



FORRESTER®

# B2B Summit North America

Phoenix & Digital

March 31, 2025 – April 3, 2025

Agenda downloaded: 2025/02/05 11:47:06

**Bold Starts, Mar 31**

1:30 pm – 2:45 pm	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>B2B Revenue Waterfall</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester</p> <p><b>Get It In Writing: Build A Customer Marketing Charter For Focus and Clarity</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester</p> <p><b>Optimize Your Campaigns: Program Planning For Reputation, Demand, Customer Engagement, and Enablement</b> Speakers: Rani Salehi, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester Research</p>
1:30 pm – 3:30 pm	<p><b>Forrester Women's Leadership Program (In-Person Only. Pre-Registration Required)</b></p>
2:45 pm – 3:30 pm	<p><b>Networking Coffee Break</b></p>
3:30 pm – 4:45 pm	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>Assess &amp; Address Your Digital Marketing Maturity</b> Speakers: Renee Irion, Principal Analyst, Forrester Rani Salehi, Principal Analyst, Forrester</p> <p><b>Make Smart GTM Decisions Using Ideal Data and Information Sources</b> Speakers: Katie Fabiszak, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester</p> <p><b>Does Your Post-Sale Strategy Set Up Customers To Succeed?</b> Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester</p> <p><b>Writing Valuable Competitive Battlecards That Win Deals And Thrill Sellers</b> Speakers: John Buten, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester</p> <p><b>Highlighting Value: Building a Business Case For Process Optimization</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p>
3:30 pm – 5:30 pm	<p><b>Executive Leadership Exchange Program (Invite-Only)</b></p>
5:00 pm – 6:30 pm	<p><b>General Welcome Reception</b></p>
5:30 pm – 6:30 pm	<p><b>Executive Leadership Exchange (Invite-Only): Networking Reception</b></p>

Tuesday, Apr 1

7:45 am – 9:00 am	<p><b>General Breakfast</b></p>
8:00 am – 9:15 am	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>Build the Campaign Calendar: The Campaign Budget Monopoly Game</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p> <p><b>Unlock AI's Full Potential With Forrester's AIQ Framework</b> Speakers: James McQuivey, VP, Research Director, Forrester</p> <p><b>Dear [AttendeeName]: Could Your Personalization Strategy Be Better?</b> Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>
8:15 am – 9:00 am	<p><b>Analyst-Led Roundtables (Pre-Registration Required)</b></p> <p><b>Balancing Marketing Effectiveness And Privacy</b> Speakers: Cristina De Martini, VP, Research Director, Forrester</p> <p><b>How Will You Reach Buyers In A Zero-Click World?</b> Speakers: John Buten, Principal Analyst, Forrester</p> <p><b>Your Partners Are Underperforming</b> Speakers: Maria Chien, VP, Principal Analyst, Forrester</p> <p><b>Is ABM Winning in Your Organization?</b> Speakers: Nora Conklin, Principal Analyst, Forrester</p> <p><b>Will AI Enhance or Replace Sellers?</b> Speakers: Rick Bradberry, Principal Analyst, Forrester</p> <p><b>How Are Others Moving From MQLs To Buying Groups?</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester</p>
9:15 am – 9:45 am	<p><b>Welcome &amp; Opening Remarks</b></p> <p>Speakers: George Colony, CEO, Forrester Dave Frankland, VP, Research Director, Forrester</p>
9:45 am – 10:15 am	<p><b>Keynote: The New B2B Buyer Power Shift</b></p> <p>Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>

**Tuesday, Apr 1**

10:15 am – 10:45 am

**Keynote: Frontline Revenue Processes That Work**

Speakers: Amy Hawthorne, Principal Analyst, Forrester

10:45 am – 11:30 am

**Marketplace Break & Networking****10:50am - 11:00am - Data Axle Spotlight Session****10:50am - 11:00am - Impartner Spotlight Session****11:05am - 11:15am - NetLine: Right Buyer, Right Time, Right Now: Unlocking Scale, Speed, and Results with Programmatic Lead Gen**

