



**FORRESTER**

# **B2B Summit North America**

**Phoenix**

**April 26, 2026 – April 29, 2026**

Agenda downloaded: February 23, 2026 06:03:39 AM ET

**Bold Starts, Apr 26**

2:30 pm – 5:00 pm

**Workshops****End The Corporate-Regional Tug Of War Over Campaign Control**

Speakers: Rani Salehi, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester

**How To Measure The Impact Of Process Transformation Across GTM Efforts**

Speakers: Vicki Brown, VP, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester

**Bringing Order To The Chaos Of Campaign/Program Workflows Improving Buyer Experience**

Speakers: Naomi Marr, Principal Analyst, Forrester Nora Conklin, Principal Analyst, Forrester

**Postsale Engagement Design: A Framework For Collaboration**

Speakers: Amy Bills, VP, Principal Analyst, Forrester Shari Srebnick, Principal Analyst, Forrester

**Influence That Builds Brand Authority In The AEO Age**

Speakers: Karen Tran, Principal Analyst, Forrester

**Align And Activate AI Agents For Go-To-Market Teams**

Speakers: Jessie Johnson, Principal Analyst, Forrester Katie Linford, Principal Analyst, Forrester

5:30 pm – 7:00 pm

**Welcome Reception Sponsored By Salesforce**

5:30 pm – 6:30 pm

**Executive Leadership Exchange (Invite-Only): Welcome Reception And First Networking Opportunity****Monday, Apr 27**

8:00 am – 9:15 am

**General Breakfast**

8:00 am – 11:00 am

**Forrester Women's Leadership Program**

Monday, Apr 27

8:30 am – 9:30 am

**Analyst-Led Roundtables****Using Postsale Customer Insights Across the Lifecycle**

Speakers: Shari Srebnick, Principal Analyst, Forrester

**How Is AI Transforming B2B Marketing And Revenue Operations?**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

**Possibilities And Pitfalls Of AI In ABM**

Speakers: Nora Conklin, Principal Analyst, Forrester

**From Siloed to Synced: Marketing–Product Collaboration That Delivers**

Speakers: Lisa Singer, VP, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester

9:00 am – 11:00 am

**Future Leaders Program**

9:00 am – 11:00 am

**Workshops****Assess AI Proficiency To Scale AI Success**

Speakers: Katie Linford, Principal Analyst, Forrester Jessie Johnson, Principal Analyst, Forrester

**Use Market Intelligence To Make Smarter GTM Decisions**

Speakers: Beth Caplow, VP, Principal Analyst, Forrester Barbara Winters, VP, Principal Analyst, Forrester

**Measure, Message, Influence: A Revenue Enablement Value Playbook**

Speakers: Peter Ostrow, VP, Principal Analyst, Forrester

**Assess Your GTM Transformation Readiness**

Speakers: Katie Fabiszak, VP, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester

**Confident Power Moves: Design Through Reorgs, Layoffs, And Change**

Speakers: Rani Salehi, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester

Monday, Apr 27

10:00 am – 11:00 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Designing Sales Plans For Modern Buyers</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p> <p><b>Can Marketing Measurement And Attribution Meet This Moment?</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p><b>Are Silos Killing Your Customer Experience?</b> Speakers: Cristina De Martini, VP, Research Director, Forrester</p> <p><b>Adapting Plans And Budgets Effectively</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
10:00 am – 11:30 am	<p><b>Executive Leadership Exchange (Invite-Only): Welcome And Program Kickoff: Leading Through GTM Singularity</b></p> <p>Speakers: Nick Buck, VP, Principal Analyst, Forrester</p> <p><b>Diagnosing Organizational Effectiveness: What Leaders Often Overlook</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>
11:00 am – 12:00 pm	<p><b>Lunch &amp; Marketplace Opening</b></p>
12:00 pm – 12:10 pm	<p><b>Welcome</b></p>
12:10 pm – 12:30 pm	<p><b>Keynote: Opening Remarks &amp; The GTM Singularity</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
12:30 pm – 1:00 pm	<p><b>Keynote: The Visibility Vacuum</b></p> <p>Speakers: John Buten, Principal Analyst, Forrester</p>

