



Forrester Announces Call For Nominations For Its 2026 North America B2B Awards

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Awards recognize B2B organizations that drive successful business outcomes by aligning marketing, sales, customer, and product or achieving excellence in a particular function

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Nov. 17, 2025-- [Forrester](#) (Nasdaq: FORR) today opened calls for nominations for its 2026 B2B Return On Integration (ROI) Honors and B2B Programs Of The Year (POY) Awards. [Forrester's B2B Awards](#) recognize organizations that have successfully aligned their marketing, sales, product, and customer success functions to orient around customers' and buyers' needs. These awards also celebrate B2B firms that have delivered outstanding achievements in a particular B2B function and implemented innovative frameworks and best practices to improve company performance.

Nomination details for Forrester's B2B Awards:

- **B2B Return On Integration Honors.** To apply for these awards, organizations must demonstrate a relentless focus on aligning marketing, sales, customer, and product goals and share tangible metrics to showcase the organization's success.
- **B2B Programs Of The Year Awards.** These awards recognize functional excellence — organizations that deliver outstanding achievements in a particular area of marketing, sales, customer engagement, or product.

"Forrester's B2B Awards celebrate organizations that are redefining what it means to drive business success by focusing on buyer and customer needs," said Matthew Selheimer, vice president and research director at Forrester. "We encourage companies that are focused on integrating marketing, sales, product, and customer functions and are setting the standard for innovation, collaboration, and measurable growth in today's complex B2B landscape to apply."

The deadline to submit a nomination for both awards is February 2, 2026. Award recipients will be recognized at Forrester's [B2B Summit North America](#), which takes place April 26–29, 2026 in Phoenix. Attendees who register through January 31, 2026, for B2B Summit North America can take advantage of a limited-time [Plan & Prosper](#) offer.

Resources:

- [Learn](#) more about Forrester's B2B ROI Honors and B2B POY Awards criteria and how to apply.
- [Explore](#) previous winners of Forrester's B2B Awards.
- [Download](#) Forrester's 2026 Predictions guide for B2B marketing, sales, and product leaders.

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We empower leaders in technology, customer experience, digital, marketing, sales, and product functions to be bold at work and accelerate growth through customer obsession. Our unique research and continuous guidance model helps executives and their teams achieve their initiatives and outcomes faster and with confidence. To learn more, visit [Forrester.com](#).

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