Speakers: Bill Henry, Chief Revenue Officer, NetLine

**11:20am - 11:30am - Alembic Spotlight Session****11:20am - 11:30am - Knak Spotlight Session**

Tuesday, Apr 1

11:30 am – 12:00 pm

<b>Breakout Sessions</b>	
<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<b>From Supporting Sales To Growth Driver: How To R.E.V. Marketing's Growth Strategy</b> Speakers: John Arnold, Principal Analyst, Forrester	<b>Transform Chaos into Success by Revolutionizing Your B2B Operations</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<b>The Solution Blueprint: A Guide For Success With Revenue Process Transformation</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	<b>The Future of B2B Messaging: GenAI-Driven Relevance and Efficiency</b> Speakers: Paul Ferron, VP, Research Director, Forrester
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<b>Leading Through Transition: Effective Communication In Reorganizations</b> Speakers: Karen Tran, Principal Analyst, Forrester James McQuivey, VP, Research Director, Forrester Rani Salehi, Principal Analyst, Forrester	<b>State Of B2B Buying: Implications And Actions For The Growth Engine</b> Speakers: Barbara Winters, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester Renee Irion, Principal Analyst, Forrester
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<b>Leveraging AI For Your Offering, Striking Balance Between Customer Centricity And Technology Prowess</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester	<b>The Rise And Future Of Revenue Marketing Platforms</b> Speakers: Kelvin Gee, Principal Analyst, Forrester

Tuesday, Apr 1

11:30 am – 12:15 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Allocating And Orchestrating Marketing Budgets Is No Easy Task**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**From Boredom To Stardom: Why Should Executives Care About Content?**

Speakers: Kathleen Pierce, Principal Analyst, Forrester

**Closing The AI Literacy Gap: Strategies for Advancing GenAI Expertise**

Speakers: Lisa Gately, Principal Analyst, Forrester

**The Revenue Tug-Of-War: Why Go-to-Market Teams Struggle To Align Their Plans**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

**Compensation As A Lever For Growth Across The Opportunity Lifecycle**

Speakers: Seth Marrs, Principal Analyst, Forrester

Tuesday, Apr 1

12:15 pm – 12:45 pm

**Case Studies****Clodz: Learn how three innovative companies use win-loss insights**

Speakers: Spencer Dent, Co-founder &amp; Co-CEO, Clodz

**Cvent Case Study****Lead2Pipeline Case Study****Leadspace Case Study****LeanData: The MQL is dead, long live the MQL!**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Evan Liang, Co-Founder &amp; CEO, LeanData

**Ledger Bennett: Achieving ABM success for GE Vernova's GridOS® campaign**

Speakers: Lisa Skinner, Senior Director, Product Marketing, GridOS® Applications Lewis Tierney, Chief Client Officer, Ledger Bennett, a Havas company

**Optimizely Case Study****Salesforce Case Study**

12:45 pm – 2:15 pm

**Lunch & Marketplace Break****1:05pm - 1:15pm - Salesforce Spotlight Session**

12:45 pm – 2:15 pm

**Forrester Women's Leadership Program: Networking Lunch (Pre-Registration Required)**

Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

12:45 pm – 2:15 pm

**Executive Leadership Exchange (Invite-Only): Networking Lunch**

Speakers: Nick Buck, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester

Tuesday, Apr 1

2:15 pm – 3:00 pm

**Breakout Sessions + Ask The Expert**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Confronting The New Threats To Brand Safety</b> Speakers: Karen Tran, Principal Analyst, Forrester</p>	<p><b>Confusion To Clarity: An Approach To Align B2B Strategy, Planning, And Execution</b> Speakers: Laura Cross, VP, Principal Analyst, Forrester Robert Muñoz, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Selling A Revenue Process Transformation To Internal Stakeholders</b> Speakers: Amy Hawthorne, Principal Analyst, Forrester</p>	<p><b>Align Your Promise Makers And Your Promise Keepers</b> Speakers: Shari Srebnick, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Organizational Effectiveness: Skills For Leaders To Diagnose And Resolve Organizational Barriers</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p><b>Adapt Your Content Marketing Strategy For Shifting Search Behaviors</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>GenAI, Cobots, And Your GTM Team: Where Do Humans Still Fit In?</b> Speakers: Peter Ostrow, VP, Principal Analyst, Forrester</p>	<p><b>Adapt Your Data Strategy For Increasingly Anonymous Buyers</b> Speakers: Stephanie Liu, Senior Analyst, Forrester</p>