Monday, Apr 27

1:15 pm – 2:00 pm

<b>Breakout Sessions</b>	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>Disconnected GTM Efforts Will Ruin Your Company</b>                      Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester                      Katie Fabiszak, VP, Principal Analyst, Forrester</p>	<p><b>Elevated Expectations: What Your Audience Really Wants</b>                      Speakers: Barbara Winters, VP, Principal Analyst, Forrester                      Amy Bills, VP, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Building Adaptive Marketing Programs With AI</b>                      Speakers: Kelvin Gee, Principal Analyst, Forrester</p>	<p><b>A New Paradigm: Aligned Planning Across GTM Functions</b>                      Speakers: Laura Cross, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>Building The GTM Knowledge Graph For GenAI</b>                      Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p><b>Diagnose The Barriers To Your Organizational Effectiveness</b>                      Speakers: Betsy Summers, Principal Analyst, Forrester</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>Align AI Agents With Strategic Initiatives To Accelerate Growth</b>                      Speakers: Jessie Johnson, Principal Analyst, Forrester</p>	

Monday, Apr 27

2:15 pm – 2:45 pm

**Sponsor Case Studies**

**Adobe Case Study**

**Clozd Case Study**

**Cvent Case Study**

**Demandbase Case Study**

**Intentsify Case Study**

**Lead2Pipeline Case Study**

**Optimizely Case Study**

2:45 pm – 3:45 pm

**Analyst-Led Roundtables**

**Resetting Partner Enablement For Today's Buyers**

Speakers: Maria Chien, VP, Principal Analyst, Forrester

**Organizing For Visibility**

Speakers: John Buten, Principal Analyst, Forrester

**Protecting Revenue, Driving Growth: Where Customer Marketing Succeeds**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**REPEAT: Using Postsale Customer Insights Across the Lifecycle**

Speakers: Nora Conklin, Principal Analyst, Forrester

**Monday, Apr 27**

2:45 pm – 3:45 pm	<p><b>Marketplace Coffee Break &amp; Networking</b></p> <p><b>2:50pm - 3:00pm - Bombora Spotlight Session</b></p> <p><b>2:50pm - 3:00pm - Informa TechTarget Spotlight Session</b></p> <p><b>3:05pm - 3:15pm - Data Axle Spotlight Session</b></p> <p><b>3:05pm - 3:15pm - Gong Spotlight Session</b></p> <p><b>3:20pm - 3:30pm - Brightspot Spotlight Session</b></p> <p><b>3:20pm - 3:30pm - Knak Spotlight Session</b></p>
3:30 pm – 5:00 pm	<p><b>Executive Leadership Exchange (Invite-Only): Executive Deep Dives</b></p> <p><b>Panel: GTM Transformation For Today's Buying Reality</b> Speakers: Matthew Selheimer, VP, Research Director, Forrester</p> <p><b>Peer Discussions: Navigating The GTM Singularity</b></p>

Monday, Apr 27

3:45 pm – 4:15 pm

<b>Breakout Sessions</b>	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<b>The Next Decade Of Selling — Described In Detail</b> Speakers: Rick Bradberry, Principal Analyst, Forrester	<b>The Future Of DX Is Multi-Modal</b> Speakers: Renee Irion, Principal Analyst, Forrester
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<b>Surviving When Your Revenue Process Is Obsolete</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester	<b>Turning Transparency Into Trust For GTM Growth</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Maria Chien, VP, Principal Analyst, Forrester
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<b>From Data Silos To A Unified AI Foundation</b> Speakers: Katie Linford, Principal Analyst, Forrester	<b>AI Won't Fix Your Org Chart, Leadership Will</b> Speakers: Billy Hackenson, VP, Marketing Strategy, Planning, Operations, and AI Initiatives, Cisco Rani Salehi, Principal Analyst, Forrester
<b>AI, AGENTS &amp; AUTOMATION</b>	
<b>Build AI-Ready Content Capabilities That Scale</b> Speakers: Lisa Gately, Principal Analyst, Forrester	

