

FORRESTER®

CX Summit North America

Nashville

April 1, 2026 – April 1, 2026

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Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm CDT	**Forrester Women's Leadership Program: Bold At Work** Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester **1:30 PM | Arrival, Coffee, Networking** **2:00 PM | Panel: How I've Led And Navigated Bold At Work Amid Constant Change** Speakers: Judy Weader, Principal Analyst, Forrester Fiona Swerdlow, VP, Research Director, Forrester Purvi Doraiswamy, Senior Vice President, Digital Operations, AARP Kathy Doyle Thomas, President, Half Price Books Amy Lokey, Chief Experience Officer, ServiceNow **2:40 PM | Table Discussions: How I'm Bold At Work Amid Constant Change** **3:00 PM | Break** **3:10 PM | Peer Discussions focused on: navigating tough conversations, everything AI, burnout, etc.** **4:00 PM | Women's Leadership Program Concludes**
2:30 pm – 4:00 pm CDT	**Workshop: Scope Your AI Agent Future** Speakers: Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Principal Analyst, Forrester
2:30 pm – 4:00 pm CDT	**Workshop: Make Sure Your CX Capabilities Are Mission-Ready** Speakers: Su Doyle, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester
4:30 pm – 6:00 pm CDT	**Executive Leadership Exchange (Invite-Only): Lead and Master Change In Times Of Volatility** Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester
4:30 pm – 6:00 pm CDT	**CX Certification Program: Journey Mapping Fundamentals** Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester

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Bold Starts: Monday, Jun 23

4:30 pm – 6:00 pm CDT	**Workshop: The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers** Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester
6:00 pm – 7:30 pm CDT	**Welcome Reception**
6:00 pm – 6:45 pm CDT	**Executive Leadership Exchange (Invite-Only): Welcome Reception**

Tuesday, Jun 24

7:30 am – 8:45 am CDT	**CX Certification Program: Journey Mapping Fundamentals** Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
8:00 am – 9:00 am CDT	**General Breakfast**
8:00 am – 8:45 am CDT	**Government Leadership Breakfast** Speakers: Katy Tynan, VP, Principal Analyst, Forrester
9:00 am – 9:20 am CDT	**Opening Remarks** Speakers: George Colony, CEO, Forrester
9:25 am – 9:55 am CDT	**Keynote: Win And Retain The Distracted Consumer** Speakers: Kelsey Chickering, Principal Analyst, Forrester
10:05 am – 10:35 am CDT	**Keynote: Power Growth With Your Total Experience** Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

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Tuesday, Jun 24

10:45 am – 11:30 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **10:50-11:00am - Observe.AI: You Built AI To Deflect. Customers Want Connection. Let's Fix That.** Speakers: John McMullan, Director, VoiceAI Product Marketing, Observe.AI **11:05-11:15am - CallMiner: Future Of CX: Transforming Customer Feedback With AI** Speakers: Ed Matanes, Product Marketing Associate, CallMiner **11:20-11:30am - Thematic: Making Feedback Count: Why Mitsubishi Partners With Thematic** Speakers: Gary Batroff, SVP Sales and Partnerships, Thematic
10:50 am – 12:05 pm CDT	**Workshop: Build Your CX ROI Story** Speakers: Judy Weader, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester
10:50 am – 12:05 pm CDT	**Workshop: Better Together: Customer Segmentation And Data Strategy** Speakers: Stephanie Liu, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester
11:00 am – 11:30 am CDT	**Analyst-Led Roundtables (Pre-Registration Required)** **Sticky Data Storytelling Solutions** Speakers: Kim Herrington, Senior Analyst, Forrester **Keynote Q&A: Win And Retain The Distracted Consumer** Speakers: Kelsey Chickering, Principal Analyst, Forrester **Combining Brand + CX Is Hard But Possible** Speakers: Mike Proulx, VP, Research Director, Forrester **The US Economy: Trends, Challenges, and Outlook** Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester

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Tuesday, Jun 24

11:30 am – 12:00 pm CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester	**The Strategy And Practice Of Journey Centricity** Speakers: Jen Sanning, Executive Partner, Forrester Todd Keith, Head of Experience Design (XD), Regions Bank Nancy Flowers, Vice President of Customer Experience Strategy and Design, Voya Financial
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
Optimize Tech Investments To Fuel CX Transformation Speakers: Colleen Fazio, Principal Analyst, Forrester	**Develop Your Leadership Promise To Its CX Fulfillment** Speakers: Katy Tynan, VP, Principal Analyst, Forrester Josh Heitsenrether, Senior Managing Director, Marketing & Digital Strategy, American Society of Mechanical Engineers (ASME)
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
The Trust Thread: Powering Financial Services Loyalty And Primacy Speakers: Alyson Clarke, Principal Analyst, Forrester	**Create A Full Consumer View For Your Brand** Speakers: Audrey Chee-Read, Principal Analyst, Forrester

12:10 pm – 12:40 pm CDT	**Case Study Sessions** **Alchemer: Unforgettable Experiences: AEG's Fan-To-Brand Magic** Speakers: Matt Lawler, Vice President of Data and Insights, AEG Global Partnerships Ryan Tamminga, Senior Vice President of Product and Services, Alchemer **CSG: Journey Analytics: Find What's Broken And Fix It** Speakers: Keith Wilson, Executive Director of Product, CSG **Medallia: Lifting Off With Purpose: How The Venetian Propels CX With Medallia AI** Speakers: Hadley Spadaccini, Sr. Product Marketing Manager, AI & Analytics, Medallia **NICE: Three Smart Shifts That Helped ALG Vacations Deliver Faster, Friendlier Service** Speakers: Jennifer Wilson, Director, Product Marketing, NICE

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Tuesday, Jun 24

12:50 pm – 1:55 pm CDT	**Lunch & Marketplace (In-Person Only)** **1:00-1:10pm - Five9: Built-In, Not Bolt-On: Ushering In The Era Of Agentic CX** Speakers: Frank Chevallier, VP Product Management, Five9 **1:15-1:25pm - Forrester: Supercharge Decisions With Data** Speakers: Elizabeth Velasquez, Director, Data Engagement , Forrester **1:30-1:40pm - Forrester: Upskill Your Team With Courses & Certification** Speakers: Jenna Wohead, Director, Product Management, Forrester **1:45-1:55pm - Forrester: Move Faster With Consulting** Speakers: Dean Davison, Principal Consultant, Forrester
12:50 pm – 1:40 pm CDT	**Bold At Work: Women's Leadership Networking Lunch** Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester
12:50 pm – 1:45 pm CDT	**Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch**

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Tuesday, Jun 24

2:05 pm – 2:35 pm CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
A Deeper Dive Into Forrester's New Brand Experience (BX) Index Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Shalika Fernando, Senior Analyst, Forrester	**How To Align AI Operations With Strategy In The Contact Center And Beyond** Speakers: Max Ball, Principal Analyst, Forrester
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
Your Billing And Payment Tech Is Crucial To CX Speakers: Lily Varon, Principal Analyst, Forrester	**Build Your EX-To-CX Strategy Now** Speakers: Angelina Gennis, Principal Analyst, Forrester
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
Intelligent Healthcare Organizations Breathe Life Into CX Speakers: Shannon Germain Farraher, Senior Analyst, Forrester	**Prepare Your Full-Funnel Creative Strategy** Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
INDUSTRY MEETUP: GOVERNMENT	**INDUSTRY MEETUP: FINANCIAL SERVICES**
Government Meetup Speakers: Colleen Fazio, Principal Analyst, Forrester Judy Weader, Principal Analyst, Forrester	**Financial Services Meetup** Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester

2:45 pm – 3:15 pm CDT	**Case Study Sessions** **Dialpad: Human Expertise And Empathy In An AI World** Speakers: Jen Grant, CMO, Dialpad Shezan Kazi, Head of Ai Transformation , Dialpad **Five9: Transforming CX: CVS Health's AI-Powered Human Touch** Speakers: Niki Hall, Chief Marketing Officer, Five9 Brian Calderwood, VP IT - Member Experience, CVS **Genesys: Kaplan and Genesys: Transforming Learning With AI-Powered Innovations** Speakers: Bill Boga, Executive Director of Contact Center Strategy & AI Transformation, Kaplan North America Charles Quincy, Senior Director of Product Management, Genesys **Qualtrics: From Signals To Action: Supercharging CX With AI & Omni-Channel Insights** Speakers: Manisha Powar, Head of Product Management, Qualtrics CX James Bauman, Senior Director Experience Management & Analytics, TruGreen **TheyDo: MetLife: Realize Value Faster With Connected Journeys** Speakers: Roxanne Knapp, AVP Experience Design Strategy, MetLife

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Tuesday, Jun 24

3:25 pm – 3:55 pm CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
How AutoZone Implements Full-Funnel Advertising Speakers: Nikhil Lai, Principal Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.	**It's Time For B2C Marketing Operations To Shine** Speakers: Jessica Liu, Principal Analyst, Forrester
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
AI Agents: Hype Vs. Reality And What It Means Speakers: Stephanie Liu, Senior Analyst, Forrester	**Unlock AI's Full Potential With Forrester's AIQ Framework (Digital Only)** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions , T-Mobile	**Supercharge Dynamic Commerce With The Future of Digital Experiences** Speakers: Chuck Gahun, VP, Principal Analyst, Forrester

3:25 pm – 4:40 pm CDT	**Workshop: Level Up Your B2B CX Measurement** Speakers: Rich Saunders, Senior Analyst, Forrester Su Doyle, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester
3:25 pm – 4:40 pm CDT	**Workshop: Build Effective Personas To Drive Empathy** Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester
3:55 pm – 4:40 pm CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **4:00-4:10pm - NICE: CXone Mpower Value Proposition** Speakers: David Braddock, Portfolio Solution Engineer, NICE **4:15-4:25pm - Qualtrics: Beginning Your Omnichannel Listening Quest** Speakers: Menon Billingsley, Head of Solution Strategy for Technology, Media, and Telecom, Qualtrics **4:30-4:40pm - Zoho: Strategic Efficiency = (CRM)AI Not CRM + AI** Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho

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Tuesday, Jun 24

4:05 pm – 4:35 pm CDT	**Analyst-Led Roundtables (Pre-Registration Required)** **How Do You Do Self-Service Right?** Speakers: Max Ball, Principal Analyst, Forrester **Sharing Leadership Best Practices And Honest Pitfalls** Speakers: Betsy Summers, Principal Analyst, Forrester **Creating Strategy From The Outside In** Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
4:05 pm – 4:35 pm CDT	**CX Summit Certification Roundtables (Pre-Registration Required)**
4:40 pm – 5:10 pm CDT	**Keynote: 2025 Customer-Obsessed Enterprise Award** Speakers: Sharyn Leaver, Chief Research Officer, Forrester Melanie Au, VP, Digital Banking, Canadian Imperial Bank of Commerce (CIBC) Jennifer Davidson, VP, Client Experience, Canadian Imperial Bank of Commerce (CIBC) Angela Sarino, VP, Business Partner Marketing, Canadian Imperial Bank of Commerce (CIBC)
5:15 pm – 5:45 pm CDT	**Keynote: Design For The Future Of Experiences** Speakers: AJ Joplin, Senior Analyst, Forrester
5:45 pm – 5:45 pm CDT	**Closing Remarks** Speakers: Rick Parrish, VP, Research Director, Forrester
5:45 pm – 6:45 pm CDT	**Reception**
6:30 pm – 8:30 pm CDT	**Executive Leadership Exchange (Invite-Only): Exclusive Dinner**