Tuesday, Apr 1

2:15 pm – 3:00 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Speaking CMO" To Convey The Value Of Customer Marketing**

Speakers: Amy Bills, Principal Analyst, Forrester

**You're Spending Too Much On Campaign Content And Still Not Engaging Audiences**

Speakers: Craig Moore, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester

**Partner Demand Generation Isn't A Field Of Dreams**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

**Is Your Demand Gen Strategy Stuck In The Past? Make The Move From Traditional Demand Gen To Adaptive Programs**

Speakers: Kelvin Gee, Principal Analyst, Forrester

**Considering A Reorganization To Solve Your Marketing And Sales Problems?**

Speakers: Naomi Marr, Principal Analyst, Forrester

**Marketing Value: Can You Measure It? And How Can You Prove It?**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

Tuesday, Apr 1

3:15 pm – 3:45 pm

**Case Studies****Bombora Case Study****Corporate Visions Case Study****Demandbase: Fueling Account-Based Growth: How Equifax Achieved Operational Efficiency with Demandbase**

Speakers: Kyle Gehrig, Senior Marketing Operations Specialist, Equifax

**Intentsify: How NVIDIA Uses Data to Accelerate Deal Velocity**

Speakers: Aristomenis Capogeannis, Senior Director, Enterprise Revenue Marketing, NVIDIA Allie Kelly, CMO, Intentsify

**PathFactory Case Study****Outreach Case Study****Salesforce Case Study****Webflow Case Study**

3:45 pm – 4:30 pm

**Marketplace Break & Networking****3:50pm - 4:00pm - 6sense: The Next Generation of Intelligent Automation**

Speakers: Jason Telmos, VP, Product Marketing Management, 6sense

**4:05pm - 4:15pm - Jasper: Mobilizing Change Leaders to Scale AI in Marketing**

Speakers: Jessica Hreha, Head of Marketing AI Strategy &amp; Transformation, Jasper

**4:05pm - 4:15pm - Plauti: Your Revenue, CX, and AI Strategies Are Only as Good as Your Data**

Speakers: Steve Thornhill, Senior Enterprise Account Executive, Plauti

**Tuesday, Apr 1**

4:30 pm – 5:00 pm	<b>Keynote: Cultivate A Growth Oasis With A Solid Customer-Obsessed Growth Strategy</b> Speakers: John Arnold, Principal Analyst, Forrester
5:05 pm – 6:15 pm	<b>Marketplace Reception</b>
7:00 pm – 9:00 pm	<b>Executive Leadership Exchange: Exclusive Private Dinner (Invite-Only)</b>

**Wednesday, Apr 2**

7:45 am – 9:00 am	<b>General Breakfast</b>
8:00 am – 9:15 am	<b>Workshops (Pre-Registration Required)</b>  <b>Take A Strategic Approach To Launching New Offerings</b> Speakers: Amy Hayes, VP, Research Director, Forrester Paul Ferron, VP, Research Director, Forrester  <b>Content Intelligence Sleuthing: Finding The Data You Need Hiding in Plain Sight</b> Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester John Grozier, VP, Principal Consultant, Forrester
8:15 am – 9:00 am	<b>Breakfast Boardroom</b>  <b>Adobe Breakfast Boardroom</b>

Wednesday, Apr 2

8:15 am – 9:00 am

**Analyst-Led Roundtables (Pre-Registration Required)****Is Event ROI A Pipe Dream?**

Speakers: Conrad Mills, Principal Analyst, Forrester

**REPEAT: Allocating And Orchestrating Marketing Budgets Is No Easy Task**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**Sales and Marketing: How Do We Move From Dysfunctional To Cross-Functional?**

Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester

**REPEAT: Closing The AI Literacy Gap: Strategies For Advancing GenAI Expertise**

Speakers: Lisa Gately, Principal Analyst, Forrester

**REPEAT: Is ABM Winning In Your Organization?**

Speakers: Nora Conklin, Principal Analyst, Forrester

**REPEAT: How Are Others Moving From MQLs To Buying Groups?**

Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, Principal Analyst, Forrester

