



FORRESTER®

CX North America 2023

Nashville & Digital

June 13, 2023 – June 15, 2023

Agenda downloaded: 2024/11/10 19:48:28

Bold Starts: Monday, Jun 12

2:00 pm – 5:00 pm CDT	<p>ForrWomen Leadership Program: Advancing Women’s Leadership (In-Person Only)</p> <p>Speakers: Katy Tynan, VP, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial Tisha Cole, Director, Customer Insights, Kenvue, part of the Johnson & Johnson Family of Companies Elena Parlatore, Head of Global Consumer Experience, PepsiCo Addie Swartz, CEO, reachHIRE</p>
3:30 pm – 5:00 pm CDT	<p>Certification Mastering CX Workshop: Hone Your CX Measurement Practice (In-Person Only)</p> <p>Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester</p>
3:30 pm – 4:45 pm CDT	<p>Forrester Workshop Sessions (In-Person Only)</p> <p>3:30 pm - 4:45 pm First Look: The US Health Insurers Customer Experience Index, 2023 Speakers: Judy Weader, Principal Analyst, Forrester</p> <p>3:30 pm - 4:45 pm Driving CX And Trust In Banking: How To Do The Work That Matters Most Speakers: Alyson Clarke, Principal Analyst, Forrester</p>
3:30 pm – 5:30 pm CDT	<p>Analyst Relations Exchange (In-Person Only)</p> <p>3:30pm-3:45pm Pre-Forum Coffee & Networking</p> <p>3:45pm-3:55pm Welcome and Kick-Off Speakers: Jeff Lash, VP, Global Product Management, Forrester</p> <p>3:55pm-4:15pm Forrester Research Strategy and Update Speakers: Sharyn Leaver, Chief Research Officer, Forrester</p> <p>4:15pm-4:45pm Forrester’s Research Methodology And Insights For High-Tech & Service Providers Speakers: Danielle Jessee, Director, Evaluative Research, Forrester</p> <p>4:45pm-5:00pm Q&A With Forrester Executives</p> <p>5:00pm-5:30pm Private Reception With Forrester Analysts</p>
5:00 pm – 6:00 pm CDT	<p>Welcome Reception (In-Person Only)</p>

Bold Starts: Monday, Jun 12

5:30 pm – 7:00 pm CDT	Executive Leadership Exchange (Invite-Only): Networking Reception
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Tuesday, Jun 13

8:15 am – 9:15 am CDT	General Breakfast
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9:15 am – 9:30 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
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9:35 am – 10:05 am CDT	Keynote: Supercharge Your Customer-Obsessed Growth Engine Speakers: Melissa Parrish, VP, Group Director, Forrester
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10:10 am – 10:40 am CDT	Guest Keynote: How A US National Retail Chain Delivers On Customer Obsession Speakers: Rob Mills, EVP and Chief Digital, Strategy and Technology Officer, Tractor Supply Company
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11:00 am – 11:30 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 11:05 am CDT - MessageGears: Doing More With Less: Making Your Tech Stack Work For You, Not Against You Speakers: Will Devlin, VP Marketing, MessageGears 11:05 am CDT - Tethr: Empower Agents to Navigate Faster, Easier Customer Conversations Speakers: Dean Cruse, VP of Marketing, Tethr 11:20 am CDT - LiveVox: Your Agent Desktop Doesn't Have To Be A Mess Speakers: Nick Bandy, CMO, LiveVox 11:20 am CDT - Zeta: How Transparency Improves Trust in AI Speakers: William (Bill) Sears, GVP Solutions, Zeta
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11:00 am – 11:30 am CDT	11:00-11:30 AM Coffee Chats: Customer 360 has me running in circles! Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
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Tuesday, Jun 13

11:30 am – 12:00 pm
CDT

Breakout Sessions	
LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS
What Customer-Obsessed Leaders Do Differently Speakers: Katy Tynan, VP, Principal Analyst, Forrester	Why Bother Being Bold? Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
CREATIVITY-POWERED COMMERCE	CUSTOMER-OBSESSED MARKETING
The Rise of Creative Commerce: Move From The Moment of Purchase To The Commerce Experience Speakers: Jay Pattisall, VP, Principal Analyst, Forrester	Manage Brand Growth In An Economic Downturn Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester
DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
Creativity And Dynamism Must Power Your Digital Strategy Speakers: Peter Wannemacher, Principal Analyst, Forrester	How To Deliver Personalization That Your Customers Really Want Speakers: Jessica Liu, Principal Analyst, Forrester
SPECIAL SESSION	INDUSTRY MEETUP: GOVERNMENT
Culture Shapes Consumers: 5 Forces CMOs Should Track Speakers: Audrey Chee-Read, Principal Analyst, Forrester	Assumptions Are Kryptonite To Your CX Strategy. Speakers: Colleen Fazio, Senior Analyst, Forrester

