Forrester Announces Full Conference Agenda For B2B Summit North America 2025

October 31, 2024

The must-attend event will empower B2B marketing, sales, and product leaders to adapt to changing buyer dynamics and achieve revenue growth

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Oct. 31, 2024-- Forrester (Nasdaq: FORR) today announced the full conference agenda for B2B Summit North America, being held in Phoenix and digitally, March 31–April 3, 2025. Today, trends including changing generational buying behaviors, AI's influence in buying and selling, waning trust, and preference toward self-guided interactions are forcing organizations to reevaluate how they interact with buyers and customers. Forrester predicts that as Millennials and Gen Z buyers drive purchasing decisions, more than half of large B2B transactions ($1 million or greater) will be processed through digital self-serve channels in 2025. To adapt to these changes, organizations need to fundamentally shift their approach to engaging with buyers, harness new technologies, and implement strategies and frameworks that put customers' interests above their own.

This year's Summit is designed to provide practical advice to enable marketing, sales, and product leaders to take charge, stay abreast of these changes, and lead their organizations to growth. B2B Summit North America, the must-attend, premier event for B2B marketing, sales, and product leaders and their teams, will offer more than 50 interactive sessions and dedicated tracks focusing on buyer and customer insights; strategy, planning, and operations; revenue process transformation; building customer trust; leadership; innovation; and how to leverage technology and data. These sessions include hands-on workshops, fireside chats, analyst-led roundtables, and purposeful opportunities for peer-to-peer engagement.

Noteworthy keynotes include:

- **The New B2B Buyer Power Shift.** This keynote will address what increased buying complexity looks like, especially in large B2B transactions.
- **Frontline Revenue Processes That Work.** This keynote will discuss best practices for how B2B leaders can transform revenue processes to drive long-term sustainable growth.
- **Turn GenAI Possibilities Into Reality.** This keynote will outline practical approaches to align executive support around generative AI and resolve workflows that hinder scaling efforts.

"As buyers and customers assert greater control over their buying experiences, they are demanding a fundamentally different relationship with the B2B organizations they interact with," said Srividya Sridharan, event research chair and vice president and group research director at Forrester. "But many organizations, to their detriment, are prioritizing old ways of driving revenue over the needs of their customers. B2B Summit North America will equip marketing, sales, and product leaders with the tools required to put the needs of their buyers and customers first — all to help their organizations power growth."

Additionally, Forrester announced the call for nominations for its B2B Return On Integration (ROI) Honors and B2B Programs Of The Year (POY) Awards. Open to organizations of all sizes, these awards recognize C-Level experts who have achieved strong product, marketing, and sales alignment and organizations that have implemented innovative frameworks and best practices, respectively, to improve company performance. Companies can visit here to review complete award nomination criteria and here to learn more about previous award winners. The deadline to submit an entry for both awards is December 16, 2024. Award winners will be honored during the Summit.

Special offers to sign up for B2B Summit North America:

- **Early-bird pricing.** Those who register to attend by December 3, 2024 will save $600 with Forrester's early-bird discount, a limited-time offer.
- **Team discount.** B2B marketing, sales, and product leaders looking to align their go-to-market strategy are encouraged to attend with their teams. They can save 20% off the ticket price with Forrester's team discount.

Resources:

- Register to attend Forrester's B2B Summit North America.
- View the full agenda and speakers for B2B Summit North America.
- Learn more about Forrester's B2B ROI Honors and B2B POY Awards criteria and how to apply.

About Forrester

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Amanda Chordas
achordas@forrester.com

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