



B2B Summit EMEA 2025

London & Digital

October 6, 2025 – October 8, 2025

Agenda downloaded: November 03, 2025 08:39:45 PM ET



Bold Starts: Monday, Oct 6

3:30 pm – 5:30 pm BST	Forrester Women's Leadership Program: Thrive In Chaos	
	Speakers: Oliwia Berdak, VP, Research Director, Forrester Hila Meller, Chief Revenue Officer & Co-Founder, iC Consult, Leading Cyber Ladies Kate Mackie, Global Marketing Lead & Partner, EY Hélène Boulangeot, Global Process Owner Marketing, Michelin Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester	
3:00 pm – 5:30 pm BST	Workshop: Al Hackathon 2.0: From Data to Direction	
	Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester	
4:00 pm – 5:30 pm BST	Workshops (Pre-Registration Required)	
	Kick-Start Your Buying Group Pilot To Boost Revenue Optimization	
	Speakers: Conrad Mills, Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester	
	Search For Buying Signals In The Content Intelligence Cluedo Game	
	Speakers: Brett Kahnke, Principal Analyst, Forrester	
5:30 pm – 6:30 pm BST	Welcome Reception	

8:30 am – 9:30 am BST	General Breakfast
8:45 am – 9:30 am BST	Ignite Programme Breakfast (Invite Only)
	Speakers: Dane Anderson, SVP, International Research & Product, Forrester
8:45 am – 9:25 am BST	Analyst-Led Roundtables
	Delivering CX For B2B Customers: Harder Than In B2C?
	Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester
	Buyer Enablement: A Vital New Discipline For B2B Sales And Marketing
	Speakers: Rick Bradberry, Principal Analyst, Forrester
	Empower Your Revenue Development Team For Success In The Current B2B Environment Speakers: Naomi Marr, Principal Analyst, Forrester



9:30 am – 9:55 am BST	Welcome & Opening Remarks
	Speakers: George Colony, CEO, Forrester Anthony McPartlin, Principal Analyst, Forrester
9:55 am – 10:25 am BST	Keynote: Introducing Buying Networks: Your Buyers' New Reality
	Speakers: Paul Ferron, VP, Research Director, Forrester
10:30 am — 11:00 am BST	Keynote: How Marketing, Sales, And Product Leaders Can Activate An Adaptive Growth Strategy
	Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
11:05 am — 11:50 am BST	Marketplace Coffee Break & Networking
	11:10am - 11:20am - ON24: From A Webinar To A Global Campaign With The ON24 Platform Speakers: Hannah Kemshell, ABM & Field Marketing Director, ON24
11:05 am — 11:50 am BST	Executive Leadership Exchange (Invite-Only): Welcome & Networking
D31	Speakers: Christina Schmitt, Principal Analyst, Forrester
11:10 am — 1:00 pm BST	Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions
551	Speakers: Edoardo Zavarella, Principal Consultant, Forrester
	11:10 AM - 12:00 PM Group 1
	12:10 PM - 1:00 PM Group 2 (Reserved for Executive Leadership Exchange attendees)
11:10 am — 11:50 am BST	Analyst-Led Roundtables
551	How To Prioritize And Operationalize Al For Marketing Speakers: Rusty Warner, VP, Principal Analyst, Forrester
	Is Event ROI A Pipe Dream? Speakers: Conrad Mills, Principal Analyst, Forrester
	Investing In Your Data Speakers: Brett Kahnke, Principal Analyst, Forrester



1:15 am – 12:30 pm 3ST	Workshops (Pre-Registration Required)		
	Articulate The Holistic Value Of Marketing Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Karen Tran, Principal Analyst, Forrester		
11:50 am – 12:35 pm BST	Breakout Sessions		
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY	
	Sellers Don't Trust Marketing, And Buyers Can Tell Speakers: Rick Bradberry, Principal Analyst, Forrester	Panel Discussion: How Can B2B Leaders Thrive Through Volatility? Speakers: Valérie Thomassin, Chief Marketing, Communications and Engagement Officer, Cegid Dave Boyce, Executive Chairman, Winning by Design Daryl Wright, Principal Analyst, Forrester	
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	
	Revenue Growth Reimagined: Cross-Functional Innovation In Action Speakers: Naomi Marr, Principal Analyst, Forrester	Holiday Hell And The Future Of Agentic Al In B2B Speakers: Anthony McPartlin, Principal Analyst, Forrester	
::45 pm – 1:15 pm	Case Study Sessions		
BST	Cvent: Driving Revenue With Event-Led Growth Speakers: Laurence Ewen, Demand Generation Manager, Cvent		
	Informa TechTarget: Winning The Enterprise Growth Game: Lessons From Akamai Speakers: Lynsey Jenkins, Senior Director of Security Growth Strategy, Akamai Jon Mycroft, VP, Integrated Solutions, Informa TechTarget		
5 pm – 2:15 pm ST	Lunch & Marketplace Break		
	1:30 pm – 2:15 pm - LeanData Lunch And Learn: Making The Case For Buying Groups: BMC's Path To Alignment And Action Speakers: Jim Bell, CMO, LeanData Beth Redpath Katz, Senior Director, Global Demand Strategy, BMC		
15 pm – 2:15 pm ST	Executive Leadership Exchange (Invite Only): Exclusive Lunch & Product Led Growth In The Age Of Al		
	Speakers: Christina Schmitt, Principal Analyst, Forrester Dave Boyce, Executive Chairman, Winning by Design		



