



**FORRESTER®**

# **B2B Summit APAC 2024**

## **Singapore & Digital**

**October 1, 2024 – October 1, 2024**

Agenda downloaded: August 09, 2025 06:23:08 AM ET

**Monday, Sep 30**

5:30 pm – 8:00 pm

**Executive Leadership Exchange Networking Dinner (Invitation Only)****Tuesday, Oct 1**

10:00 am – 10:15 am

**Welcome & Opening Remarks**

Speakers: Dane Anderson, SVP, International Research &amp; Product, Forrester

10:15 am – 10:45 am

**Beyond The Breaking Point: It's Time For A Revenue Transformation**

Speakers: Daryl Wright, Principal Analyst, Forrester

10:45 am – 11:15 am

**Guest Keynote: Duncan Egan, Vice President of Marketing, Asia Pacific & Japan, Adobe**

Speakers: Duncan Egan, Vice President DX Marketing, APAC &amp; Japan Marketing, Adobe Dane Anderson, SVP, International Research &amp; Product, Forrester

11:15 am – 11:45 am

**Marketplace Break & Analyst-Led Roundtables****How To Move From MQLs To Buying Groups**

Speakers: Daryl Wright, Principal Analyst, Forrester

**Extending Marketing's Value With Revenue Process Transformation**

Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

11:15 am – 11:45 am

**Executive Leadership Exchange Welcome: Senior Leader Networking (Invitation Only)**

11:45 am – 12:15 pm

**Cvent: How TD SYNEX Delivers Innovative Events Powered By Cvent**

Speakers: Will Kataria, Senior Director &amp; General Manager, Asia Pacific, Cvent

12:15 pm – 12:45 pm

**CMOs: Prevent The Collapse Of The B2B Revenue Process**

Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester

Tuesday, Oct 1

12:45 pm – 1:45 pm	<b>Networking Lunch &amp; Analyst-Led Roundtables</b>  <b>Engage Effectively With The New Generation Of Buyers</b> Speakers: Amy Hayes, VP, Research Director, Forrester  <b>B2B Measurement Foundations For Revenue Process Transformation</b> Speakers: Jerry Zhao, Senior Analyst, Forrester
12:45 pm – 1:45 pm	<b>Executive Leadership Exchange Lunch: B2B Buying Signals (Invitation Only)</b>  Speakers: Daryl Wright, Principal Analyst, Forrester
1:45 pm – 2:15 pm	<b>Ogilvy One: Supercharge Global Growth: Website Optimization as a Game-Changer for Revenue and Transformation</b>  Speakers: Faizah Zainodin, Head of Website Operations, Global Marketing, TUV SUD Krishna Kumar, Senior Director, MarTech Experience, Ogilvy One
2:15 pm – 2:45 pm	<b>Program Of The Year Awards</b>  Speakers: Todd Bates, Head of Enterprise Marketing, APAC, Red Hat Ljubica Radoicic, Director, Marketing & Customer Success APAC, Autodesk Daryl Wright, Principal Analyst, Forrester
2:45 pm – 3:15 pm	<b>A New Generation Of Buyers Will Force B2B Reinvention</b>  Speakers: Amy Hayes, VP, Research Director, Forrester
3:15 pm – 3:45 pm	<b>Marketplace Break &amp; Analyst-Led Roundtables: Advancing Women's Leadership</b>  <b>Advancing Women's Leadership: Driving Change And Breaking Barriers</b> Speakers: Dr. Laura Bonamici, SVP & Head of Global Marketing, Fujitsu Alisha Coates, VP, Principal Consultant, Forrester  <b>Maximize Content's Value In Your APAC Growth Marketing Strategy</b> Speakers: Sruti Pegatraju, Sr Consultant, Asia Pacific, Forrester
3:15 pm – 3:45 pm	<b>Executive Leadership Exchange Coffee Break: Discussion With POY Award Winners (Invitation Only)</b>
3:45 pm – 4:15 pm	<b>Dismantle Silos And Accelerate Revenue Transformation With RevOps</b>  Speakers: Jerry Zhao, Senior Analyst, Forrester
4:15 pm – 4:45 pm	<b>Return On Integration Honors</b>  Speakers: Jezmyynn Koh, Vice President, Marketing & Communications, APAC, Fujitsu Asia Pacific Mavis Liew, Executive Partner and Principal Analyst, Forrester

Tuesday, Oct 1

4:45 pm – 5:15 pm	<b>Optimizing Marketing With Generative AI: Early Cases And Proof Of ROI</b>  Speakers: Subhendu Pattnaik, Principal Analyst, Forrester
5:15 pm – 5:20 pm	<b>Closing Remarks</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester
5:20 pm – 6:20 pm	<b>Cocktail Reception</b>