



Forrester Announces Full Conference Agenda For Technology & Innovation Summit North America 2024

July 22, 2024

The event will empower technology and data leaders to unleash high-performance IT to fuel business growth

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Jul. 22, 2024-- [Forrester](#) (Nasdaq: FORR) today announced the full conference agenda for [Technology & Innovation Summit North America 2024](#), being held in Austin, Texas, and digitally, September 9–12, 2024. The Summit merges two Forrester events — Data Strategy & Insights and Technology & Innovation Summit — to bring leaders from these functions together to leverage data-driven insights that accelerate business outcomes. While tech and data leaders remain firm believers in the transformative potential of AI, they face challenges when attempting to bring these capabilities together to deliver business results, such as internal skills gaps and talent availability, outdated processes, and resistance to technology adoption and change. This year’s Summit theme, “Unleash The Power Of Tech, Talent, And AI,” will help leaders understand the foundations they need to build for success today and into a future dominated by AI.

To enable chief information, technology, data, analytics, and AI officers and their respective leadership teams to tackle these challenges head on, the combined event will offer breakthrough insights to achieve [high-performance IT](#), [embrace AI](#), and fuel growth with [technology](#). And as generative AI (genAI) becomes ubiquitous, the Summit will provide practical tips to increase leaders’ ability to deliver business outcomes rapidly.

“The technological landscape is undergoing a dramatic transformation, driven by the expanding potential of technology,” said Matthew Guarini, event host and VP, senior research director at Forrester. “This is a pivotal moment for technology and data leaders to align on and invest in new and emerging technologies to achieve high performance. Technology & Innovation Summit North America will equip leaders with actionable insights to set their businesses up for long-term success.”

To enable tech and data leaders to seize this moment in time, Technology & Innovation Summit will showcase nine keynotes and over 40 track sessions. Noteworthy Summit sessions include:

- [The Power Of The Next Question](#). In the future, AI-powered interfaces will have a deep impact on the knowledge economy. In this keynote, tech leaders will discover how a combination of genAI and knowledge work will position their organizations for long-term success.
- [Activate Your High-Performance IT Strategy In An AI-Driven World](#). This session will offer a framework to weave AI into an organization’s high-performance strategy to co-create value and amplify impact.
- [Make People The Key To Your Success In An AI World](#). Tech leaders will learn — in a future of work fueled by AI — the priorities, processes, and tools needed to understand and serve people.
- [Align By Design Or Risk Decline](#). With proper guardrails in place, AI can help organizations invent products, enter new markets, and differentiate themselves from their competition. In this keynote, leaders will discover best practices for how to align AI with their business objectives.
- [Get Your Cloud Costs Under Control With A FinOps Practice](#). Cloud comprises nearly 16% of IT budgets. In this session, leaders will learn how to maximize cloud value by adopting FinOps.
- [Synthetic Data Fuels New Use Cases](#). Discover the power of synthetic data in revolutionizing analytics. Synthetic data generation is a key to generative AI (GANs and VAEs), as it can unlock new insights while ensuring privacy and data security.

In addition to showcasing Forrester’s latest research, client stories, and best practices, the Summit will honor recipients of [Forrester’s Technology Awards](#), North American companies that align technology with business objectives through their IT strategies and [enterprise architecture \(EA\)](#) innovation, respectively.

In-person Summit attendees will experience facilitated discussions, level-up workshops, and special sessions, including an [AI Innovation Lab](#); the Women’s Leadership Forum; and the Executive Leadership Exchange, an exclusive program targeted for C-level leaders. Digital attendees will have access to all conference sessions and sponsors via the event platform.

Resources:

- [Register](#) to attend Forrester’s 2024 Technology & Innovation Summit North America.
- View the [full agenda](#) and [speakers](#) for Technology & Innovation Summit North America.

- [Explore](#) Forrester's top 10 emerging technologies for 2024.
- [Learn](#) about Technology & Innovation Summit North America sponsorship opportunities.
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Source: Forrester