



Forrester Events Launches Digital Transformation Forum for Technology and Business Leaders

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CAMBRIDGE, Mass.--(BUSINESS WIRE)--Apr. 5, 2016-- Forrester (NASDAQ: FORR) today announced [DIGITAL TRANSFORMATION 2016](#), its new Forum designed for technology management and digital business leaders, will take place May 10 – 11 in Orlando, FL. The new Forum, which brings together critical insights from visionary speakers, global solution providers and hundreds of influencers and decision makers, addresses unique challenges in the ever-growing digital landscape. The agenda that will guide organizations on how to accelerate [business technology](#) (BT) and [digital strategy](#) alignment within their organizations, paving the road to digital success.

"It's no secret that digital growth has fundamentally transformed the ways businesses work, and as a result, the pace of change is rapidly accelerating," Cliff Condon, chief research and product officer at Forrester, said. "Today's customer-obsessed organizations need to establish an effective partnership between technology leaders and digital business leaders to succeed in the age of the customer, and with the launch of DIGITAL TRANSFORMATION 2016, Forrester will help these businesses quickly transform their organizations -- before their competition does."

At DIGITAL TRANSFORMATION 2016, Forrester analysts will be joined by thought leaders from several large brands, including CVS Health and Indiegogo, to share how they have seized opportunities created by digital technologies to meet the demands of digitally empowered customers and remain competitive. To achieve this, the Forum will feature in-depth sessions that address the significant issues modern businesses must heed in the pursuit of digital transformation, including, building great omnichannel experiences, driving digital operational excellence, defining the predictive enterprise, injecting discipline into innovative processes, and more.

WHO: Technology, business, marketing and strategy leaders looking to accelerate business technology and digital strategy alignment within their organizations

WHERE: [DIGITAL TRANSFORMATION 2016](#)
JW Marriott Orlando Grande Lakes
4040 Central Florida Parkway
Orlando, FL 32837

WHEN: Tuesday, May 10 – Wednesday, May 11, 2016

To register for DIGITAL TRANSFORMATION 2016, or to receive additional information on sponsorship opportunities, please visit: <http://forr.com/DT16>.

About Forrester

Forrester (NASDAQ: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, custom consulting, exclusive executive peer groups, and events, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations. For more information, visit forrester.com.

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