**Monday, Apr 27**

4:30 pm – 5:00 pm	<p><b>Sponsor Case Studies</b></p> <p><b>Influ2 Case Study</b></p> <p><b>Informa TechTarget Case Study</b></p> <p><b>LeanData Case Study</b></p> <p><b>NetLine Case Study</b></p> <p><b>Optimizely Case Study</b></p> <p><b>People Data Labs Case Study</b></p> <p><b>Salesforce Case Study</b></p>
5:15 pm – 5:45 pm	<p><b>Guest Keynote</b></p>
5:45 pm – 6:45 pm	<p><b>Networking Reception</b></p>

**Tuesday, Apr 28**

8:00 am – 9:15 am	<p><b>General Breakfast</b></p>
-------------------	---------------------------------

Tuesday, Apr 28

8:00 am – 9:15 am

**Workshops****Designing Messaging And Content For Visibility**

Speakers: John Buten, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester

**Build A Customer-Obsessed Growth Strategy On A Page**

Speakers: Mark Ogne, Principal Analyst, Forrester Laura Cross, VP, Principal Analyst, Forrester

**Build A Customer Marketing Charter**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**Boost Your AI Success With AIQ**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

**To Insource Or Outsource? That Is The Question.**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester Nick Buck, VP, Principal Analyst, Forrester

8:15 am – 9:15 am

**Analyst-Led Roundtables****Is Sales Paid Too Much For Too Little?**

Speakers: Rick Bradberry, Principal Analyst, Forrester

**Reinventing Buyer Personas And Journeys With AI**

Speakers: Barbara Winters, VP, Principal Analyst, Forrester

**Using AI in Campaign Design and Optimization**

Speakers: Craig Moore, VP, Principal Analyst, Forrester

**REPEAT: Are Silos Killing Your Customer Experience?**

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

9:30 am – 9:35 am

**Welcome Back**

Speakers: Dave Frankland, VP, Research Director, Forrester

9:35 am – 10:00 am

**Keynote: Make Brand + Demand Your Preference Multiplier**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester Kelvin Gee, Principal Analyst, Forrester

**Tuesday, Apr 28**

---

10:00 am – 10:30 am	<b>Return On Integration Honors</b>  Speakers: Sharyn Leaver, Chief Research Officer, Forrester
10:30 am – 11:30 am	<b>Marketplace Coffee Break &amp; Networking</b>  <b>10:35am - 10:45am - Bombora Spotlight Session</b>  <b>10:35am - 10:45am - NetLine Spotlight Session</b>  <b>10:50am - 11:00am - ROI DNA Spotlight Session</b>  <b>10:50am - 11:00am - Zoho Spotlight Session</b>  <b>11:05am - 11:15am - 6sense Spotlight Session</b>  <b>11:05am - 11:15am - Docket.ai Spotlight Session</b>

---

Tuesday, Apr 28

11:30 am – 12:00 pm

<b>Breakout Sessions</b>	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>A Candid Look At Honeywell's GTM Transformation</b>                      Speakers: Meredith Winczewski, IA Chief Marketing Officer, Honeywell Katie Fabiszak, VP, Principal Analyst, Forrester</p>	<p><b>Agile Messaging Delivers Engaging Experiences And Campaigns</b>                      Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Win The Post-Zero-Click Search Game</b>                      Speakers: Renee Irion, Principal Analyst, Forrester</p>	<p><b>Link Brand And Demand To Show Marketing Effectiveness</b>                      Speakers: Ian Bruce, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>Market And Buyer Intelligence That Powers GTM Success</b>                      Speakers: Beth Caplow, VP, Principal Analyst, Forrester</p>	<p><b>Leading When AI Democratizes Work</b>                      Speakers: Lisa Gately, Principal Analyst, Forrester</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>Navigate The AI Capability Collision In Revenue Tech</b>                      Speakers: Kathleen Pierce, Principal Analyst, Forrester</p>	

