



**FORRESTER®**

# **B2B Summit EMEA 2024**

## **London & Digital**

**October 7, 2024 – October 9, 2024**

Agenda downloaded: 2025/04/26 02:02:50

Bold Starts , Oct 7

2:00 pm – 5:00 pm BST	<b>Forrester Women's Leadership Program (In-Person Only)</b>  Speakers: Andrea Clatworthy, Director, Head of Europe Marketing Transformation, Fujitsu Shweta Jade, Global partner marketing leader empowering success with ecosystem-driven marketing, Heidi Botha, Manager, Channel Partner Marketing, Ansira Elena Antonakou, Employee Engagement Associate, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Lisa Gately, Principal Analyst, Forrester Lucie Dadillon, Marketing Manager, Forrester
2:00 pm – 5:00 pm BST	<b>Skill-Building Workshops (In-Person Only, Laptops Required)</b>
5:00 pm – 6:00 pm BST	<b>Welcome Reception</b>

Tuesday, Oct 8

9:30 am – 10:00 am BST	<b>Welcome &amp; Opening Remarks</b>  Speakers: Paul Ferron, VP, Research Director, Forrester George Colony, CEO, Forrester
10:00 am – 10:30 am BST	<b>Keynote: Beyond The Breaking Point: It's Time For A Revenue Transformation</b>  Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester
10:30 am – 11:00 am BST	<b>Guest Keynote: Lauren Daley, Director, Marketing Operations, Palo Alto Networks</b>  Speakers: Lauren Daley, Director, Marketing Operations, Palo Alto Networks Amy Hawthorne, VP, Principal Analyst, Forrester

Tuesday, Oct 8

11:00 am – 11:45 pm BST	<div><b>Marketplace Break &amp; Networking</b></div> <div><b>11:05 - 11:15 am - Writer: Empowering B2B Marketing Teams to drive impact with AI</b> Speakers: Darragh Fitzpatrick, EMEA Vice President, Writer</div> <div><b>11:20 - 11:30 am - Modern: Doing More With Less: How Three Marketing Leads Shook Things Up</b> Speakers: Nicola Ray, CEO, Modern</div> <div><b>11:35 - 11:45 am - Oktopost: Building A Trusted Community Outshines Reliance On Intent Signals In B2B Marketing</b> Speakers: Colin Day, Managing Director EMEA &amp; Vice President Business Development, Oktopost</div>				
11:00 am – 12:45 pm BST	<div><b>Skill-Building Workshop (In-Person Only)</b></div> <div><b>AI Unleashed Mini Hackathon: Creating Magic Without Mistakes And Mayhem (Laptops Required)</b> Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</div>				
11:45 pm – 12:15 pm BST	<div><b>Breakout Sessions</b></div> <table><tr><td><div>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</div><div><b>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Christina Schmitt, Principal Analyst, Forrester</div></td><td><div>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</div><div><b>Harness Mental Models To Create Strategic Alignment</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</div></td></tr><tr><td><div>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</div><div><b>The Future Of B2B Buyer Interaction</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</div></td><td><div>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</div><div><b>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester</div></td></tr></table>	<div>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</div> <div><b>Accelerate Growth With A Customer-Obsessed Strategy</b> Speakers: Christina Schmitt, Principal Analyst, Forrester</div>	<div>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</div> <div><b>Harness Mental Models To Create Strategic Alignment</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</div>	<div>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</div> <div><b>The Future Of B2B Buyer Interaction</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester Amy Hawthorne, VP, Principal Analyst, Forrester</div>	<div>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</div> <div><b>How Sales And Marketing Can Leverage Buying Groups To Supercharge Deals</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester</div>
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Tuesday, Oct 8