Wednesday, Jun 25

8:30 am – 9:30 am CDT	**General Breakfast**

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Wednesday, Jun 25

8:30 am – 9:15 am CDT	**Breakfast Session | Ada's Agentic AI: The Fastest Path To CX Efficiency & Cost Reduction** Speakers: Brendan McGuire, Head of Strategic Accounts, Ada Yogi Bhatnagar, Pre-Sales Consultant, Ada
9:30 am – 9:40 am CDT	**Welcome Back** Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	**Keynote: No More Excuses: Practice Customer Obsession The Right Way** Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	**Keynote: 2025 Customer-Obsessed Leadership Award** Speakers: Keith Johnston, VP, Group Director, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T
10:50 am – 11:35 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **10:55-11:05am - CSG: The Prove It Era Of Customer Engagement** Speakers: Erin Veltkamp, Sr. Product Marketing Manager, CSG **11:10-11:20am - Grammarly: How Grammarly AI Supercharges Your Existing CX Stack** Speakers: Grant Horn, Enterprise Account Executive, Grammarly **11:25-11:35am - Genesys: Level Up Your Customer Experience: Achieve AI's Compound Value With Genesys Cloud** Speakers: Ian Felder, Director, Product Marketing – Journey Management, Analytics and Reporting , Genesys
10:55 am – 11:30 am CDT	**Get The Most From Forrester (Pre-Registration Required)** Speakers: Andrew McCauley, VP, Product Management, Forrester Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester Shar VanBoskirk, VP, Principal Analyst, Forrester
11:00 am – 11:30 am CDT	**Analyst-Led Roundtables (Pre-Registration Required)** **Keynote Q&A: Design For The Future Of Experiences** Speakers: AJ Joplin, Senior Analyst, Forrester **Combining Brand + CX Is Hard But Possible** Speakers: Mike Proulx, VP, Research Director, Forrester **Keynote Q&A: Power Growth With Your Total Experience** Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

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Wednesday, Jun 25

11:00 am – 12:15 pm CDT	**Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers** Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester
11:00 am – 12:15 pm CDT	**Workshop: Condition Your Culture For Collaboration** Speakers: Betsy Summers, Principal Analyst, Forrester
11:35 am – 12:20 pm CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester	**The Future Of Commerce** Speakers: Chuck Gahun, VP, Principal Analyst, Forrester
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone	**How To Lead Change For Improved Customer Outcomes** Speakers: Katy Tynan, VP, Principal Analyst, Forrester
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester	**Design Personalized Moments That Consumers Find Relevant And Valuable** Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy

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Wednesday, Jun 25

12:30 pm – 1:00 pm CDT	**Case Study Sessions** **Concentrix: Customer Loyalty: Combat Churn And Capture Market Share** Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Maya Desai, Director of Business Advanced Analytics, DIRECTV **Cresta: Supercharging Mutual Of Omaha's Revenue Engine With AI** Speakers: Laif Wheeler, VP of Sales, Mutual of Omaha Sai Vivek, Chief Customer Officer & Field CTO, Cresta **Inbenta: How BBVA Cut Costs & Boosted Satisfaction with 99% AI-Powered Self-Service** Speakers: Merlin Bise, Chief Technology Officer, Inbenta AI **Treasure Data: Power Intelligent CX With AI** Speakers: Amit Erande, GM of AI and Personalization Services, Treasure Data **Uniphore: From Agents to Agentic: Transforming Customer Conversations** Speakers: Kalyan Tummala, VP, Product Marketing, Uniphore
1:10 pm – 2:15 pm CDT	**Lunch & Marketplace (In-Person Only)** **1:20-1:30pm - Forrester: Supercharge Decisions With Data** Speakers: Elizabeth Velasquez, Director, Data Engagement , Forrester **1:35-1:45pm - Forrester: Move Faster With Consulting** Speakers: Dean Davison, Principal Consultant, Forrester
1:10 pm – 2:00 pm CDT	**Medallia Lunch & Learn: Insights To Action: Client-Centric Decisioning For Business Success With CIBC** Speakers: Stephanie Leheta, Senior Director - CX Strategy, Governance & Design Thinking, CIBC Connie Leary, VP, Experience Advisory, Medallia
1:10 pm – 2:00 pm CDT	**Certification Lunch: Wrap-Up**
1:10 pm – 2:00 pm CDT	**Executive Leadership Exchange (Invite-Only): Lunch featuring Q&A with Award Winner** Speakers: Ron Rogowski, VP, Executive Partner, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T
1:10 pm – 2:15 pm CDT	**AR Exchange Luncheon**

