B2B IGNITE
FROM B2B MARKETING

DELEGATE INFORMATION PACK

Don't wait for brilliance. Generate it.

1 July 2026, London

In every B2B marketing team, you need a little brilliance.

That glowing ember of an idea that lights up your brand and ignites commercial results. But there's no time to wait for inspiration; your business wants answers now.

B2B Ignite 2026 delivers both. It is your espresso shot of real-world marketing perspectives and skills. Expect honest conversations. Live problem-solving. Less listening; more applying what you learned.

Bring a bag for all the frameworks, cheatsheets, and I'll-do-that-tomorrow-morning notes. Bring your laptop, to solve problems live. And bring your sharpest opinions and challenges, ready for honest conversations with B2B marketers handling the same change you are.

Whether you're making decisions or making work happen, your time's an investment. Expect brilliance in return.

> *"I came, I saw. I stole a load of great ideas to take back to my team!"*
>
> *Director, Marketing Strategy*, **TGS**

600+
B2B Marketers

220+
B2B Brands

70+
B2B experts & innovators

10+
NEW
Workshops and skills sessions



Brilliant ideas that drive commercial results

At B2B Ignite, you can choose from 25+ sessions across 4 tracks covering demand, brand, leadership, and tech, plus a range of hands-on sessions designed for peer collaboration, problem-solving, and upskilling.

Expect honest, cross-functional conversations, live collaboration on real challenges, and skills you can put into action straight away.

Sessions announced so far include:

Want to know a secret about B2B decision makers? Psst… they're just like you and me

Amie Farrell, *Global Head of Marketing, Deliveroo for Work,* **Deliveroo**



When brand met ABM – Achieving scale and personalisation at a 150 year old manufacturing powerhouse

Ryan Almond, *Global Marketing and ABX Director*, **Henkel**



Build a demand gen engine with imperfect solutions

Juan Mejia, *Global Marketing Director*, **The Associated Press**



Do more, go faster: Sustaining creativity in high-velocity marketing teams

Karen Cooper, *Director of Content Experience, Marketing*, **Wolters Kluwer**



From vision to execution: A practical guide to AI adoption in marketing

Amanda Grimmer, *Field Marketing Leader – Data and AI*, **IBM UK and Ireland**



Agentic AI in marketing: Early lessons from other professions

Adam Bertelsen, *AI Workforce Transformation Lead*, **Baringa**



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Your espresso shot of real-world marketing perspectives and skills



NEW for 2026: Ignite Exchange

This year, B2B Ignite has expanded to include the Ignite Exchange - **a program of super practical workshops and problem-solving sessions.**

Expect less listening; more doing.

Collaborate on real challenges, live. Build new skills that make a commercial difference.

Boost your B2B skills at the Ignite Skills Studio

Ready to take your marketing techniques to the next level? These practical workshops guide you through some of the essential skills you need to make a strong commercial impact. Plus, each attendee receives a physical worksheet to help apply all the learnings the very next day.

Elevate your financial fluency for commercial impact

Sharon Collins, *Financial Acumen Expert*, **Propolis from B2B Marketing**



Empowering employee voices on social media

Robyn Hartley, *Founder and Managing Director*, **Paper Kite Media**



From SEO to GEO: Staying discoverable as AI rewrites the rules

Nick Lafferty, *Head of Growth Marketing*, **Profound**



Turn ‘How do I?’ into ‘I know how’

The Problem-Solving Circles are small group sessions that deep dive into some of the biggest pain points. Ideal for Marketing Managers and junior leaders who want to collaborate with their peers, compare experiences and answer ‘How do I…?’

Bring a pen and paper and leave with tangible frameworks, ideas, examples, and guidance you can action straight away.

Focus areas include:

How do I create good working relationships across functions?

How do I make sense of the numbers?

How do I prove marketing’s value with data?



Join the Leaders' Table

Created for B2B marketing leaders and shapers, these roundtable discussions have been created for you to focus on the big topics of the day.

Compare notes on strategy, and get a peer-to-peer perspective to validate or challenge your own direction.

Test drive the latest solutions at the Demo Hub

Test out a marketing or AI solution for yourself at one of the live tech demos. Bring your laptop, plug into the sandbox and take a guided demo of the latest B2B solutions and platforms. A fast, efficient way to discover new ideas and tech to supercharge your campaigns.