Tuesday, Jun 13

12:10 pm – 12:40 pm
CDT**Case Study Sessions (In-Person Only)****Acxiom: Cx for Consumers in Various Life Stages: Using Analytics to Guide Financial Planning Strategies**

Speakers: Dean Westervelt, VP, Analytics Industry Strategist - Insurance & Healthcare, Acxiom Frances Wang, Director of Foresight & Trends, Marketing Analytics & Insights, Prudential

Aisera: ChatGPT and Generative AI for Customer Experience

Speakers: Aneel Jaeel, AI advisor and former SVP of CX, McAfee Puru Amradkar, CTO, Aisera

Amdocs: Drive digital adoption that sticks

Speakers: Smadar Kirstein, Head of Marketing, Digital Experience Enablement,, Amdocs

Forsta: The Evolution of Erie Insurance's VoC Program

Speakers: , ,

FullStory: How Kimberly-Clark Drives Continuous Improvement with Better Insights

Speakers: Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

InMoment: Launching a Data-Driven B2B CX Program With onsemi

Speakers: Jim Katzman, Principal CX Strategy & Enablement, InMoment April Nishimura, Head of Global Customer and Employee Experience, onsemi

Medallia: How Albertsons Is Using Technology & CX Strategy to Win Customers' Hearts and Minds

Speakers: Henrik Christensen, Senior Director of Customer and Marketing Intelligence, Albertsons Companies

Microsoft: Transform customer experience with next-generation AI

Speakers: Seth Patton, General Manager, Microsoft Customer and Employee Experience Solutions, Microsoft

12:40 pm – 1:45 pm
CDT**Lunch & Marketplace****1:00 pm CDT | CX Index Spotlight: Why CSAT isn't enough**

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

12:40 pm – 1:45 pm
CDT**Lunch & Learn Sessions (In-Person Only)****KPMG: New research drop: How to break marketing/sales silos**

Speakers: Bret Sanford-Chung, Managing Director, U.S. Customer Advisory, KPMG LLP

Qualtrics: Transform your CX with human-centric digital experience

Speakers: Sachin Goregaoker, Head of Product, XM for Customer Frontline Digital, Qualtrics Mitch Rosenbaum, SVP of Marketing and Digital Services, Credit Union of Colorado