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Wednesday, Jun 25

2:25 pm – 3:10 pm CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	**WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**
Elevate Your Approach To Measuring Digital User Experiences Speakers: Gina Bhawalkar, Principal Analyst, Forrester	**CX Superpowers: Link Experience Quality To Business Performance** Speakers: Rich Saunders, Senior Analyst, Forrester
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
The Blueprint For Customer Data Platform Success Speakers: Joe Stanhope, VP, Principal Analyst, Forrester	**Case Study: AI Upskilling For Measurable CX Impact** Speakers: Betsy Summers, Principal Analyst, Forrester Rebecca Biestman, CMO, Guild Dr. KimArie Yowell, Chief Talent and DEI Officer, Rocket
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
Create Differentiating Digital Brand Experiences In Financial Services Speakers: Peter Wannemacher, Principal Analyst, Forrester Rohit Makhijani, Principal Analyst, Forrester	**Panel: Maximize The Value Of Your Sports Sponsorships** Speakers: Mike Proulx, VP, Research Director, Forrester Sara Bonds, SVP of Strategic Partnerships, APP (Association of Pickleball Players) Gregg Molander, Senior Director of Brand Experience, AARP
INDUSTRY MEETUP: HEALTHCARE	
Healthcare Meetup Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester	

2:30 pm – 3:45 pm CDT	**Workshop: Persuade Executives With Data-Rich Stories** Speakers: Colleen Fazio, Principal Analyst, Forrester Kelsey Chickering, Principal Analyst, Forrester

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Wednesday, Jun 25

3:20 pm – 3:50 pm CDT	**Case Study Sessions** **Dovetail: How Leading User Experience Teams Build Customer Centricity At Scale** Speakers: Cheryl Abellanoza, PhD, Associate Director - UX Research, Verizon Connect **OP360: From Call Center To Revenue Generator: How Voice Optimization Doubled Ideal Image's Sales** Speakers: Tom Moskal, VP of Global Client Services, OP360 Sheron Smith, Sr. Director, Contact Centers, Ideal Image **SundaySky: How Personalized Video Is Propelling ZoomInfo's Digital CX Future** Speakers: Mary Iapicca, Vice President, Customer Experience, ZoomInfo **WhatsApp: How To Streamline Customer Journeys With Persistent Conversation Threads** Speakers: Brian Donnelly, Head of Portfolio Marketing, Business Messaging, Meta Jason Singh, Head of Partner Marketing, Business Messaging, Meta
3:50 pm – 4:35 pm CDT	**Marketplace Coffee Break & Networking (In-Person Only)** **3:55-4:05pm - Level AI: Agentic AI - Myths, Reality & Practical Use Cases** Speakers: Gayathri Krishnamurthy, Head of Product Marketing, Level AI **4:10-4:20pm - Trustpilot: Fueling Business Growth. The ROI Of Authentic Customer Feedback** Speakers: Vincent Petrillo, General Manager and Vice President of US Commercial, Trustpilot **4:25-4:35pm - Qualtrics: Transforming Omnichannel Insights Into Meaningful Action** Speakers: Mitch Milner, Senior Principal Solutions Engineer, Qualtrics
4:00 pm – 4:30 pm CDT	**Analyst-Led Roundtables (Pre-Registration Required)** **Keynote Q&A: Power Growth With Your Total Experience** Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester **Creating Strategy From The Outside In** Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester **Sticky Data Storytelling Solutions** Speakers: Kim Herrington, Senior Analyst, Forrester
4:40 pm – 5:15 pm CDT	**Keynote: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences** Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

