



Forrester Announces Full Conference Agenda For B2B Summit North America 2024

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The event will equip B2B leaders with actionable insights to evolve their go-to-market approaches and help drive functional alignment centered on maximizing customer value

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Feb. 12, 2024-- [Forrester](#) (Nasdaq: FORR) today announced the full conference agenda for its [B2B Summit North America](#) event being held in Austin, Texas, and digitally on May 5–8, 2024. In 2024, B2B marketing, sales, product leaders and their teams are navigating several headwinds, including shifting buying behaviors, evolving customer expectations, and understanding how to best harness data, technology, and generative AI to drive business outcomes. To succeed in this complex environment, B2B leaders must evolve their go-to-market strategies and revenue processes to align around delivering customer value.

B2B Summit North America will present the latest research, best practices, and client stories to help leaders [build their growth agenda](#) around marketing, sales, and product alignment; accelerate business outcomes through data and emerging technologies like [genAI](#); and gain insights to drive revenue transformation across the entire customer lifecycle. Featuring [more than 100 sessions](#), the event will also explore the challenges and opportunities B2B leaders face to deliver unique customer- and buyer-centric experiences.

Noteworthy event sessions include:

- **Create Your Generative AI Advantage In Marketing, Product, And Sales.** GenAI is poised to transform the way marketing, sales, and product leaders drive business growth. This keynote session will explore how B2B leaders can use [genAI](#) to uncover new opportunities, while also understanding the technology's pitfalls, risks, and challenges.
- **A New Generation Of Buyers Will Force B2B Reinvention.** B2B buying has reached an inflection point. In this keynote, learn how B2B companies must reinvent themselves to both [navigate the evolving buyer](#) and invest in insights to understand how generational divide influences B2B purchases.
- **It's Not Revenue, It's Value: What You're Missing About Growth.** B2B teams remain under pressure to increase revenue and achieve growth. This session will uncover several forces shaping revenue transformation, as well as guide attendees on how to prioritize customer value over commercial value.
- **The New Rules Of Sales And Frontline Marketing Alignment.** Revenue process transformation requires new rules to modernize processes and connect to the B2B organization's growth engine. This session will discuss the critical elements that impact [sales and frontline marketing alignment](#) as well as the steps B2B leaders can take to modernize alignment at their firms.
- **Is Data Quality Getting In The Way Of GenAI Trust?** Companies attempting to leverage genAI inside their business face a constant challenge: internal [data quality](#) that is insufficient to meet the demands of the technology. B2B leaders can attend this session to understand the steps they must take to bridge this gap and achieve success.

"The frenetic pace of change in the B2B domain isn't letting up anytime soon," said Srividya Sridharan, event host and vice president and group research director at Forrester. "To stay abreast of this change, B2B leaders need to shed traditional approaches and adapt their go-to-market strategies in line with evolving buyer and customer dynamics. B2B Summit North America is designed to help leaders — through Forrester's research insights, frameworks, and data — build a strong foundation focused on accelerating business outcomes."

At B2B Summit North America, Forrester will celebrate its [B2B Return On Integration Honors and B2B Programs Of The Year Awards](#) winners to recognize organizations that drive growth through strong marketing, sales, and product alignment. Attendees can network with industry peers through Forrester's invitation-only executive program, the Executive Leadership Exchange. In-person attendees can also participate in specialized pre-event sessions and workshops, including the [Forrester Women's Leadership Program](#), starting Sunday, May 5.

Resources:

- [Register](#) to attend Forrester's B2B Summit North America.
- View the [full agenda](#) and [speakers](#) for B2B Summit North America.
- [Learn more](#) about what to expect at B2B Summit North America.
- Follow [@Forrester](#) and [#ForrB2BSummit](#) for updates.

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