

B2B MARKETING

LIVE

2026

**GUIDE TO YOUR
SPEAKER APPLICATION**



WHY SPEAK AT B2B MARKETING LIVE?

B2B Marketing Live is the UK's largest event for marketers working in a B2B industry.

It welcomes 3000+ attendees to our flagship London event, and has been rapidly growing in Manchester, with 250-300 attendees expected to join us in June.

We cover a wide range of topics at the forefront of the B2B marketing industry, and have welcomed speakers from companies including Adobe, Dragon's Den, Hootsuite, The NBA, ITV and more.

100+

Expert Speakers

3000+

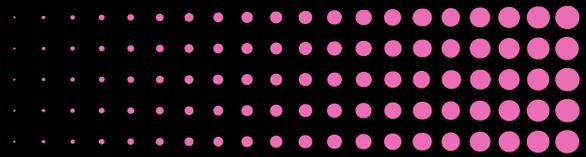
London attendees

5

Content theatre

30

Countries attending



WHY SPEAK AT B2B MARKETING LIVE?

- **Reach the decision-makers that matter**

Share your insights with a highly targeted audience of marketing leaders, CEO's, CMO's, Marketing Directors, and Sales leaders.

- **Shape the future of the Marketing industry**

Go beyond trend-talk. Address the real challenges and opportunities facing the rapidly changing, growing and innovative market.

- **Lead the conversations driving action**

Be part of a curated content programme focused on the practical solutions, collaboration and measurable results across the marketing industry

- **Amplify your voice beyond the stage**

Benefit from B2B Marketing Live's strong industry partnerships and media reach, extending the influence of your ideas far beyond the live audience.



Top tips for your speaker application

1. KNOW YOUR AUDIENCE

B2B Marketing Live attracts a broad but highly-focused audience of marketing leaders, including **CMO, CEO, Marketing Director, Head of Marketing, VP of Marketing, Senior Management** and more. Tailor your content to the challenges faced by those working in these roles within a B2B company.

2. ALIGN TO THE CONTENT THEMES

A successful submission will clearly connect with the content themes. This year the content themes are: Brand, Content, AI and Data.

3. FOCUS ON SOLUTIONS, NOT SALES

Our audience values insights over promotion. Sessions should share lessons learned, case studies, data or best practices.

Top tips for your speaker application

4. BUILD BALANCED PANELS

If you're proposing a panel, make sure it's a mix of perspectives and opinions. This makes for the most compelling sessions and encourages a lively Q&A at the end.

5. CHOOSE A STRONG MODERATOR

Moderators are critical to a successful panel session. Select someone who can challenge speakers, manage time and draw out practical insights - not just introduce the panel.

6. CONSENT IS ESSENTIAL

All proposed speakers must be confirmed and aware that they are included in the submission. Incomplete or speculative line-ups may not be considered

Top tips for your speaker application

7. BRING FRESH VOICES

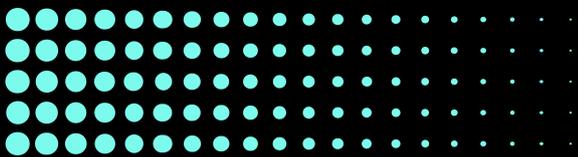
B2B Marketing Live is committed to showcasing a wide range of experiences, backgrounds and viewpoints. We actively encourage submissions that introduce new voices, underrepresented perspectives and original thinking.

8. MEET DEADLINE AND GUIDELINES

Submit your proposal on time and adhere to the guidelines. Late or incomplete entries may not be reviewed.



VISITOR PROFILES



JOB TITLES

- CMO
- Marketing Director
- CRO
- Founder/Co-founder
- CEO
- Marketing Manager
- Head of Marketing
- Marketing Lead
- VP Marketing
- Head of Growth
- Commercial Manager
- Senior Marketing Manager
- Brand Manager
- Head of Brand
- Global Brand Manager



CONTACT

For speaker enquiries please contact



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