



Grammy-Nominated Rock Band The Fray To Headline Forrester's 2026 B2B Summit North America

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B2B Summit is the must-attend event for marketing, sales, customer success, and product leaders to modernize their traditional go-to-market strategies

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Feb. 19, 2026-- [Forrester](#) (Nasdaq: FORR) today announced that rock band The Fray will be this year's headline performer at Forrester's [B2B Summit North America](#), taking place in Phoenix, April 26–29, 2026. This year's B2B Summit North America theme, "GTM Singularity," will enable B2B marketing, sales, customer, and product leaders — through Forrester's research, frameworks, and guidance — to adapt to evolving buyer behaviors and modernize their go-to-market (GTM) approaches in an AI-driven era. With most buying decisions being shaped ahead of seller interactions, leaders must reset their GTM strategies to thrive through this period of unprecedented unpredictability.

The Fray is a multi-Platinum-selling band that rose to prominence in the early 2000s with a soul-searching alt-rock sound. Over the course of their career, The Fray have earned four Grammy Award nominations, three Billboard Music Awards, multiple Billboard Top 10 hits, and a devoted global fanbase. Their breakout single, "How to Save a Life," is RIAA Diamond-certified and spent 58 weeks on the Billboard Hot 100. After a decade-long hiatus, The Fray is releasing a new album, *A Light That Waits*, in March.

"We look forward to having The Fray perform at this year's B2B Summit North America," said Tavar James, vice president of global events at Forrester. "Over the years, their music has served as an affirming and passionate soundtrack for listeners adapting to change while remaining resilient — all key themes for B2B leaders as they work to reinvent their GTM strategies in a world of AI. We are excited to have The Fray bring their dynamic live energy to our event."

Resources:

- [Learn more](#) about what to expect at this year's B2B Summit North America.
- [Register](#) to attend B2B Summit North America.
- Follow [@Forrester](#) and [#ForrB2BSummit](#) for updates.

About Forrester

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