Forrester Announces The Theme And Agenda For B2B Summit North America 2026

January 15, 2026

The event will enable B2B marketing, sales, customer success, and product leaders to modernize their go-to-market strategies and unlock mutual value for buyers and sellers in the AI era

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Jan. 15, 2026-- Forrester (Nasdaq: FORR) today announced the theme and agenda for B2B Summit North America, being held in Phoenix, April 26–29, 2026. With more than 90% of business buyers already using or planning to use generative AI to support their purchase decisions, Forrester underscores that traditional B2B go-to-market (GTM) strategies are no longer working, as most buying decisions are shaped well before sellers enter the discussion. With traditional GTM approaches collapsing and entering a period of unpredictability, B2B marketing, sales, customer success, and product leaders need to reset. This year's Summit theme, GTM singularity, is designed to empower leaders to seize this moment to their advantage and transform traditional GTM strategies for an AI-first world.

At B2B Summit North America, attendees will experience new research, exclusive analyst insights, and first-time keynotes, breakouts, and interactive sessions that go deeper into how AI is upending buyer behavior. Attendees will also learn specific actions that leaders can take to reinvent their existing GTM model. Participants will benefit from one-on-one analyst meetings for personalized guidance, peer-to-peer networking opportunities to benchmark and share strategies, and certification courses to validate skills and advance careers.

B2B Summit North America 2026 keynotes include:

- **The Visibility Vacuum.** Explore how AI-driven search and AI agents are reshaping buying behaviors and learn new strategies to get discovered, build trust, and create authentic content.
- **Make Brand + Demand Your Preference Multiplier.** Discover how aligning brand equity with pipeline performance accelerates buyer preference and trust.
- **Human + AI GTM.** Learn how to integrate AI into workflows while preserving the human relationships that drive trust.
- **The Accountability Reset.** Understand why accountability is at a breaking point and how to demonstrate GTM impact on business outcomes.

"B2B leaders are facing a go-to-market crisis," said Dave Frankland, event host, vice president, and research director at Forrester. "The tried-and-true ways of creating demand, driving engagement, and understanding buyer intent can no longer keep pace with the changing buying landscape. At this year's B2B Summit North America, leaders will access the research-backed insights, cross-functional strategies, and practical tools they need to adapt to buyer-driven shifts, align human and AI capabilities, and drive measurable growth with their GTM strategies in this unprecedented era."

Additionally, Forrester will celebrate the winners of its B2B Return On Integration Honors and B2B Programs Of The Year Awards at B2B Summit. 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 February 2, 2026.

Resources:

- Check out the full conference agenda for Forrester's B2B Summit.
- Discover the benefits of becoming a sponsor at B2B Summit.
- 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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20260115707197/en/

Amanda Chordas
achordas@forrester.com

Source: Forrester Research, Inc.