



## Forrester Evolves Its Global Events Portfolio In Response To How Business Leaders Want To Learn, Connect, And Engage Today

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*Updated portfolio is designed to foster more peer networking and hands-on learning to help leaders turn ideas into action fast*

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Jan. 28, 2026-- [Forrester](#) (Nasdaq: FORR) today announced a strategic update to its [global events portfolio](#), reinforcing the company's continued commitment to delivering greater value, relevance, and flexibility to its event attendees. Building on its flagship Summits, the firm is introducing shorter, more intimate one- to one-and-a-half-day Forums that emphasize deeper engagement, more curated programming, and formats aligned with how leaders want to participate at events today.

Intentionally sized to foster meaningful connections with customers, prospects, and sponsors, the updated portfolio gives leaders more opportunities to gain actionable insights, validate decisions, and leave with a clear path to measurable business impact.

"We heard our event attendees loud and clear that more content isn't the answer — relevance is," said Tavar James, vice president of global events at Forrester. "As budgets tighten, travel becomes more selective, and leaders' time is increasingly constrained, we've reexamined our events portfolio to focus on higher-impact experiences that not only offer greater flexibility but also allow leaders to attend events closer to where they live and work. Our new event format also prioritizes in-person connection and peer networking, other key pieces of feedback we received."

### Key portfolio updates include:

- Greater flexibility to attend in a geographic location that's easier to access.
- Enhanced peer networking and learning experiences to tackle similar challenges.
- New event formats that emphasize deeper engagement and offer more curated programming, including [immersive experiences](#), an elevated invitation-only [Executive Leadership Exchange \(ELE\)](#), and the [Future Leaders](#) program, to name a few.
- More moments for teams to come together and collaborate on key initiatives.
- Reimagined sponsorship packages, to be integrated into Forrester programming with a stronger emphasis on attendee engagement and thought leadership.

Forrester events are thoughtfully designed and curated experiences serving [B2B marketing](#); [sales](#); [product](#); [B2C marketing](#); [customer experience \(CX\)](#); [digital business](#); [data, AI, and analytics](#); [technology](#); [technology architecture and delivery](#); and [security and risk](#) leaders globally. These events provide business leaders opportunities to learn new ideas from thought-provoking keynote speakers, adopt new approaches to address formidable challenges, and validate their current strategy through high-quality interactions with some of the brightest minds in business.

### Resources:

- [Check](#) out Forrester's full roster of global events.
- Register to attend Forrester's [B2B Summit North America](#), [CX Summit EMEA](#), [CX Forum East](#), and [CX Forum West](#).
- Learn about the benefits of [sponsoring](#) a Forrester event.

### 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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Shweta Agarwal  
[sagarwal@forrester.com](mailto:sagarwal@forrester.com)

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