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Whether you're making decisions or making work happen, your time is an investment.

Why B2B Ignite is different	Other events
100% B2B focus — no dilution Every session, speaker and delegate is focused purely on B2B marketing — brand, demand, AI, buyer behaviour, revenue accountability. You'll spend zero time filtering irrelevant content. Every insight applies directly to your role, and how to drive commercial results in a B2B organisation.	**Broad B2B content** Agendas that cover both B2B and B2C, often at the expense of the B2B content. This means broader, less specific content and learning opportunities for B2B practitioners like you.
Deep, practical skills development Expanded hands-on formats such as the Skills Studio, Tech Demos and Problem-Solving Circles give you actionable frameworks, peer-tested solutions and tangible skills — not just inspiration. This accelerates real change once you are back in the office.	**A lot of listening, very little doing** They prioritise keynote presentations and analyst research over practical application. You end up spending your time being talked at, instead of doing and understanding.
Full of B2B marketers just like you You'll meet B2B marketers in similar roles and facing the same challenges. Your conversations will be more relevant, more meaningful, more commercially focused and giving you long-term value that goes beyond the event day.	**Where are the other B2B-ers like me?** They attract a broad mix, of vendors and generalists, with little opportunity for you to meet peers of the same level and the same industry as you.
Inspiration + detail in equal measure B2B Ignite combines big-picture strategic thinking with detailed, B2B-specific deep dives. Your team will leave aligned on vision and equipped with practical next steps to put your new ideas into practice and measure their impact.	**Content lacks depth and range** Other events can often keep to uninspiring narratives aligned to product messaging or don't combine high-level insight with tactical execution that you need to drive commercial results.
Designed for you and your challenges B2B Ignite is built around solving the specific B2B marketing challenges you face right now. Your ticket guarantees you access to high-quality, expert-led guidance — meaning your time is spent learning about what matters to you, not navigating irrelevant insights.	**Time spent on irrelevant content** Having to filter through mixed-relevance content led by non marketers to find just a few sessions aligned to your challenges.

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Great networking and learning experience covering a huge range of B2B topics."

Social Selling Manager, **Henkel**

The sessions were bold, forward-thinking, and honest."

Head of Digital and Demand Generation, **Ping Identity**

The unmissable B2B annual event that's both inspiring and detailed."