Tuesday, Jun 13

<p>12:40 pm – 1:45 pm CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Lunch (featuring Analyst-Led Topic Tables)</p> <p>Speakers: Ron Rogowski, VP, Executive Partner, Forrester</p>																	
<p>1:45 pm – 2:15 pm CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 359 1256 411"> <p>LEADERSHIP DURING TURBULENT TIMES</p> </td> <td data-bbox="1256 359 2195 411"> <p>BOLD STRATEGIES PERPETUATE SUCCESS</p> </td> </tr> <tr> <td data-bbox="315 411 1256 520"> <p>Build A Better Listening Strategy To Inspire And Enable Your Employees Speakers: David Johnson, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 411 2195 520"> <p>Putting Your Bold Strategy Into Action Speakers: Su Doyle, Senior Analyst, Forrester Angelina Gennis, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 520 1256 576"> <p>CREATIVITY-POWERED COMMERCE</p> </td> <td data-bbox="1256 520 2195 576"> <p>CUSTOMER-OBSESSED MARKETING</p> </td> </tr> <tr> <td data-bbox="315 576 1256 684"> <p>Shoppable Everywhere: Tapping Into Commerce-Enabled Content Speakers: Kelsey Chickering, Principal Analyst, Forrester Saeyoung Cho, Chief Strategy Officer, Captiv8 Allysun Lundy, VP, Retail Media Strategy, Publicis Commerce</p> </td> <td data-bbox="1256 576 2195 684"> <p>The CMO's Role In Driving Customer Obsession Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 684 1256 740"> <p>DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE</p> </td> <td data-bbox="1256 684 2195 740"> <p>DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE</p> </td> </tr> <tr> <td data-bbox="315 740 1256 849"> <p>Use Your Digital Engine To Anticipate Your Customers' Needs and Delivery Their Next Best Experience Speakers: Julie Ask, Vice President, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 740 2195 849"> <p>When "More Data" Isn't Enough: Building A Data Strategy Speakers: Stephanie Liu, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 849 1256 904"> <p>SPECIAL SESSION</p> </td> <td data-bbox="1256 849 2195 904"> <p>INDUSTRY MEETUP: B2B</p> </td> </tr> <tr> <td colspan="2" data-bbox="315 904 2195 1107"> <p>Panel: Forrester's 2023 Customer-Obsessed Leadership Award Winners (In-Person Only) Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Aarthi Murali, Chief Customer Experience Officer, M&T Bank Elizabeth Killinger, Executive Vice President, NRG Home, NRG ENERGY Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp</p> </td> </tr> </table>		<p>LEADERSHIP DURING TURBULENT TIMES</p>	<p>BOLD STRATEGIES PERPETUATE SUCCESS</p>	<p>Build A Better Listening Strategy To Inspire And Enable Your Employees Speakers: David Johnson, Principal Analyst, Forrester</p>	<p>Putting Your Bold Strategy Into Action Speakers: Su Doyle, Senior Analyst, Forrester Angelina Gennis, Senior Analyst, Forrester</p>	<p>CREATIVITY-POWERED COMMERCE</p>	<p>CUSTOMER-OBSESSED MARKETING</p>	<p>Shoppable Everywhere: Tapping Into Commerce-Enabled Content Speakers: Kelsey Chickering, Principal Analyst, Forrester Saeyoung Cho, Chief Strategy Officer, Captiv8 Allysun Lundy, VP, Retail Media Strategy, Publicis Commerce</p>	<p>The CMO's Role In Driving Customer Obsession Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p>	<p>DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE</p>	<p>DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE</p>	<p>Use Your Digital Engine To Anticipate Your Customers' Needs and Delivery Their Next Best Experience Speakers: Julie Ask, Vice President, Principal Analyst, Forrester</p>	<p>When "More Data" Isn't Enough: Building A Data Strategy Speakers: Stephanie Liu, Senior Analyst, Forrester</p>	<p>SPECIAL SESSION</p>	<p>INDUSTRY MEETUP: B2B</p>	<p>Panel: Forrester's 2023 Customer-Obsessed Leadership Award Winners (In-Person Only) Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Aarthi Murali, Chief Customer Experience Officer, M&T Bank Elizabeth Killinger, Executive Vice President, NRG Home, NRG ENERGY Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp</p>	
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Tuesday, Jun 13

2:25 pm – 2:55 pm
CDT

Case Study Sessions (In-Person Only)

CallMiner: Transform Your CX with Smart Agent Behavior

Speakers: Kyle Carter, Co-Founder, Zenylitics M.J. Johnson, Sr Director of Product Marketing , CallMiner

CloudBlue: Leveraging Digital Ecosystems to Empower your Customers

Speakers: Jess Warrington, General Manager, North America, CloudeBlue

IBM: Taking a Customer-Led Approach to Business Transformation

Speakers: Tom Williams, EVP and Chief Experience Officer, Discount Tire John Kenwood, Client Partner, IBM Consulting

KPMG: Show me the money: The power of CX-investment

Speakers: Jason Galloway, Principal, U.S. Customer Advisory COE Lead, KPMG LLP Swetha Kumar, Managing Director, U.S. Customer Advisory, KPMG LLP

Qualtrics: Leveraging AI for Enterprise Transformation

Speakers: Koren Stucki, VP, Omnichannel CX Strategy, Qualtrics

Rightpoint: GM: Transforming Experiences In and Outside the Vehicle

Speakers: Donald Chesnut, Chief Experience Officer, GM Bill Thompson, Head of Mobility, Rightpoint

TheyDo: The ROI of Journey Management

Speakers: Florian Vollmer, Service Design Director, NCR Jochem van der Veer, CEO, TheyDo