Tuesday, Apr 28

<p>12:15 pm – 12:45 pm</p>	<p><b>Sponsor Case Studies</b></p> <p><b>1mind Case Study</b></p> <p><b>Dun &amp; Bradstreet: How Essity Rebuilt Trust In Their Data</b>          Speakers: Neil Honaker, Data &amp; Enablement Initiatives Manager, Essity Travis Lasorsa, Regional Vice President, New Business, Dun &amp; Bradstreet</p> <p><b>Informa TechTarget Case Study</b></p> <p><b>LeanData Case Study</b></p> <p><b>Salesforce Case Study</b></p> <p><b>WordPress VIP Case Study</b></p>
<p>12:45 pm – 2:00 pm</p>	<p><b>Marketplace Lunch &amp; Networking</b></p>
<p>12:45 pm – 2:00 pm</p>	<p><b>Adobe Lunch &amp; Learn Session</b></p>
<p>12:45 pm – 2:00 pm</p>	<p><b>Forrester Women's Leadership Program Lunch</b></p>
<p>12:45 pm – 2:00 pm</p>	<p><b>Executive Leadership Exchange (Invite-Only): Lunch, Networking And Executive Discussions</b></p>

Tuesday, Apr 28

2:00 pm – 2:45 pm

<b>Breakout Sessions</b>	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>Partner Your Way To Complete Solutions</b>            Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester</p>	<p><b>A Personalization Prescription: Rx For Winning Experiences</b>            Speakers: Jessie Johnson, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Win Buyer Trust With Proof</b>            Speakers: Lisa Gately, Principal Analyst, Forrester</p>	<p><b>Evaluating Content Impact In An AI World</b>            Speakers: Phyllis Davidson, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>Future-Proofing Product Growth Insights</b>            Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p>	<p><b>Get Ready For AI With Forrester's AIQ</b>            Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>When AI Agents Take Over, What's Left For You?</b>            Speakers: Laura Cross, VP, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Naomi Marr, Principal Analyst, Forrester Mark Ogne, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	

**Tuesday, Apr 28**

3:00 pm – 3:30 pm

**Sponsor Case Studies****Actively AI Case Study****Canva Case Study****Outreach Case Study****PharosIQ****Webflow Case Study**

3:30 pm – 4:30 pm

**Marketplace Break & Networking****3:35pm - 3:45pm - Nooks Spotlight Session****3:35pm - 3:45pm - The Collaborative Spotlight Session****3:50pm - 4:00pm - Hyperbound Spotlight Session****3:50pm - 4:00pm - The ABM Agency Spotlight Session**