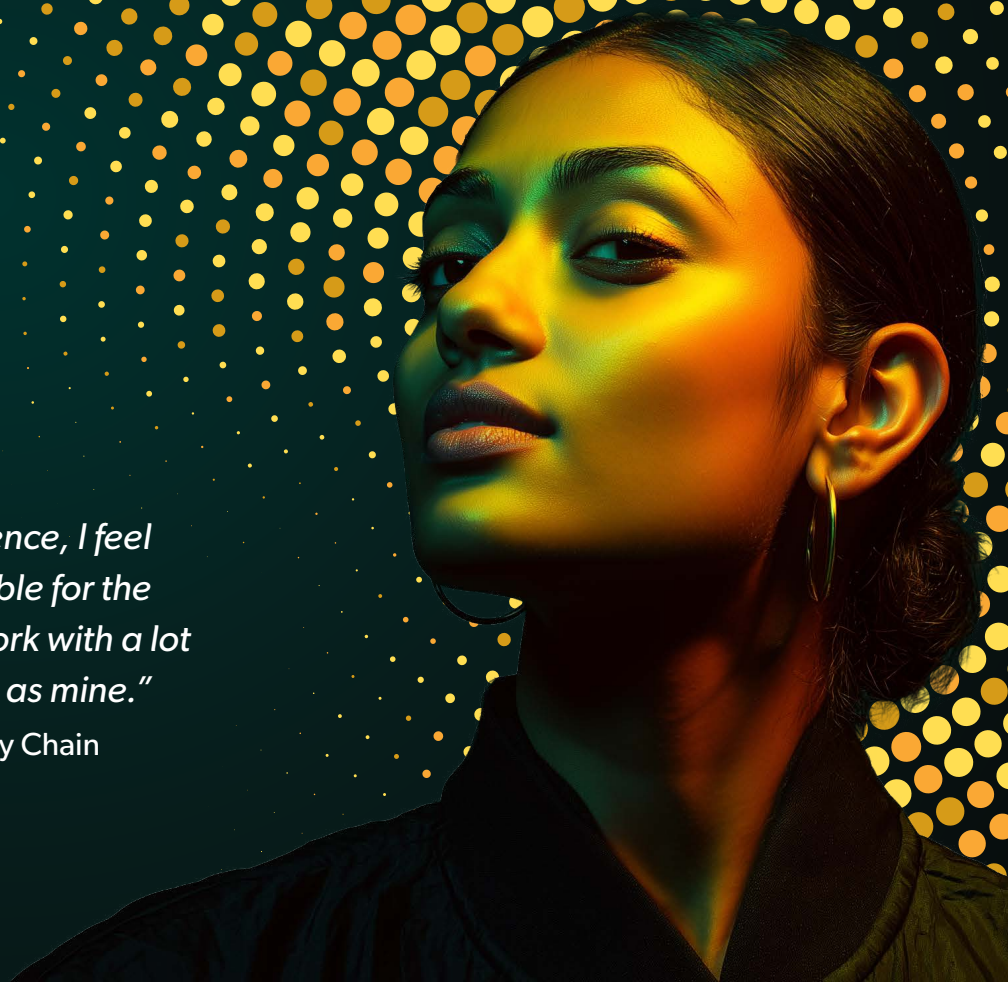
Chief Marketing Officer, **VCCP**

I had a fab time, it's always helpful to step back from day-to-day work and hear how others are approaching similar challenges to us."

Digital & Creative Executive, **Bidwells**

It was an incredible conference, I feel like the insights were valuable for the work I do and I got to network with a lot of marketers in similar roles as mine."

Campaign Manager, **DHL Supply Chain**



Ticket prices and packages

EARLY BIRD SALE – Save £100 per ticket*. Book by 17 April.

Client-side pass - £599 + VAT ~~£699~~
Agency/ vendor pass - £699 + VAT ~~£799~~
Start-up pass - £299 + VAT
Charity pass - £299 + VAT

UNLOCK GROUP SAVINGS

If you're attending with other members of your team, we run a range of group deals.

Plus, want to bring along junior members of your team? Each senior marketing leader you book unlocks TWO heavily discounted junior tickets, helping you to pass your learning and strategies on to your colleagues.

What's included?

- Full access to all the conference
- Access to the Ignite Exchange including: Skills Studio, Problem Solving Circles, Leaders' Tables, Demo Hub + take-away worksheets and resources
- Evening networking drinks
- Breakfast, lunch and unlimited snacks and refreshments throughout the day
- Dedicated event app
- On-demand access to session recordings for three months post-event

* Client-side and agency passes only

BOOK YOUR TICKETS HERE

Or contact Nikki Rice to discuss group savings when you bring your team:

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Get ready for honest conversations with B2B marketers handling the same challenges you are

Who attends B2B Ignite



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About B2B Marketing

Established over 20 years ago, B2B Marketing is the number one, go-to resource for B2B marketers globally. With over one million website visits each year and over 400k followers and subscribers, our community is unparalleled. Every year we organise some of the biggest and most influential events in the B2B world, where members and guests gather to learn how to do their jobs better and improve their marketing results.

Our Products

- B2B IGNITE FROM B2B MARKETING
- THE GLOBAL ABM CONFERENCE FROM B2B MARKETING
- THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION
- PROPOLIS FROM B2B MARKETING
- B2B MARKETING AWARDS FROM B2B MARKETING
- ELEVATION AWARDS FROM B2B MARKETING
- PROPOLIS INDEX FROM B2B MARKETING
- PROPOLIS MARKETING LEADERS SERIES FROM B2B MARKETING
- PROPOLIS LEADERS FORUM FROM B2B MARKETING
- PROPOLIS TRAINING FROM B2B MARKETING
- B2B GROWTH SOLUTIONS FROM B2B MARKETING
- THE B2B MARKETING PODCAST FROM B2B MARKETING

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Get in touch

To discuss any of the opportunities outlined in this pack, please contact:

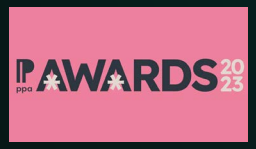
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