Verint: How Vans Leverages Untapped CX Technology to Connect Silos

Speakers: Elaine Frazier, Senior Manager, Site Experience and Optimization, Vans

3:05 pm – 4:05 pm
CDT

Certification | Create Great Employee Experience At Your Organization (In-Person Only)

Speakers: David Johnson, Principal Analyst, Forrester

Tuesday, Jun 13

3:05 pm – 3:35 pm
CDT

Breakout Sessions	
LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS
Harness The Power Of Culture Energy To Build Long-Term Resiliency Speakers: Angelina Gennis, Senior Analyst, Forrester	Panel: Align Your Functions To Your Bold Strategy (In-Person Only) Speakers: Eric Epstein, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester Judy Weader, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester
CREATIVITY-POWERED COMMERCE	CUSTOMER-OBSESSED MARKETING
Data Clean Rooms For Commerce Speakers: Tina Moffett, Principal Analyst, Forrester	CMOs Get Tucked: The Rise Of The Chief “Something” Officer Speakers: Mike Proulx, VP, Research Director, Forrester Richard Sanderson, Marketing, Sales & Communications Practice Leader, Spencer Stuart
DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
Async Messaging: The Ultimate Customer-Led Service Channel for a Digital-First World Speakers: Christina McAllister, Senior Analyst, Forrester	The Revival and Impact of Segmentation Speakers: Zeid Khater, Analyst, Forrester
INDUSTRY MEETUP: FINANCIAL SERVICES	
Overcoming Obstacles To Accelerate Your CX Transformation Speakers: Alyson Clarke, Principal Analyst, Forrester	

Tuesday, Jun 13

3:35 pm – 4:20 pm CDT	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>3:40 pm CDT - BlastX Consulting: How Brooks Running Harness Zero-Party Data, the New Currency that Fuels Customer Loyalty Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting</p> <p>3:40 pm CDT - Optimizely: Saying your Goodbyes to Google Optimize Speakers: Dejean Brown, Principal Product Evangelists, Optimizely</p> <p>3:55 pm CDT - Deluxe: The First Mover Advantage with Deluxe's Trigger Marketing Speakers: John Tracy, Vice President, Deluxe</p> <p>3:55 pm CDT - Khoros: From Chaos to Khoros Speakers: Lans Crauer, Senior Business Value Consultant, Khoros</p> <p>4:10 pm CDT - HCLSoftware: Discover how HCLSoftware Leverages Big Data to Improve the Customer Experience Speakers: Preston Harris, Discover CTO, HCLSoftware</p> <p>4:10 pm CDT - Sendoso: Impeccable Experience: The Power of Clever Gifting Speakers: Cassie Sneed, Senior Manager of Customer Marketing, Reputation Austin Sandmeyer, Customer Lifecycle Manager, Sendoso</p>
3:35 pm – 4:20 pm CDT	<p>3:45-4:15 PM Coffee Chats: ChatGPT will steal your job.</p> <p>Speakers: Mike Proulx, VP, Research Director, Forrester</p>
3:35 pm – 4:20 pm CDT	<p>Executive Leadership Exchange (Invite-Only): PepsiCo: A Taste of the Consumer Journey</p> <p>Speakers: Melissa Parrish, VP, Group Director, Forrester Elena Parlatore, Head of Global Consumer Experience, PepsiCo</p>
4:25 pm – 4:55 pm CDT	<p>Keynote: The Right Leader For Turbulent Times</p> <p>Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>
5:00 pm – 5:30 pm CDT	<p>Keynote Interview: Forrester's 2023 Customer-Obsessed Enterprise Award Winner</p> <p>Speakers: Keith Johnston, VP, Group Director, Forrester Jennie Weber, Chief Marketing Officer, Best Buy David Nygaard, President of Omnichannel Home/Services Operations/Sales, Best Buy</p>
5:30 pm – 5:35 pm CDT	<p>Closing Remarks</p>

Tuesday, Jun 13

5:35 pm – 6:35 pm CDT	Reception
6:30 pm – 8:00 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Dinner Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

Wednesday, Jun 14

8:30 am – 9:30 am CDT	Forrester Majestic Guest Breakfast (Invite Only) Speakers: Keith Johnston, VP, Group Director, Forrester Collin Colburn, Senior Analyst, Forrester
8:30 am – 9:30 am CDT	General Breakfast
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: What To Do About The Coming Collapse Of The Customer Lifecycle Speakers: Brandon Purcell, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote Panel: Create Digital Experiences That Drive Results Speakers: Emily Collins, VP, Research Director, Forrester Andy Ford, Global Head of Product Design, Kimberly Clark Darren Kennedy, SVP Customer Experience, FullStory

