst, Forrester

EVOLVE LEADERSHIP AND SKILLS

Organizational Effectiveness: Skills For Leaders To Diagnose And Resolve Organizational Barriers
Speakers: Betsy Summers, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS

Adapt Your Content Marketing Strategy For Shifting Search Behaviors
Speakers: Lisa Gately, Principal Analyst, Forrester

FOSTER INGENUITY AND INNOVATION

Transform Your Event Vision To Maximize Value
Speakers: Conrad Mills, Principal Analyst, Forrester Brett Kahnke, Principal Analyst, Forrester

HARNESS THE POWER OF TECHNOLOGY AND DATA

Into The Unknown: How To Adapt Your Data Strategy For Increasingly Anonymous Buyers
Speakers: Stephanie Liu, Senior Analyst, Forrester

2:45 pm – 3:00 pm
CDT

Ask The Expert

3:15 pm – 3:45 pm
CDT

Case Studies

3:45 pm – 4:30 pm
CDT

Marketplace Break & Networking

4:30 pm – 5:00 pm
CDT

Keynote: Cultivate A Growth Oasis With A Solid Customer-Obsessed Growth Strategy

Speakers: John Arnold, Principal Analyst, Forrester

5:00 pm – 5:30 pm
CDT

Keynote: Lead And Master Change

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

Wednesday, Apr 2

<p>9:20 am – 9:50 pm CDT</p>	<p>Keynote: Make Process Systems Your Growth Catalyst</p> <p>Speakers: Cristina De Martini, VP, Research Director, Forrester</p>																	
<p>9:50 am – 10:20 am CDT</p>	<p>Return On Integration Honors</p>																	
<p>11:05 am – 11:35 am CDT</p>	<p>Case Studies</p>																	
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Wednesday, Apr 2

 1:50 pm – 2:20 pm
 CDT

Breakout Sessions
RESET STRATEGY AND ROUTES-TO-MARKET
Why Multiple Routes To Market Are Key For Growth

Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester

REVAMP PLANNING AND OPERATIONS
Reimagining Programs: Getting The Program Family Balance Right

Speakers: Craig Moore, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester

TRANSFORM REVENUE PROCESSES
Reimagining The Buyer-Aligned Sales Process

Speakers: Seth Marrs, Principal Analyst, Forrester

BUILD CUSTOMER TRUST
How An AI-First Approach Diminishes Trust

Speakers: Katie Linford, Principal Analyst, Forrester

EVOLVE LEADERSHIP AND SKILLS
Change Leadership: Tools For You To Manage Change Now

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

ACTIVATE BUYER AND CUSTOMER INSIGHTS
Monitoring And Measuring Value For Customers: A Score More Meaningful Than Net Promoter

Speakers: Ross Graber, VP, Principal Analyst, Forrester

FOSTER INGENUITY AND INNOVATION
Moving Beyond The Single Product Launch: An Iterative Approach To Operationalizing Product Portfolios