9:15 am – 9:45 am

**Keynote: Make Process Systems Your Growth Catalyst**

Speakers: Cristina De Martini, VP, Research Director, Forrester

9:45 am – 10:15 am

**Return On Integration Honors**

Speakers: Sharyn Leaver, Chief Research Officer, Forrester

10:15 am – 11:00 am

**Get The Most From Forrester (Pre- Registration Required)**

Speakers: Jenna Wohead, Director, Product Management, Forrester Jeff Lash, SVP, Global Product Management, Forrester

10:15 am – 11:00 am

**Marketplace Break & Networking****10:20am - 10:30am - Orum: Where AI Does (and Doesn't) Matter to Sellers**

Speakers: Jason Dorfman, CEO, Orum

**10:35am - 10:45am - Gong Spotlight Session**

Wednesday, Apr 2

11:00 am – 11:30 am

**Case Studies**

**B2B IQ Case Study**

**Corporate Visions: Using Buyer Feedback to Improve GTM Performance**

Speakers: Tim Riesterer, Chief Strategy Officer, Corporate Visions

**Demandbase: Full Funnel Account-Based Marketing: How Paycor Uses Demandbase to Execute a Full End-to-End Account-Based Go-to-Market Strategy**

Speakers: Brett Beilfuss, Manager, Field and Account-Based Marketing, Paycor

**Informa TechTarget Case Study**

**Leadspace Case Study**

**NetLine: The Playbook to Smarter Targeting, Faster Testing, and More Sales-Ready Leads**

Speakers: Ashley Ferguson, Digital Marketing Strategist, Paycor Josh Baez, Sr. Manager of Demand Generation, NetLine

Wednesday, Apr 2

11:45 am – 12:15 pm

**Breakout Sessions**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Charting New Paths To Growth: The Strategic Imperative For Multiple Routes To Market</b>            Speakers: Stephanie Sissler, VP, Principal Analyst, Forrester</p>	<p><b>Campaign Excellence: Proof Points That Integrated Campaign Planning Accelerates Growth</b>            Speakers: Rani Salehi, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Piloting A Revenue Process Transformation</b>            Speakers: Amy Hawthorne, Principal Analyst, Forrester Terry Flaherty, VP, Principal Analyst, Forrester</p>	<p><b>Sellers Don't Trust Marketing and Buyers Can Tell</b>            Speakers: Seth Marrs, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Managers As Coaches: Can You Wear Both Hats Successfully?</b>            Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p><b>Who Decides When Tech And LOB Leaders Join The Same Buying Group?</b>            Speakers: Amy Hayes, VP, Research Director, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Ingenuity Catalyzes A Growth Mindset</b>            Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p><b>The Single Source Of Truth Is Dead — Long Live Data Unification</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p>

12:15 pm – 1:30 pm

**General Lunch**

12:15 pm – 1:15 pm

**Lunch & Learn**

**Salesforce Lunch & Learn**

12:15 pm – 1:30 pm

**Analyst Relations (AR) Luncheon**

Wednesday, Apr 2

1:30 pm – 2:00 pm

**Case Studies**

**Activate: How Cloudflare Empowered BDRs to Unlock High-value Opportunities Faster**

Speakers: Leah Woomer, Head of Marketing Programs, Americas, Cloudflare Chris Rooke, CEO, Activate

**Enlyft Case Study**

**LeanData: The Recipe for Buying Groups Success at Veeam**

Speakers: Courtnie Luetke, Sr. Director, Marketing Automation, Veeam Jim Bell, CMO, LeanData