Wednesday, Jun 14

10:50 am – 11:35 am
CDT

Marketplace Coffee Break & Networking (In-Person Only)

10:55 am CDT - FullStory: Uncovering Pivotal Insights Powered by Digital Experience Intelligence

Speakers: Addison Price, Sr. Manager, Sales Engineering, FullStory

10:55 am CDT - NICE: Humanized AI-driven CX Powered by Generative AI

Speakers: Josh Barber, Principal Solution Engineer, NICE

11:10 am CDT - CSG: Ignite CX with Industry Specific Pre-Built Customer Journeys

Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG

11:10 am CDT - InMoment: Turn Customer Feedback Into Informed Business Decisions

Speakers: Barry Nayback, Senior Solutions Consultant, InMoment

11:25 am CDT - IBM: Trends in Managed Marketing Services: Outsourcing for Success

Speakers: Kristen Conner, Customer Transformation BPO Practice Leader, Americas, IBM Consulting

11:25 am CDT - Medallia Spotlight Session

10:50 am – 11:35 am
CDT

Executive Leadership Exchange (Invite-Only): Q&A with Customer-Obsessed Leadership Winners

Speakers: Carrie Johnson, Chief Product Officer, Forrester Amy Summy, EVP, Chief Marketing Officer, and Head of Consumer Business , Labcorp Suzie Dieth, CXO, NRG Energy Jennie Weber, Chief Marketing Officer, Best Buy

Wednesday, Jun 14

11:35 am – 12:05 pm
CDT

Breakout Sessions	
LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS
<p>Accelerate Your Transformation Efforts With Insights-Driven Leadership Speakers: Kim Herrington, Senior Analyst, Forrester</p>	<p>It Is 2050: Your Website Is Deserted (Start Adapting Your Digital Touchpoint Strategy Today) Speakers: Fiona Swerdlow, VP, Research Director, Forrester Julie Ask, Vice President, Principal Analyst, Forrester Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester</p>
CREATIVITY-POWERED COMMERCE	CUSTOMER-OBSESSED MARKETING
<p>Generative AI Meets Commerce: Use Cases And Watch Outs (In-Person Only) Speakers: Mike Proulx, VP, Research Director, Forrester Jay Pattisall, VP, Principal Analyst, Forrester Brandon Purcell, VP, Principal Analyst, Forrester</p>	<p>From Mania To Mastery: Maximize Retail Media’s Revenue Impact Speakers: Nikhil Lai, Senior Analyst, Forrester</p>
DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
<p>Designing The More Human Future Of Human-Machine Interaction Speakers: David Truog, VP, Principal Analyst, Forrester</p>	<p>(How To) Balance Your Customer And Business Metrics to Drive CX Impact Speakers: Pete Jacques, Principal Analyst, Forrester</p>
BOLD STRATEGIES PERPETUATE SUCCESS	INDUSTRY MEETUP: HEALTHCARE
<p>Case Study: Bold Matters, Even When You Don’t Have To Compete To Win Speakers: Colleen Fazio, Senior Analyst, Forrester Anthony (Tony) G. Wilhelm, Ph.D., Director, Performance, Risk and Social Science Office, NOAA Federal Kristina Coppennoll Mandrelle, Manager, Retail Customer Experience Design , Consumer Energy</p>	<p>Make the case for improving healthcare CX! Speakers: Judy Weader, Principal Analyst, Forrester</p>

Wednesday, Jun 14

12:10 pm – 12:40 pm
CDT

Case Study Sessions (In-Person Only)

Bloomfire: Single Source of Truth: Empowering a Distributed Workforce with Digital Knowledge Management Tools

Speakers: Chelle Swanson, Lead Service Training Specialist, Ameritas Dan Stradtman, CMO, Bloomfire

Coveo: How H&R Block uses AI to deliver personalized, end-to-end customer experiences

Speakers: Jay Farrington, Information Technology Manager, H&R Block Juanita Olguin, Sr. Director Marketing, Coveo

CSG: Mastering CX ROI Beyond Traditional MarTech Limits

Speakers: Mark Smith, SVP of Customer Experience, CSG Kent Lemon, Senior Vice President and Head of Contact Center Customer Engagement, US Bank

KPMG: The Evolution to CLV 2.0

Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP

Quantum Metric Case Study: Tropical Smoothie Cafe's secret to optimizing your mobile experience, faster

Speakers: Braden Turner, Vice President Product Management, Tropical Smoothie Cafe

Reltio: From aspirations to reality: fueling your CX strategy with connected data

Speakers: Aurore Wu, Vice President Product Marketing, Reltio

Reputation: Revolutionize Your Brand: Master Customer Feedback's Power!

