



## Forrester Announces Its Global Events Schedule For 2021

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**Events will bring together analysts, inspirational speakers, innovative technology providers, and peers to help business and technology leaders accelerate growth in 2021 and beyond**

CAMBRIDGE, Mass., Jan. 25, 2021 /PRNewswire/ -- [Forrester](#) (Nasdaq: FORR) today announced its [global events](#) schedule for 2021. All 2021 events will focus on providing actionable insights and sharing best practices to help organizations become more customer-obsessed — critical to accelerating business growth. Aimed at sales, marketing, product, customer experience, and technology leaders, the events will feature Forrester's latest research, market-proven frameworks, and models to drive business success. They will also offer networking opportunities to drive engagement with peers, analysts, and sponsors.

**The events lineup for 2021 includes:**

### APAC

- CX APAC (May 11–12)
- B2B Summit APAC (September 14–15)
- Technology & Innovation APAC (October 19–20)

### EMEA

- B2B Summit EMEA (September 28–29)
- CX EMEA (September 30–October 1)
- Technology & Innovation EMEA (November 17–18)

### North America

- B2B Summit North America (May 3–6)
- CX North America (June 7–9)
- Technology & Innovation North America (November 1–3)
- Security & Risk (November 9–10)
- Data Strategy & Insights (November 18–19)

Please refer to the Forrester website for [the latest on event dates and content](#).

The company will offer events scheduled in the first half of 2021 as live virtual experiences — with a plan to transition to integrated experiences, combining in-person and digital components, in the second half. The transition will be contingent on local social distancing mandates and will prioritize the health and safety of the attendees.

Despite the pandemic, in 2020, Forrester successfully delivered its portfolio of events targeting sales, marketing, product, customer experience, and technology leaders as paid, live virtual experiences. Forrester's pivot to virtual events played a central role in guiding clients through the pandemic.

"We are proud to have created memorable experiences for our attendees — even in a virtual environment in 2020," said Lisa Riley, vice president of global events at Forrester. "We are continually innovating and evaluating new ways to help our attendees derive value from our events, regardless of whether they attend in person or virtually in 2021. Our events will equip leaders with new ideas, strategies, data, and frameworks to help them and their firms succeed in 2021."

### About Forrester

[Forrester](#) (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We help business and technology leaders use customer obsession to accelerate growth. Through Forrester's proprietary research, consulting, and events, leaders from around the globe are empowered to be bold at work — to navigate change and put their customers at the center of their leadership, strategy, and operations. Our unique insights are grounded in annual surveys of more than 675,000 consumers, business leaders, and technology leaders worldwide; rigorous and objective methodologies, including Forrester Wave™ evaluations; and the shared wisdom of our most innovative clients. To learn more, visit [Forrester.com](#).

### Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, but are not limited to, the plan to transition to integrated in-person and digital events in the second half of 2021. These statements are based on Forrester's current plans and expectations and involve risks and uncertainties that could cause actual future activities and results of operations to be materially different from those set forth in the forward-looking statements. Important factors that could cause actual future activities and results to

differ include, among others, the number of attendees and sponsors at the virtual events and Forrester's ability to recoup certain costs for those events; the impact of health epidemics, including COVID-19, on Forrester's business; Forrester's ability to retain and enrich memberships for its research products and services; technology spending; Forrester's ability to respond to business and economic conditions and market trends; the risks and challenges inherent in international business activities; competition and industry consolidation; the ability to attract and retain professional staff; Forrester's dependence on key personnel; Forrester's ability to successfully integrate businesses that it acquires; the impact of Forrester's outstanding debt obligations; the possibility of network disruptions and security breaches; and possible variations in Forrester's quarterly operating results. Forrester undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events, or otherwise. For further information, please refer to Forrester's reports and filings with the Securities and Exchange Commission.

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