**Ledger Bennett Case Study**

**Optimizely Case Study**

**Outreach Case Study**

**Webflow Case Study**

Wednesday, Apr 2

2:15 pm – 3:00 pm

<b>Breakout Sessions</b>	
<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>How To Make Growth Strategy Development A Team Sport</b>            Speakers: Matthew Selheimer, VP, Research Director, Forrester John Arnold, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester</p>	<p><b>No Plan Is An Island: Program Planning For Improved Campaign Impact</b>            Speakers: Craig Moore, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester Peter Ostrow, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Want Sales To Embrace Revenue Process Transformation? Here's How.</b>            Speakers: Seth Marrs, Principal Analyst, Forrester</p>	<p><b>Beyond The Hype: Balancing AI Advantages With Human Connection And Trust</b>            Speakers: Katie Linford, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Team Culture: Build Or Rebuild Your Team Culture For Success</b>            Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>Stop Fooling Yourselves: Truly Monitor And Measure Value For Customers</b>            Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Eliminating Scattershot Product Launches: A New Operational Model For Aligned Portfolios</b>            Speakers: Beth Caplow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p>	<p><b>Agency, Adaptability, And Authenticity: What An Agentic Future Means For B2B</b>            Speakers: Jessie Johnson, Principal Analyst, Forrester</p>



Wednesday, Apr 2

2:15 pm – 3:00 pm

**Analyst-Led Roundtables (Pre-Registration Required)**

**Are Business Process Improvement Initiatives Worth the Investment?**

Speakers: Cristina De Martini, VP, Research Director, Forrester

**Brand Measurement That Proves Value To Marketing Leadership, Sales, and the CFO**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

**REPEAT: How Will You Reach Buyers In A Zero-Click World?**

Speakers: John Buten, Principal Analyst, Forrester

**From Likes to Loyalty—Making An Impact With Organic Social Media**

Speakers: Karen Tran, Principal Analyst, Forrester

**The Future Of Customer Success: Function Or Philosophy?**

Speakers: Laura Ramos, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

**REPEAT: The Revenue Tug-of-War: Why Go-to-Market Teams Struggle to Align Their Plans**

Speakers: Robert Muñoz, VP, Principal Analyst, Forrester

3:00 pm – 3:30 pm

**Marketplace Break**

3:30 pm – 4:00 pm

**B2B Award Winners: Programs Of The Year**

**Wednesday, Apr 2**

4:15 pm – 4:45 pm	<p><b>Case Studies</b></p> <p><b>1mind Case Study</b></p> <p><b>Adobe Case Study</b></p> <p><b>Copy.ai Case Study</b></p> <p><b>Demand Science Case Study</b></p> <p><b>monday.com Case Study</b></p> <p><b>Salesforce Case Study</b></p> <p><b>ZoomInfo Case Study</b></p>
5:00 pm – 5:30 pm	<p><b>Keynote: Lead and Master Change</b></p> <p>Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>
5:35 pm – 6:20 pm	<p><b>Marketplace Reception &amp; Networking</b></p>
7:30 pm – 9:30 pm	<p><b>Reception and Concert (Off-site)</b></p>

**Thursday, Apr 3**

7:45 am – 9:00 am	<p><b>General Breakfast</b></p>
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Thursday, Apr 3

8:00 am – 9:15 am	<p><b>Workshops (Pre-Registration Required)</b></p> <p><b>Pave The Way For Better CX by Linking Buyer and Customer Insights</b> Speakers: Amy Bills, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester</p> <p><b>Blend Responsibilities Across The Opportunity Lifecycle To Boost Value</b> Speakers: Seth Marrs, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester</p>
8:15 am – 9:00 am	<p><b>Breakfast Boardroom</b></p>
8:15 am – 9:00 am	<p><b>Forrester Women's Leadership Program: Networking Breakfast (Pre-Registration Required)</b></p> <p>Speakers: Maria Chien, VP, Principal Analyst, Forrester Lisa Singer, VP, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
8:15 am – 9:00 am	<p><b>Analyst-Led Roundtables (Pre-Registration Required)</b></p> <p><b>Career Ladders or Lattices? How to help your team chart their path to success</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p> <p><b>Leading Change: How to get people to want to do what you want them to do</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> <p><b>Why We Are Failing At Revenue Lifecycle Management</b> Speakers: Robert Muñoz, VP, Principal Analyst, Forrester</p> <p><b>Overlook Brand and Reputation Programs At Your Own Risk</b> Speakers: Karen Tran, Principal Analyst, Forrester</p> <p><b>How Do You Make B2B E-commerce "Work"?</b> Speakers: Renee Irion, Principal Analyst, Forrester Stephanie Sissler, VP, Principal Analyst, Forrester</p> <p><b>REPEAT: Marketing Value: Can You Measure It? And How Can You Prove It?</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
9:15 am – 9:45 am	<p><b>Keynote: Turn GenAI Possibilities Into Reality</b></p> <p>Speakers: Lisa Gately, Principal Analyst, Forrester</p>
10:00 am – 10:30 am	<p><b>Case Studies</b></p>
10:30 am – 11:15 am	<p><b>Marketplace Break &amp; Networking</b></p>