Speakers: Molly Lynch, Chief Communications Officer, VillageMD

12:40 pm – 1:45 pm
CDT

Lunch & Marketplace Break (In-Person Only)

1:00 pm CDT - CX Index Spotlight: Make the Case for Investing in CX

Speakers: Jane Lo, Sr. Analyst, CX Index, TL, Forrester

12:40 pm – 1:45 pm
CDT

Lunch & Learn Sessions (In-Person Only)

Lunch & Learn with FullStory: CX Best Practices: Understand what customers REALLY want

Speakers: Genevieve Jooste, Signature Customer Success Director, FullStory

Lunch & Learn with Medallia: Using Conversation Intelligence to drive CX strategy, insights, and action

Speakers: Kelly Speer, Manager of Speech Analytics, AAA-The Auto Club Group Lauren Taylor, VP Product Marketing, Medallia

12:40 pm – 1:45 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Lunch – Analyst-Led Topic Tables

Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester

Wednesday, Jun 14

1:45 pm – 2:15 pm
CDT

Breakout Sessions	
LEADERSHIP DURING TURBULENT TIMES	BOLD STRATEGIES PERPETUATE SUCCESS
Earning Excellence: How Managers Can Inspire And Enable Sustained Excellence Speakers: Jonathan Roberts, Senior Analyst, Forrester	Case Study: How To Be Bold In A Highly-Regulated Industry (In-Person Only) Speakers: Alyson Clarke, Principal Analyst, Forrester Catherine Beck, VP, Customer Experience & Analytics, Ameriprise Financial
CREATIVITY-POWERED COMMERCE	CUSTOMER-OBSESSED MARKETING
Create Differentiated Purchase Experiences With The Help Of Commerce Services Partners Speakers: Ted Schadler, VP, Principal Analyst, Forrester	TikTok Made Me Buy It: Winning Over The Creator-Led Consumer Speakers: Kelsey Chickering, Principal Analyst, Forrester Adrienne Lahens, Global Head of Operations , TikTok
DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE
Empathy In Digital Experiences Isn't Easy — But It's Critical Speakers: Senem Guler Biyikli, Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester	The Future Of Voice Of The Customer Programs Speakers: Colleen Fazio, Senior Analyst, Forrester
SPECIAL SESSION	
Mastering CX Workshop: Hone Your CX Measurement Practice Speakers: Su Doyle, Senior Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester	

Wednesday, Jun 14

2:20 pm – 2:50 pm
CDT

Case Study Sessions (In-Person Only)

Alchemer: Malwarebytes -- From Survey Tool to Enterprise Feedback Platform with Alchemer

Speakers: Ryan Tamminga, SVP Product and Services, Alchemer Jean Chapin, Sr Director Customer Experience, Malwarebytes Diane Beaudet, Sr. Manager of Customer Lifecycle Marketing, Malwarebytes

Bounteous: Delivering a World Class Dining Experience

Speakers: Dave Harris, CIO, Shake Shack Michael McLaren, President, North America, Bounteous

eGain: Harnessing Generative AI for CX and EX: A Practical Approach

Speakers: Arvind Gopal, VP of Product Management, eGain

Forethought: How iFit Leverages AI to Revolutionize Customer Support

Speakers: Dustin Auman, Operations Manager, iFit Ryan Van Wagoner, Senior Director, Product Marketing, Forethought

How Mailchimp Transforms CX with FullStory

Speakers: Rachel Shelby, CX Tools Strategist, Mailchimp Emily Walker, Head of Commercial Customer Success, Fullstory

Medallia: CVS Health: Activating a culture of customer centricity to create more meaningful customer interactions