1:40 pm – 2:55 pm BST	Workshops (Pre-Registration Required)		
	Make Smart GTM Decisions Using Ideal Data And Information Sources Speakers: Paul Ferron, VP, Research Director, Forrester Chris Parr, VP, Principal Consultant, Forrester Scope Your Al Agent Future Speakers: Rusty Warner, VP, Principal Analyst, Forrester		
2:15 pm – 3:00 pm BST	Breakout Sessions		
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY	
	Is There Trust In Your Buying Network? Speakers: Karen Tran, Principal Analyst, Forrester	Sales Leadership: It's Time To Embrace Revenue Process Transformation? Here's How. Speakers: Christina Schmitt, Principal Analyst, Forrester	
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	
	Buying Group Pilots: A Prerequisite For Revenue Process Transformation Speakers: Naomi Marr, Principal Analyst, Forrester	Anonymous Buyers And Your Data Strategy Speakers: Brett Kahnke, Principal Analyst, Forrester	
2:05 pm – 4:55 pm	Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions		
BST	Speakers: Edoardo Zavarella, Principal Consultant, Forrester		
	2:05 PM - 2:55 PM Group 3		
	3:05 PM - 3:55 PM Group 4 (Reserved for Executive Leadership Exchange attendees)		
	4:05 PM - 4:55 PM Group 5		



3:10 pm – 3:40 pm BST	Case Study Sessions		
	SMARTe: How Uber And Finastra Overcome Global Data Challenges To Win GTM		
	Speakers: Harjeet Singh, Senior Director of Marketing and Demand Generation Operations, Finastra Sanjay Gala, Founder & CEO, SMARTe Michael Steele, Revenue Operations Uber		
	Canva: Beyond The Spreadsheet: How JKR & Canva Turn Data Into Storytelling That Sells Speakers: Duncan Clark, Head of EMEA, Canva Lee Rolston, Chief Growth Officer, Jones Knowles Ritchie (JKR)		
	Just Global: Life in the fast lane – how Bombora, Cloudera, and Just Global achieve growth through insights and alignment Speakers: Krystina Harrison, Senior Director of Customer Success, Bombora Marcus Hiles, SVP of Strategy, Just Global Jen Papineau, VP of Demand Generation & Events, Cloudera		
3:40 pm – 4:25 pm BST	Marketplace Break & Networking		
3:45 pm – 4:25 pm BST	Analyst-Led Roundtables		
	How To Prioritize And Operationalize Al For Marketing		
	Speakers: Rusty Warner, VP, Principal Analyst, Forrester		
	Al Talent Organization In B2B Marketing Organizations		
	Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester		
	The State Of Cross-Functional Collaboration In 2025		
	Speakers: Rick Bradberry, Principal Analyst, Forrester		
3:50 pm – 4:20 pm BST	Supercharge Your Focus Through Breathing And Meditation		
4:30 pm – 5:00 pm BST	Keynote: Return On Integration Honours		
201	Speakers: Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of AI & Digital Strategy - GTM Operations, Thoughtworks Nicky Briggs, VP, Principal Analyst, Forrester		
5:00 pm – 5:30 pm BST	Keynote: Fireside Chat: Leading Go-To-Market Strategy In Volatile Environments		
	Speakers: Kate Mackie, Global Marketing Lead & Partner, EY Christina Schmitt, Principal Analyst, Forrester		
5:35 pm – 6:35 pm BST	Networking Reception		

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6:30 pm – 8:30 pm BST	Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception At Sky Bar
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8:30 am – 9:30 am BST	General Breakfast	
8:30 am – 9:20 am BST	Forrester Women's Leadership Program: Breakfast Roundtable	
551	Speakers: Oliwia Berdak, VP, Research Director, Forrester	
8:45 am - 9:25 am BST	Analyst-Led Roundtables	
	The B2B Leader's Role In Enabling Revenue Process Transformation	
	Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester	
	The Impact Of Social Media On The B2B Buyer's Journey	
	Speakers: Daryl Wright, Principal Analyst, Forrester	
	Enabling Your Employees To Thrive With Al	
	Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	
9:30 am – 9:35 am BST	Welcome Back	
	Speakers: Anthony McPartlin, Principal Analyst, Forrester	
9:35 am – 10:05 am BST	Keynote: The Dawn Of A New B2B Sales Supercycle	
	Speakers: Rick Bradberry, Principal Analyst, Forrester	
10:10 am – 10:30 am BST	Programme Of The Year Honours	
	Speakers: Andrew Reed, Director, Account Based Marketing, AVEVA Nicky Briggs, VP, Principal Analyst, Forrester	
10:35 am — 11:20 am BST	Marketplace Break & Networking	