Thursday, Apr 3

11:15 am – 11:45 am

**Breakout Sessions****RESET STRATEGY AND ROUTES-TO-MARKET**

**Case Study: Transforming To Lifecycle Revenue Marketing**  
Speakers: John Arnold, Principal Analyst, Forrester

**TRANSFORM REVENUE PROCESSES**

**Making The Move To Adaptive Programs: A Strategic Roadmap**  
Speakers: Kelvin Gee, Principal Analyst, Forrester

**EVOLVE LEADERSHIP AND SKILLS**

**Command Their Attention: Communicating Performance For Leadership And Teams**  
Speakers: Ross Graber, VP, Principal Analyst, Forrester

**FOSTER INGENUITY AND INNOVATION**

**Harness Mental Models To Create Strategic Alignment**  
Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

**REVAMP PLANNING AND OPERATIONS**

**Unifying Product And Go-To-Market Strategies For Exponential Growth**  
Speakers: Lisa Singer, VP, Principal Analyst, Forrester Beth Caplow, VP, Principal Analyst, Forrester

**BUILD CUSTOMER TRUST**

**Trust Across Borders: Maximizing ROI with Precision Localization**  
Speakers: Kathleen Pierce, Principal Analyst, Forrester

**ACTIVATE BUYER AND CUSTOMER INSIGHTS**

**Mine Partner Ecosystem Insights For Hidden Gems And Priceless Insights**  
Speakers: Kathy Contreras, VP, Principal Analyst, Forrester

**HARNESS THE POWER OF TECHNOLOGY AND DATA**

**Sales Content + Sales Readiness: Can 1+1=3?**  
Speakers: Eric Zines, Principal Analyst, Forrester

Thursday, Apr 3

12:00 pm – 12:30 pm

**Breakout Sessions**

<b>RESET STRATEGY AND ROUTES-TO-MARKET</b>	<b>REVAMP PLANNING AND OPERATIONS</b>
<p><b>Get Ahead Of Buyer Preferences By Prioritizing Marketplaces As A Route To Market</b>            Speakers: Matthew Selheimer, VP, Research Director, Forrester</p>	<p><b>Connecting Disparate Go-To-Market Knowledge Drives More Effective, Impactful Marketing Planning And Budgeting</b>            Speakers: Nick Buck, VP, Principal Analyst, Forrester</p>
<b>TRANSFORM REVENUE PROCESSES</b>	<b>BUILD CUSTOMER TRUST</b>
<p><b>Do You Deliver The Value Your Customers Want?</b>            Speakers: Laura Ramos, VP, Principal Analyst, Forrester</p>	<p><b>Who Do B2B Buyers Trust?</b>            Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>
<b>EVOLVE LEADERSHIP AND SKILLS</b>	<b>ACTIVATE BUYER AND CUSTOMER INSIGHTS</b>
<p><b>Change Leadership: Tools For You To Manage Change Now</b>            Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p><b>OK, Boomers And Digital Natives. Let's Talk B2B Buyers.</b>            Speakers: Naomi Marr, Principal Analyst, Forrester Eric Zines, Principal Analyst, Forrester</p>
<b>FOSTER INGENUITY AND INNOVATION</b>	<b>HARNESS THE POWER OF TECHNOLOGY AND DATA</b>
<p><b>Transform Your Event Vision To Maximize Value</b>            Speakers: Conrad Mills, Principal Analyst, Forrester</p>	<p><b>Making The Case For Data Investment</b>            Speakers: Brett Kahnke, Principal Analyst, Forrester</p>

12:45 pm – 1:15 pm

**Keynote: The Future Is Now**