Speakers: Srikant Narasimhan, VP of Enterprise Customer Experience, CVS health

Qualtrics: Empower Your Frontlines: Make Every Customer Interaction Matter

Speakers: Manisha Powar, Head of Product, XM for Customer Frontline, Qualtrics Angie Bloyer, Enterprise Speech Analytics Manager, American Family Insurance

Wednesday, Jun 14

<p>2:55 pm – 3:40 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>3:00 pm CDT - CloudBlue: How XaaS marketplaces drive customer retention. Speakers: Devina Yadav Baker, Global Head of Solutions Engineering, CloudBlue</p> <p>3:00 pm CDT - Qualtrics: Using Omnichannel Data to Connect the Dots Between Customers and Employees Speakers: Ellen Loeshelle, Director of Product Management, Qualtrics</p> <p>3:15 pm CDT - KPMG: Prioritizing CX Investments: KPMG’s Customer Value Scenario Toolset Speakers: Timothy Collins, Director, U.S. Customer Advisory, KPMG LLP</p> <p>3:15 pm CDT - Microsoft: Maximize seller and agent productivity to transform CX Speakers: Edgar Wilson II, Principal Program Manager, Microsoft</p> <p>3:30 pm CDT - Alchemer Workflow – The Fastest, Easiest Most Effective Way to Act on Feedback Speakers: Ryan Tamminga, SVP Product and Services, Alchemer</p>
<p>3:00 pm – 3:30 pm CDT</p>	<p>Coffee Chats: Privacy & Marketing: Hurdle? Opportunity? Both?</p> <p>Speakers: Stephanie Liu, Senior Analyst, Forrester</p>
<p>3:40 pm – 4:10 pm CDT</p>	<p>Guest Keynote Panel: Unlocking The Power Of Purpose to Drive Customer Experience Innovation At Voya Financial</p> <p>Speakers: Mike Proulx, VP, Research Director, Forrester Jessica Saperstein, Chief Customer Experience Officer, Voya Financial Tom Armstrong, Head of the Voya Behavioral Finance Institute for Innovation, Voya Financial</p>
<p>4:15 pm – 4:50 pm CDT</p>	<p>Guest Keynote: How Ford Motor Company Aligns BX, DX and CX to Deliver Bold Solutions</p> <p>Speakers: Keith Johnston, VP, Group Director, Forrester Jim Azzouz, Executive Director, Global CX Products & Customer Relations , Ford Motor Company Jon Cook, CEO, VMLY&R</p>
<p>4:50 pm – 5:50 pm CDT</p>	<p>Reception</p>
<p>5:50 pm – 7:05 pm CDT</p>	<p>Special Entertainment With Country Artist, John King</p>

Thursday, Jun 15

8:30 am – 9:30 am CDT	General Breakfast	
9:30 am – 10:00 am CDT	Breakout Sessions	
	LEADERSHIP DURING TURBULENT TIMES	CREATIVITY-POWERED COMMERCE
	Five Reasons You're Not Coaching Effectively Speakers: Betsy Summers, Principal Analyst, Forrester	Design Responsible Commerce Experiences Speakers: Gina Bhawalkar, Principal Analyst, Forrester
	CUSTOMER-OBSESSED MARKETING	DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE
	Bang For Your Buck: Marketing Strategies That Grow Business Value Speakers: Tina Moffett, Principal Analyst, Forrester	Find The Common Ground Between Digital Design And Agile Frameworks Speakers: AJ Joplin, Senior Analyst, Forrester
	DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE	SPECIAL SESSION
10:05 am – 10:35 am CDT	Case Study Sessions (In-Person Only)	
	How SmileDirectClub Uses Ada to Power Omnichannel CX Speakers: Nathan Dawson, Senior Director of Global Customer Care Technology , SmileDirectClub Jim Monroe, Chief Customer Officer, Ada Support Inc	
	ASAPP: Transforming Contact Centers with Generative AI Speakers: Gustavo Sapoznik, Founder and Chief Executive Officer, ASAPP	
	Concentrix: What Hill's Pet Nutrition Achieved One Year After CX NA Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Christy Borrowman, Digital Transformation and CX, Hill's Pet	
	NICE: AI-First CCaaS: Conversational AI for Enhanced Insurance Servicing Speakers: Elda Helc, Regional VP, Strategic Sales, Omilia Shai Zorea, Digital Contacts Solution Consultant Director, PwC	
10:35 am – 11:10 am CDT	Marketplace Coffee Break & Networking	