12:25 pm – 12:55 pm BST	<b>Case Studies</b>  <b>Digitalzone: The Modern B2B Buyer Uncovered</b> Speakers: Marcus Johnson, Dentsu, Client Partner Alexander Pasch, Digital Marketing Transformation Manager, Schneider Electric Victoria Tinsdale, VP of Sales, Digitalzone  <b>Intentsify: Accelya’s Full-Funnel Digital Marketing Campaign Framework</b> Speakers: Allie Kelly, CMO, Intentsify Barbara Moreno, Director of Product Marketing, Accelya  <b>The Marketing Practice: Proving The Business Value Of brand And Demand</b> Speakers: Andrew Shepherd, Senior Director, EMEA & LATAM Marketing, Palo Alto Networks Ashley Robertson, SVP Global Accounts, The Marketing Practice									
12:55 pm – 2:00 pm BST	<b>Lunch &amp; Marketplace Break</b>  <b>1:15 - 1:25 pm - The Marketing Practice: Magic Trick: Create ABM In Under 10 Minutes</b> Speakers: Alastair Hussain, SVP Strategy & AI, The Marketing Practice									
12:55 pm – 2:00 pm BST	<b>Executive Leadership Exchange (Invite-Only): Lunch &amp; Marketplace Break</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Conrad Mills, Principal Analyst, Forrester Maria Chien, VP, Principal Analyst, Forrester									
2:00 pm – 2:30 pm BST	<b>Breakout Sessions</b> <table><tr><td><b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b></td><td><b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b></td></tr><tr><td><b>The B2B Marketing Innovation Roadmap</b> Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester</td><td><b>Optimizing Sales Culture: How High-Performing Teams Get It Right</b> Speakers: Paul Ferron, VP, Research Director, Forrester</td></tr><tr><td><b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b></td><td><b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b></td></tr><tr><td><b>A New Adventure: AI And Revenue Operations</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester</td><td><b>Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Simon Daniels, Principal Analyst, Forrester</td></tr></table>		<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>	<b>The B2B Marketing Innovation Roadmap</b> Speakers: John Arnold, Principal Analyst, Forrester Nicky Briggs, VP, Principal Analyst, Forrester	<b>Optimizing Sales Culture: How High-Performing Teams Get It Right</b> Speakers: Paul Ferron, VP, Research Director, Forrester	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	<b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b>	<b>A New Adventure: AI And Revenue Operations</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester Anthony McPartlin, Principal Analyst, Forrester	<b>Your MQL Addiction Costs You Millions: Embracing The Business Value Of Buying Groups</b> Speakers: Simon Daniels, Principal Analyst, Forrester
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2:00 pm – 3:00 pm BST	<b>Skill-Building Workshop (In-Person Only)</b>  <b>Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers’ Problems</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester									

Tuesday, Oct 8

2:40 pm – 3:10 pm BST	<p><b>Case Studies</b></p> <p><b>Cvent: What's Your Event Worth? Linking Events To Revenue</b> Speakers: David Morgan, Senior Marketing Manager, Cvent Laurence Ewen, Demand Generation Manager, Cvent</p> <p><b>INFUSE: How We Optimized Our GTM For Brand-To-Demand Execution And Achieved Measurable Pipeline</b> Speakers: Greg Campbell, Head of Strategic Growth, EMEA, INFUSE</p> <p><b>TechTarget: ABM At Scale: Maximize Revenue With Always-On Strategies Fueled By Intent</b> Speakers: Olga Royenko, Growth Marketing Director, EMEA, F5 Rahwa Desta, Digital Marketing Specialist, EMEA, F5 Brent Boswell, Senior VP and Managing Director, International, TechTarget</p>
3:10 pm – 3:50 pm BST	<p><b>Marketplace Break &amp; Networking</b></p> <p><b>3:15 - 3:25 pm - Xactly: Boost Revenue With AI-Powered Sales Incentives</b> Speakers: Guy Barton, Solutions Consultant, Xactly</p> <p><b>3:30 - 3:40 pm - Airtable: Beyond the Hype - Practical AI Applications for Marketing Leaders</b> Speakers: Rory Heath, Senior Field Marketing Manager, Airtable</p>
3:10 pm – 3:50 pm BST	<p><b>Analyst-Led Roundtables</b></p> <p><b>How To Use GenAI To Enhance Content And The Customer Experience</b> Speakers: Lisa Gately, Principal Analyst, Forrester</p> <p><b>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</b> Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester</p> <p><b>Reimagining B2B Events For Next-Generation Attendees</b> Speakers: Conrad Mills, Principal Analyst, Forrester</p>
3:50 pm – 4:20 pm BST	<p><b>Keynote: Establish A Change-Confident Culture For Sustained Value Creation</b></p> <p>Speakers: Manuel Geitz, Principal Analyst, Forrester</p>
4:20 pm – 4:50 pm BST	<p><b>Keynote: Return On Integration Award Winner</b></p> <p>Speakers: Angela Scaueru, Global Head of CRM Marketing for B2B Mobility, Shell Fleet Solutions Paul Bloemheuver, Commercial Excellence for Business Mobility, Shell Fleet Solutions Simon Daniels, Principal Analyst, Forrester</p>

Tuesday, Oct 8

4:50 pm – 5:00 pm BST	<b>Closing Remarks</b>  Speakers: Laura Koetzle, VP, Group Director, Forrester
5:00 pm – 6:30 pm BST	<b>Evening Reception</b>
6:30 pm – 8:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Evening Reception</b>

Wednesday, Oct 9

8:30 pm – 9:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Breakfast</b>  Speakers: Christina Schmitt, Principal Analyst, Forrester Conrad Mills, Principal Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester	
9:30 am – 9:35 am BST	<b>Opening Remarks</b>  Speakers: Laura Koetzle, VP, Group Director, Forrester	
9:35 am – 10:05 am BST	<b>Keynote: Ingenuity Catalyzes A Growth Mindset</b>  Speakers: Nicky Briggs, VP, Principal Analyst, Forrester	
10:10 am – 10:40 am BST	<b>Breakout Sessions</b>	
	<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>
	<b>Choose Your Go-To-Market Strategy Wisely — It Impacts Everything</b> Speakers: Paul Ferron, VP, Research Director, Forrester	<b>The Changing Requirements For Frontline Marketing Leaders</b> Speakers: John Arnold, Principal Analyst, Forrester
	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	<b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b>
	<b>Optimize Your Tech Stack For Customer Outcomes</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester	<b>Unifying The Sales And Marketing Multiverse Of Insights To Predict Buyer Engagement</b> Speakers: Seth Marrs, VP, Principal Analyst, Forrester