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Wednesday, Jun 25

5:15 pm – 5:15 pm CDT	**Closing Remarks** Speakers: Rick Parrish, VP, Research Director, Forrester
5:15 pm – 6:00 pm CDT	**Marketplace Reception**
6:45 pm – 10:30 pm CDT	**A Night Out in Nashville: Live at Friends in Low Places**

Thursday, Jun 26

8:30 am – 9:30 am CDT	**General Breakfast**
9:30 am – 9:35 am CDT	**Welcome Back** Speakers: Rick Parrish, VP, Research Director, Forrester
9:35 am – 10:05 am CDT	**Keynote: Navigate The Culture Risks Of Metrics** Speakers: Angelina Gennis, Principal Analyst, Forrester

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Thursday, Jun 26

10:15 am – 10:45 am CDT	**Breakout Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
Work Smarter: Drive Growth With Customer Lifetime Value Speakers: Zeid Khater, Analyst, Forrester	**Empowering Confident Customers** Speakers: Kim Herrington, Senior Analyst, Forrester Erica Luxenburg, Director of Product Research, Lowe's
LEVERAGE TECH FOR STELLAR CX — AND EX	**POWER CX WITH LEADERSHIP AND CULTURE**
Emerging Technology Dissolves The Barriers Between You And Your Customer Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester	**Panel: The Network Effects Of AI Create Powerful Experiences** Speakers: Jay Pattisall, VP, Principal Analyst, Forrester Jon Cook, CEO, VML Samir Bhutada, Global Vice President of Digital Transformation, The Coca-Cola Company
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	**DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**
Make The Case For CX In Government Organizations Speakers: Colleen Fazio, Principal Analyst, Forrester Judy Weader, Principal Analyst, Forrester	**Create Loyalty With A Modern Approach (Digital Only)** Speakers: John Pedini, Principal Analyst, Forrester

10:45 am – 11:15 am CDT	**Marketplace Coffee Break & Networking (In-Person Only)**
10:50 am – 11:20 am CDT	**Analyst-Led Roundtables (Pre-Registration Required)** **Effectively Engaging Loyal Customers In Retail/Financial Services** Speakers: John Pedini, Principal Analyst, Forrester **Keynote Q&A: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences** Speakers: Jay Pattisall, VP, Principal Analyst, Forrester **The US Economy: Trends, Challenges, and Outlook** Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester

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Thursday, Jun 26

11:25 am – 12:40 pm CDT	**Interactive Sessions**

MEASURE YOUR WAY TO JOURNEY MASTERY

Boost Your Experience Measurement Mastery
Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX — AND EX

It's Time For Chatbot 2.0
Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES

From Transactional To Trustworthy: Engaging Healthcare Customers
Speakers: Arielle Trzcinski, Principal Analyst, Forrester Greg Barber, Director, Experience & Market Research | Strategic Growth, CareFirst Blue Cross Blue Shield Al Krueger, Senior Director, Experience Strategy, Research, and Design Practice, Highmark Health

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS

Where Should Your CX Function Sit?
Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruett, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas Amy Cheng, Senior Director Experience Insights, Shipt

POWER CX WITH LEADERSHIP AND CULTURE

Optimize Your Team Or Function: Organizational Effectiveness Workshop
Speakers: Betsy Summers, Principal Analyst, Forrester

12:40 pm – 12:40 pm CDT	**Grab-and-Go Lunch**

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