Thursday, Jun 15

<p>10:35 am – 11:10 am CDT</p>	<p>10:40-11:10 AM Coffee Chats: I’m done with NPS.</p> <p>Speakers: Pete Jacques, Principal Analyst, Forrester</p>													
<p>11:15 am – 11:45 am CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 360 1256 411"> <p>LEADERSHIP DURING TURBULENT TIMES</p> </td> <td data-bbox="1256 360 2199 411"> <p>BOLD STRATEGIES PERPETUATE SUCCESS</p> </td> </tr> <tr> <td data-bbox="315 411 1256 579"> <p>Partnership Is The New Leadership (In-Person Only) Speakers: Katy Tynan, VP, Principal Analyst, Forrester Laura Irvin Magniet, Global Customer Experience Manager, Caterpillar Debra Nelson, Sr. Organizational Development Consultant , Caterpillar Keith Thach, Enterprise Solutions Architect, Caterpillar</p> </td> <td data-bbox="1256 411 2199 579"> <p>Being Your Own Bold Self Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 579 1256 630"> <p>CREATIVITY-POWERED COMMERCE</p> </td> <td data-bbox="1256 579 2199 630"> <p>CUSTOMER-OBSESSED MARKETING</p> </td> </tr> <tr> <td data-bbox="315 630 1256 798"> <p>Unleash Creativity With Technology Built To Deliver Unique Commerce Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester Joe Cicman, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 630 2199 798"> <p>Straight From The CMO: Bold Takeaways From CX North America 2023 (In-Person Only) Speakers: Jen Sanning, Executive Partner, Forrester Lawrence Montgomery, Chief Marketing Officer , Baptist Health Peggy Byrd, Chief Marketing Officer, Boston Globe Media Reed Smith, Ardent Health, Chief Consumer Officer</p> </td> </tr> <tr> <td data-bbox="315 798 1256 849"> <p>DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE</p> </td> <td data-bbox="1256 798 2199 849"> <p>DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE</p> </td> </tr> <tr> <td data-bbox="315 849 1256 946"> <p>Conduct User Research At A Digital Pace Speakers: AJ Joplin, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 849 2199 946"> <p>Build A Technology Flywheel To Accelerate Customer Engagement Speakers: Joe Stanhope, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>LEADERSHIP DURING TURBULENT TIMES</p>	<p>BOLD STRATEGIES PERPETUATE SUCCESS</p>	<p>Partnership Is The New Leadership (In-Person Only) Speakers: Katy Tynan, VP, Principal Analyst, Forrester Laura Irvin Magniet, Global Customer Experience Manager, Caterpillar Debra Nelson, Sr. Organizational Development Consultant , Caterpillar Keith Thach, Enterprise Solutions Architect, Caterpillar</p>	<p>Being Your Own Bold Self Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p>CREATIVITY-POWERED COMMERCE</p>	<p>CUSTOMER-OBSESSED MARKETING</p>	<p>Unleash Creativity With Technology Built To Deliver Unique Commerce Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester Joe Cicman, Principal Analyst, Forrester</p>	<p>Straight From The CMO: Bold Takeaways From CX North America 2023 (In-Person Only) Speakers: Jen Sanning, Executive Partner, Forrester Lawrence Montgomery, Chief Marketing Officer , Baptist Health Peggy Byrd, Chief Marketing Officer, Boston Globe Media Reed Smith, Ardent Health, Chief Consumer Officer</p>	<p>DIGITAL OPERATIONS: HARMONIZE THE TOTAL BRAND EXPERIENCE</p>	<p>DATA, INSIGHTS, AND TECH FOR THE EVOLVING CUSTOMER LIFECYCLE</p>	<p>Conduct User Research At A Digital Pace Speakers: AJ Joplin, Senior Analyst, Forrester</p>	<p>Build A Technology Flywheel To Accelerate Customer Engagement Speakers: Joe Stanhope, VP, Principal Analyst, Forrester</p>
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<p>11:55 am – 12:25 pm CDT</p>	<p>Keynote: Customer Obsession For When The Going Gets Tough</p> <p>Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p>													
<p>12:25 pm – 12:30 pm CDT</p>	<p>Closing Remarks</p> <p>Speakers: Rick Parrish, VP, Research Director, Forrester</p>													