**Tuesday, Apr 28**

3:30 pm – 4:30 pm

**Analyst-Led Roundtables****REPEAT: Protecting Revenue, Driving Growth: Where Customer Marketing Succeeds**

Speakers: Amy Bills, VP, Principal Analyst, Forrester

**Make Brand + Demand Your Preference Multiplier**

Speakers: Ian Bruce, VP, Principal Analyst, Forrester

**REPEAT: Organizing For Visibility**

Speakers: John Buten, Principal Analyst, Forrester

**REPEAT: How Is AI Transforming B2B Marketing And Revenue Operations?**

Speakers: Laura Cross, VP, Principal Analyst, Forrester

3:35 pm – 4:20 pm

**Buying Groups and Revenue Process Transformation**

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

4:30 pm – 5:00 pm

**Programs Of The Year Honors**

5:15 pm – 5:45 pm

**Keynote: An Accountability Reset Is Past Due**

Speakers: Ross Graber, VP, Principal Analyst, Forrester

7:30 pm – 10:00 pm

**Reception and Concert (Off-site)****Wednesday, Apr 29**

8:00 am – 9:15 am

**General Breakfast**

Wednesday, Apr 29

8:00 am – 9:15 am	<p><b>Workshops</b></p> <p><b>When GenAI Scales, Leaders Step Up</b> Speakers: Lisa Gately, Principal Analyst, Forrester John Grozier, VP, Principal Consultant, Forrester</p> <p><b>Jumpstarting Your Buying Group Transformation</b> Speakers: Terry Flaherty, VP, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</p> <p><b>Buying Group Assembly</b> Speakers: Brett Kahnke, Principal Analyst, Forrester Vicki Brown, VP, Principal Analyst, Forrester</p> <p><b>Elevate Buyer And Customer Experiences With Partners</b> Speakers: Kathy Contreras, VP, Principal Analyst, Forrester Amy Bills, VP, Principal Analyst, Forrester</p>
8:00 am – 9:15 am	<p><b>Forrester Women's Leadership Program Breakfast</b></p>
8:15 am – 9:15 am	<p><b>Analyst-Led Roundtables</b></p> <p><b>Rewriting The Rules Of Marketing Accountability</b> Speakers: Ross Graber, VP, Principal Analyst, Forrester</p> <p><b>REPEAT: Make Brand + Demand Your Preference Multiplier</b> Speakers: Kelvin Gee, Principal Analyst, Forrester</p> <p><b>REPEAT: Designing Sales Plans For Modern Buyers</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p> <p><b>REPEAT: Using AI in Campaign Design and Optimization</b> Speakers: Craig Moore, VP, Principal Analyst, Forrester</p>
9:30 am – 9:35 am	<p><b>Welcome Back</b></p> <p>Speakers: Dave Frankland, VP, Research Director, Forrester</p>
9:35 am – 10:00 am	<p><b>Keynote: Human + AI GTM</b></p> <p>Speakers: Jessie Johnson, Principal Analyst, Forrester</p>
10:00 am – 10:20 am	<p><b>Adobe Keynote Case Study</b></p>

Wednesday, Apr 29

10:35 am – 11:20 am

Breakout Sessions	
<b>GTM TRANSFORMATION</b>	<b>BUYER &amp; CUSTOMER EXPERIENCE</b>
<p><b>Should You Verticalize? Making The GTM Shift</b>                      Speakers: Barry Vasudevan, VP, Principal Analyst, Forrester</p>	<p><b>Authentic Content Builds Buyer And Customer Trust</b>                      Speakers: Karen Tran, Principal Analyst, Forrester Phyllis Davidson, VP, Principal Analyst, Forrester</p>
<b>ENGAGEMENT &amp; ACTIVATION</b>	<b>PLANNING &amp; MEASUREMENT</b>
<p><b>Align Pre- And Postsales Teams To Power Value Realization</b>                      Speakers: Shari Srebnick, Principal Analyst, Forrester</p>	<p><b>Forget Everything You Know About Measuring Marketing Contribution</b>                      Speakers: Ross Graber, VP, Principal Analyst, Forrester</p>
<b>DATA &amp; INSIGHTS</b>	<b>LEADERSHIP &amp; ORG</b>
<p><b>Unlocking Insights In The Era Of AI-Powered Search</b>                      Speakers: Brett Kahnke, Principal Analyst, Forrester</p>	<p><b>Organizational Design Will Drive Your Operational Excellence</b>                      Speakers: Catherine Daubert, Head of Global Marketing, Smart Buildings &amp; Smart Power, ABB Kristen Kessler, Vice President, Head of Revenue Operations, Capital One Laura Cross, VP, Principal Analyst, Forrester</p>
<b>AI, AGENTS &amp; AUTOMATION</b>	
<p><b>Harnessing AI To Reshape Customer Experiences And Value</b>                      Speakers: Peter Ostrow, VP, Principal Analyst, Forrester Tony Plec, Principal Analyst, Forrester Laura Ramos, VP, Principal Analyst, Forrester Emily Collins, VP, Research Director, Forrester</p>	