10:45 am — 11:15 am BST	Ask The Award Winners
	Speakers: Christina Schmitt, Principal Analyst, Forrester Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of Al & Digital Strategy GTM Operations, Thoughtworks Andrew Reed, Director, Account Based Marketing, AVEVA
10:40 am – 11:20 am BST	Analyst-Led Roundtables
	Leadership Communication Through Internal And External Volatility Speakers: Karen Tran, Principal Analyst, Forrester
	The Verdict On Revenue Operations: Promises Kept Or Opportunities Wasted? Speakers: Anthony McPartlin, Principal Analyst, Forrester
10:45 am – 12:00 pm BST	Workshops (Pre-Registration Required)
	Blend Responsibilities Across The Opportunity Lifecycle To Boost Value Speakers: Naomi Marr, Principal Analyst, Forrester Rick Bradberry, Principal Analyst, Forrester
10:45 am — 1:35 pm BST	Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions
D31	Speakers: Edoardo Zavarella, Principal Consultant, Forrester
	10:45 AM - 11:35 AM Group 6
	11:45 PM - 12:35 PM Group 7
	12:45 PM - 1:35 PM Group 8
11:00 am – 1:30 pm BST	Workshop (Second Offering): Al Hackathon 2.0: From Data To Direction
	Speakers: Rusty Warner, VP, Principal Analyst, Forrester Lea Schiller, Research Associate, Forrester



11:20 am – 12:05 pm BST	Breakout Sessions		
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY	
	Beyond The Hype: Balancing Al Advantages With Human Connection And Trust Speakers: Daryl Wright, Principal Analyst, Forrester	Command Attention: Communicating Performance For Leadership And Teams Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester	
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	
	Build An Event Strategy To Fuel Revenue Process Transformation Speakers: Conrad Mills, Principal Analyst, Forrester	The Future Of B2B Messaging: GenAl-Driven Relevance And Efficiency Speakers: Paul Ferron, VP, Research Director, Forrester	
12:15 pm – 1:00 pm BST	Breakout Sessions		
	BUILD CUSTOMER INSIGHTS AND TRUST	EVOLVE GO-TO-MARKET LEADERSHIP AND STRATEGY	
	Panel Discussion: The State Of B2B Buying: Implications And Actions For The Growth Engine Speakers: Kathleen De Bondt, VP Marketing EMEA & Global Partner Marketing, Veeam Software David van Schaick, VP Marketing & Founder, CoachHub, DVS Strategy Angela Brown, Chief Marketing Officer, NCC Group Mavis Liew, Executive Partner and Principal Analyst, Forrester		
	TRANSFORM REVENUE PROCESSES	INNOVATE GO-TO-MARKET EXECUTION WITH TECHNOLOGY	
	Palo Alto – A Journey To Revenue Process Transformation Speakers: Roger van den Haak, Marketing Operations Business Partner & Process Manager, Palo Alto Networks Conrad Mills, Principal Analyst, Forrester	In Trust We Build: Balancing Risk And Realizing Al's Potential Speakers: Enza lannopollo, VP, Principal Analyst, Forrester	
1:00 pm – 2:00 pm BST	Lunch & Marketplace Break		
	1:15 pm – 2:00 pm - monday.com Lunch And Learn: B2Bold: The Blueprint for Al-Powered Work with Forvis Mazars Speakers: Luis Clark, GTM Manager, monday.com Gill Wilson, Head of Digital Marketing & Insights, Forvis Mazars		
1:00 pm – 2:00 pm BST	Executive Leadership Exchange (Invite only): Exclusive Networking Lunch with Return On Integration Honours Winners		
	Speakers: Karen Dumville, Global VP of GTM Operations, Thoughtworks Natalie Drucker, Global Director of Al & Digital Strategy - GTM Operations, Thoughtworks Christina Schmitt, Principal Analyst, Forrester		
1:00 pm – 2:00 pm BST	Certification Lunch: Wrap-Up		
	Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester		



2:05 pm – 2:35 pm BST	Keynote: Turn GenAl Possibilities Into Reality
	Speakers: Brett Kahnke, Principal Analyst, Forrester
2:35 pm – 3:05 pm BST	Keynote: Agentic To AGI. It's The Journey, Not The Destination
50.	Speakers: Bernhard Schaffrik, Principal Analyst, Forrester
3:05 pm – 3:10 pm BST	Closing Remarks
	Speakers: Anthony McPartlin, Principal Analyst, Forrester