Speakers: Beth Caplow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester

HARNESS THE POWER OF TECHNOLOGY AND DATA
What Agentic “A”I Means For B2B

Speakers: Jessie Johnson, Principal Analyst, Forrester

 3:35 am – 4:05 am
 CDT

Case Studies

 5:05 pm – 5:35 pm
 CDT

Programs Of The Year
Thursday, Apr 3

 9:15 am – 9:45 am
 CDT

Keynote: Turn GenAI Possibilities Into Reality

Speakers: Lisa Gately, Principal Analyst, Forrester

Thursday, Apr 3

<p>4:20 pm – 4:50 pm CDT</p>	<p>Case Studies</p>																	
<p>11:15 am – 11:45 am CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 331 1254 384"> <p>RESET STRATEGY AND ROUTES-TO-MARKET</p> </td> <td data-bbox="1254 331 2199 384"> <p>REVAMP PLANNING AND OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 384 1254 491"> <p>Make Marketplaces A Priority Route To Market Speakers: Hannibal Scipio, II, Principal Analyst, Forrester</p> </td> <td data-bbox="1254 384 2199 491"> <p>Planning For Growth: Unifying Product And Go-To-Market Plans To Maximize Impact Speakers: Lisa Singer, VP, Principal Analyst, Forrester Beth Caplow, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 491 1254 544"> <p>TRANSFORM REVENUE PROCESSES</p> </td> <td data-bbox="1254 491 2199 544"> <p>BUILD CUSTOMER TRUST</p> </td> </tr> <tr> <td data-bbox="315 544 1254 624"> <p>Adaptive Programs For Self-Service And Buying Groups Speakers: Kelvin Gee, Principal Analyst, Forrester</p> </td> <td data-bbox="1254 544 2199 624"> <p>How Localization Drives Trust And ROI Speakers: Kathleen Pierce, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 624 1254 676"> <p>EVOLVE LEADERSHIP AND SKILLS</p> </td> <td data-bbox="1254 624 2199 676"> <p>ACTIVATE BUYER AND CUSTOMER INSIGHTS</p> </td> </tr> <tr> <td data-bbox="315 676 1254 756"> <p>Communicating Performance Results At The Team And Leadership Level Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1254 676 2199 756"> <p>Mine Partner Ecosystem Insights For Hidden Gems And Competitive Differentiation Speakers: Kathy Contreras, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 756 1254 809"> <p>FOSTER INGENUITY AND INNOVATION</p> </td> <td data-bbox="1254 756 2199 809"> <p>HARNESS THE POWER OF TECHNOLOGY AND DATA</p> </td> </tr> <tr> <td data-bbox="315 809 1254 936"> <p>Harness Mental Models To Create Strategic Alignment Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katie Fabiszak, Principal Analyst, Forrester</p> </td> <td data-bbox="1254 809 2199 936"> <p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>RESET STRATEGY AND ROUTES-TO-MARKET</p>	<p>REVAMP PLANNING AND OPERATIONS</p>	<p>Make Marketplaces A Priority Route To Market Speakers: Hannibal Scipio, II, Principal Analyst, Forrester</p>	<p>Planning For Growth: Unifying Product And Go-To-Market Plans To Maximize Impact Speakers: Lisa Singer, VP, Principal Analyst, Forrester Beth Caplow, VP, Principal Analyst, Forrester</p>	<p>TRANSFORM REVENUE PROCESSES</p>	<p>BUILD CUSTOMER TRUST</p>	<p>Adaptive Programs For Self-Service And Buying Groups Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p>How Localization Drives Trust And ROI Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>	<p>EVOLVE LEADERSHIP AND SKILLS</p>	<p>ACTIVATE BUYER AND CUSTOMER INSIGHTS</p>	<p>Communicating Performance Results At The Team And Leadership Level Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>	<p>Mine Partner Ecosystem Insights For Hidden Gems And Competitive Differentiation Speakers: Kathy Contreras, VP, Principal Analyst, Forrester</p>	<p>FOSTER INGENUITY AND INNOVATION</p>	<p>HARNESS THE POWER OF TECHNOLOGY AND DATA</p>	<p>Harness Mental Models To Create Strategic Alignment Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katie Fabiszak, Principal Analyst, Forrester</p>	<p>Making The Case For Data Investment Speakers: Brett Kahnke, Principal Analyst, Forrester</p>
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Thursday, Apr 3

12:00 pm – 12:30 pm
CDT

Breakout Sessions	
RESET STRATEGY AND ROUTES-TO-MARKET	REVAMP PLANNING AND OPERATIONS
Transforming To Lifecycle Revenue Marketing: A Case Study Speakers: John Arnold, Principal Analyst, Forrester	Aligning Plans With Investments: A Case Study Speakers: Nick Buck, VP, Principal Analyst, Forrester
TRANSFORM REVENUE PROCESSES	BUILD CUSTOMER TRUST
Customer Success' Role In Revenue Process Transformation Is Value Confirmation Speakers: Laura Ramos, VP, Principal Analyst, Forrester	Trust And Information Sources Speakers: Ian Bruce, VP, Principal Analyst, Forrester
EVOLVE LEADERSHIP AND SKILLS	ACTIVATE BUYER AND CUSTOMER INSIGHTS
Team Culture: Build Or Rebuild Your Team Culture For Success Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	OK Boomer: Why You Need To Unleash Revenue Development Reps And The Buyer Insights That They Possess Speakers: Naomi Marr, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester
FOSTER INGENUITY AND INNOVATION	HARNESS THE POWER OF TECHNOLOGY AND DATA
Forget About Teachable Skills In The GenAI Age: Unteachable Skills Will Differentiate Your Organization For Growth Speakers: Peter Ostrow, VP, Principal Analyst, Forrester	Sales Content + Sales Readiness: Can 1+1=3? Speakers: Eric Zines, Principal Analyst, Forrester

12:45 pm – 1:15 pm
CDT

Keynote: The Future Is Now