Wednesday, Apr 29

<p>11:35 am – 12:05 pm</p>	<p><b>Sponsor Case Studies</b></p> <p><b>Adobe Case Study</b></p> <p><b>Ignitium Case Study</b></p> <p><b>Level AI Case Study</b></p> <p><b>Outreach Case Study</b></p> <p><b>Vivun Case Study</b></p>																	
<p>12:05 pm – 12:50 pm</p>	<p><b>Marketplace Lunch &amp; Networking</b></p>																	
<p>12:50 pm – 1:20 pm</p>	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 874 2199 1426"> <tr> <td data-bbox="315 874 1279 932"> <p><b>GTM TRANSFORMATION</b></p> </td> <td data-bbox="1279 874 2199 932"> <p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p> </td> </tr> <tr> <td data-bbox="315 932 1279 1011"> <p><b>From Products To Platforms: Stories From The Trenches</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1279 932 2199 1011"> <p><b>Driving Growth Through A Proof-Driven Strategy</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1011 1279 1066"> <p><b>ENGAGEMENT &amp; ACTIVATION</b></p> </td> <td data-bbox="1279 1011 2199 1066"> <p><b>PLANNING &amp; MEASUREMENT</b></p> </td> </tr> <tr> <td data-bbox="315 1066 1279 1145"> <p><b>How AI Transforms ABM For Sales And Marketing</b> Speakers: Nora Conklin, Principal Analyst, Forrester</p> </td> <td data-bbox="1279 1066 2199 1145"> <p><b>From Cold Outreach To AI-Orchestrated Growth</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1145 1279 1203"> <p><b>DATA &amp; INSIGHTS</b></p> </td> <td data-bbox="1279 1145 2199 1203"> <p><b>LEADERSHIP &amp; ORG</b></p> </td> </tr> <tr> <td data-bbox="315 1203 1279 1283"> <p><b>Turning Deal Intelligence Into Advantage</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1279 1203 2199 1283"> <p><b>Crank Up Your Transition Leadership Prowess</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1283 1279 1337"> <p><b>AI, AGENTS &amp; AUTOMATION</b></p> </td> <td data-bbox="1279 1283 2199 1337"></td> </tr> <tr> <td data-bbox="315 1337 1279 1426"> <p><b>How To Avoid Random Acts Of AI</b> Speakers: Katie Linford, Principal Analyst, Forrester</p> </td> <td data-bbox="1279 1337 2199 1426"></td> </tr> </table>		<p><b>GTM TRANSFORMATION</b></p>	<p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p>	<p><b>From Products To Platforms: Stories From The Trenches</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester</p>	<p><b>Driving Growth Through A Proof-Driven Strategy</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p>	<p><b>ENGAGEMENT &amp; ACTIVATION</b></p>	<p><b>PLANNING &amp; MEASUREMENT</b></p>	<p><b>How AI Transforms ABM For Sales And Marketing</b> Speakers: Nora Conklin, Principal Analyst, Forrester</p>	<p><b>From Cold Outreach To AI-Orchestrated Growth</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p>	<p><b>DATA &amp; INSIGHTS</b></p>	<p><b>LEADERSHIP &amp; ORG</b></p>	<p><b>Turning Deal Intelligence Into Advantage</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p>	<p><b>Crank Up Your Transition Leadership Prowess</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p><b>AI, AGENTS &amp; AUTOMATION</b></p>		<p><b>How To Avoid Random Acts Of AI</b> Speakers: Katie Linford, Principal Analyst, Forrester</p>	
<p><b>GTM TRANSFORMATION</b></p>	<p><b>BUYER &amp; CUSTOMER EXPERIENCE</b></p>																	
<p><b>From Products To Platforms: Stories From The Trenches</b> Speakers: Beth Caplow, VP, Principal Analyst, Forrester</p>	<p><b>Driving Growth Through A Proof-Driven Strategy</b> Speakers: Lisa Singer, VP, Principal Analyst, Forrester</p>																	
<p><b>ENGAGEMENT &amp; ACTIVATION</b></p>	<p><b>PLANNING &amp; MEASUREMENT</b></p>																	
<p><b>How AI Transforms ABM For Sales And Marketing</b> Speakers: Nora Conklin, Principal Analyst, Forrester</p>	<p><b>From Cold Outreach To AI-Orchestrated Growth</b> Speakers: Shakeel Khan, Principal Analyst, Forrester</p>																	
<p><b>DATA &amp; INSIGHTS</b></p>	<p><b>LEADERSHIP &amp; ORG</b></p>																	
<p><b>Turning Deal Intelligence Into Advantage</b> Speakers: Vicki Brown, VP, Principal Analyst, Forrester</p>	<p><b>Crank Up Your Transition Leadership Prowess</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>																	
<p><b>AI, AGENTS &amp; AUTOMATION</b></p>																		
<p><b>How To Avoid Random Acts Of AI</b> Speakers: Katie Linford, Principal Analyst, Forrester</p>																		

**Wednesday, Apr 29**

---

1:30 pm – 1:50 pm	<b>Closing Keynote</b>
1:50 pm – 2:00 pm	<b>Closing Remarks</b>  Speakers: Dave Frankland, VP, Research Director, Forrester

---