Wednesday, Oct 9

10:10 am – 11:10 am BST	<b>Skill-Building Workshop (In-Person Only)</b>  <b>Assess Your Go-To-Market Strategy Maturity</b> Speakers: Chris Parr, VP, Principal Consultant, Forrester	
10:10 am – 11:55 am BST	<b>Skill-Building Workshop (In-Person Only)</b>  <b>Event ROI Is A Pipe Dream — Use The Forrester B2B Event Measurement Tool To Showcase Event Value</b> Speakers: Conrad Mills, Principal Analyst, Forrester	
10:40 am – 11:15 am BST	<b>Marketplace Break &amp; Networking</b>  <b>10:45 - 10:55am - TaskUs: Boosting Growth, Solving Revenue Challenges with Sales Outsourcing</b> Speakers: Phil Hernandez, VP Sales & Lead Generation Services, TaskUs	
10:40 am – 11:15 am BST	<b>Analyst-Led Roundtables</b>  <b>Inspired By The Possibilities Of A Revenue Process Transformation — Or At Least Curious?</b> Speakers: Amy Hawthorne, VP, Principal Analyst, Forrester  <b>The Future Of B2B Buying Interactions</b> Speakers: Anthony McPartlin, Principal Analyst, Forrester  <b>Budgeting For Brand And Demand</b> Speakers: John Arnold, Principal Analyst, Forrester	
11:15 am – 11:45 am BST	<b>Breakout Sessions - Client Showcases</b>	
	<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>
	<b>Experian Client Showcase</b> Speakers: Enrique de Diego, Director, Portfolio Strategy, Experian Software Solutions	<b>SAS Client Showcase</b> Speakers: Patrick Xhonneux, Senior Vice President, Marketing, SAS
	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	
	<b>Siemens Digital Industries Software Client Showcase</b> Speakers: Martin Hasenstrauch, Global Partner Marketing, Siemens Digital Industries Software Maria Chien, VP, Principal Analyst, Forrester	

Wednesday, Oct 9

11:55 am – 12:25 pm BST	<b>Breakout Sessions</b>	
	<b>STRATEGY: INJECT CREATIVITY AND INNOVATION TO CATALYZE GROWTH</b>	<b>LEADERSHIP: EMBED INDIVIDUAL AND TEAM INGENUITY TO UNLEASH GO-TO-MARKET POTENTIAL</b>
	<b>Drive B2B Growth With E-Commerce</b> Speakers: Christina Schmitt, Principal Analyst, Forrester	<b>Ingenuity: How Generation Z Will Get Us Back To The Future</b> Speakers: Bernhard Schaffrik, Principal Analyst, Forrester
	<b>TECHNOLOGY: OPTIMIZE GO-TO-MARKET PERFORMANCE BY HARNESSING HUMAN AND MACHINE INGENUITY</b>	<b>PROCESS: TRANSFORM PROCESSES AND WORKFLOWS TO ENABLE BUYER AND COMPANY VALUE</b>
	<b>RevTech: Finally A Hive Mind For Go-To-Market Execution? (In-Person Only)</b> Speakers: Simon Daniels, Principal Analyst, Forrester Gonzalo Garcia Villanueva, CMO, Former NielsenIQ/GfK and Bloomberg Liam O'Neill, Head of Marketing Operations, NielsenIQ Evan Liang, CEO, LeanData David Meyer, Co-founder and Managing Director, Clarify	<b>Use Generative AI To Enhance Content And The Customer Experience</b> Speakers: Lisa Gately, Principal Analyst, Forrester
12:25 pm – 1:30 pm BST	<b>Lunch &amp; Marketplace Break</b>	
12:25 pm – 1:30 pm BST	<b>Executive Leadership Exchange (Invite-Only): Lunch</b>	
1:30 pm – 2:00 pm BST	<b>Keynote: Programs Of The Year</b>  Speakers: Susanne Kerins, CMO, Cora Systems Laura Mattimoe, Head of Growth Marketing, Cora Systems Francesca Podagrosi, Head of Channel Marketing, InfoCert Pasquale Chiaro, Head of Marketing Italy & Global, InfoCert Simon Daniels, Principal Analyst, Forrester	
2:00 pm – 2:30 pm BST	<b>Keynote: Human + AI: Reinventing The B2B Buying Experience</b>  Speakers: Martin Gill, VP, Research Director, Forrester	
2:30 pm – 2:40 pm BST	<b>Closing Remarks</b>  Speakers: Laura Koetzle, VP, Group Director, Forrester	