



FORRESTER®

CX EMEA 2023

London & Digital

May 10, 2023 – May 11, 2023

In-Person Agenda

Agenda downloaded: 2024/05/07 12:17:52

Bold Starts: Tuesday, May 9

3:00 pm – 5:00 pm BST	ForrWomen Leadership Program: Advancing Women's Leadership (In-Person Only) Speakers: Judy Weader, Principal Analyst, Forrester Angelina Gennis, Senior Analyst, Forrester Judith van Herwaarden, Head of Customer Experience, DS Smith Susan McNulty, CX Consultant, Transforming Customer Experience
3:00 pm – 5:00 pm BST	Workshop Session: Leverage Journey Mapping To Optimize Customer Privacy Experiences (In-Person Only) Speakers: Enza Iannopollo, Principal Analyst, Forrester Edoardo Zavarella, Sr Consultant, Forrester
5:00 pm – 6:00 pm BST	Welcome Reception (In-Person Only)

Wednesday, May 10

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:45 am BST	Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester
9:50 am – 10:20 am BST	Keynote: Spark, Nurture, And Fire Up Empathy To Drive Innovation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester
10:25 am – 11:00 am BST	Guest Keynote: Designing Remarkable Customer-Centric Multichannel Experiences Speakers: Philip Bonhard, Head of Customer Experience - Fraud & Security, Lloyds Banking Group
11:00 am – 11:45 am BST	Marketplace Coffee Break & Networking (In-Person Only) 11:05am BST - AfterWords: How To Use Empathy To Drive Innovation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester 11:25am BST - TATA Communications: Future Looking CJM in a Fast-Changing Digital World Speakers: Paul Abbas, Head of CX Practice, UKI, Tata Communications
11:00 am – 11:45 am BST	11:15 am - 11:45 am BST Networking Session: I'm done with NPS. Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester

Wednesday, May 10

11:00 am – 12:15 pm BST	Learn-A-Skill Session: Create A Targeted Culture Change (In-Person Only) Speakers: Angelina Gennis, Senior Analyst, Forrester Michelle Beeson, Senior Analyst, Forrester		
11:05 am – 11:20 am BST	AfterWords: Keynote: Spark, Nurture, And Fire Up Empathy To Drive Innovation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
11:45 am – 12:15 pm BST	Breakout Sessions		
	ACCELERATE YOUR CX PRACTICE Earning Customer Loyalty In Financial Services Speakers: Edoardo Zavarella, Sr Consultant, Forrester	ENGAGE CUSTOMERS TO DRIVE LOYALTY Join The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester	BUILD COMPELLING DIGITAL EXPERIENCES Efficiency Or Cheating? ChatGPT Users Seek The Upper Hand Speakers: Laura Koetzle, VP, Group Director, Forrester Mike Proulx, VP, Research Director, Forrester Enza Iannopolo, Principal Analyst, Forrester
12:20 pm – 12:50 pm BST	Case Study Sessions (In-Person Only) IBM: CX-Driven Transformation to Fuel Growth and Loyalty Speakers: John Sullivan, Managing Partner, EMEA Customer Transformation Services, IBM Consulting Istvan Mag, MOL Digital Factory Director, Mol Hungary InMoment: How Aegon unlocks the power of customer centricity Speakers: Iain O'Connor, Head of Customer Experience & Insight, Aegon Derek Eccleston, XI Consultant, InMoment Talkdesk: WaFd bank delivers enhanced self-service with Talkdesk Speakers: Jay Gupta, Director of Product Marketing, AI & Automation, Talkdesk		
12:50 pm – 1:55 pm BST	Lunch & Marketplace 12:55 pm - 1:10 pm BST - Forrester Decisions In Action: Journey Prioritization Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester		

Wednesday, May 10

12:50 pm – 1:55 pm BST	Lunch & Learn Session (In-Person Only) Medallia: Delivering Purpose and Vision by embedding Customer Centricity Speakers: Andrew Clayton, Group Head Of Customer Experience, Close Brothers Carole Layzell, VP Solutions Principal, Medallia		
12:50 pm – 1:55 pm BST	Invite Only: Executive Leadership Exchange: Exclusive Lunch featuring Analyst-Led Topic Tables (In-Person Only) Speakers: Laura Koetzle, VP, Group Director, Forrester		
12:50 pm – 1:55 pm BST	1:15 pm - 1:45 pm BST Networking Session: I've journey mapped – what now? Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
1:55 pm – 2:25 pm BST	Breakout Sessions		
	ACCELERATE YOUR CX PRACTICE Why Great Cultures Change Speakers: Angelina Gennis, Senior Analyst, Forrester	ENGAGE CUSTOMERS TO DRIVE LOYALTY Ready Player Brand: Marketing In The Metaverse Speakers: Mike Proulx, VP, Research Director, Forrester	BUILD COMPELLING DIGITAL EXPERIENCES Optimise Your Digital Experience Portfolio With A Moments Map Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester
	SPECIAL SESSION Mastering CX: Using a CX Vision to Drive Transformation Speakers: Judy Weader, Principal Analyst, Forrester , ,		

Wednesday, May 10

2:30 pm – 3:00 pm BST	Case Study Sessions (In-Person Only) Forsta: CX insights in a class of their own Speakers: Stephan Hogenbirk, Head of Strategic Insights, Cognita Medallia: Zurich Insurance: Driving CX Ambition into Action Speakers: Carole Layzell, VP Solutions Principal, Medallia Clairly Moraitou, Group Head of Customer, Brand and Market Insights, Zurich RingCentral: Rethink Your Critical Business Communications Speakers: Ben Pintilie, Technical Enablement Manager, RingCentral		
3:05 pm – 3:35 pm BST	Breakout Sessions		
	ACCELERATE YOUR CX PRACTICE	ENGAGE CUSTOMERS TO DRIVE LOYALTY	BUILD COMPELLING DIGITAL EXPERIENCES
	Establish CX As A Pillar Of Business Success Speakers: Judy Weader, Principal Analyst, Forrester	Get Ready For The Age Of Cookieless Marketing Speakers: Enza Iannopollo, Principal Analyst, Forrester	The Digital Leaders Of Tomorrow Speakers: William Dahlgren, Analyst, Forrester Paola Laruffa, Head of Channels Management and Everyday Banking Journey, Intesa Sanpaolo
3:05 pm – 4:20 pm BST	Learn-A-Skill Session: Plug Your Digital Skills Gaps (In-Person Only) Speakers: Dan Bieler, Principal Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester		
3:35 pm – 4:20 pm BST	Marketplace Coffee Break & Networking (In-Person Only)		
	3:40pm BST - IBM: Driving growth in uncertain times : Lessons from global marketing leaders Speakers: Shubhen Chitnis, Partner, IBM Consulting, IBM iX		
	3:55pm BST - Genesys: Empathy in Action: Leveraging AI Powered Experience Orchestration to Deliver Empathy at Scale Speakers: Zaheer Gilani, Account Director Public Sector UK&I, Genesys		
3:35 pm – 4:20 pm BST	Invite Only: Executive Leadership Exchange - Q&A: Spark, Nurture, And Fire Up Empathy To Drive Innovation (In-Person Only) Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester		
3:35 pm – 4:20 pm BST	3:45 pm - 4:15 pm BST Networking Session: Join the green market revolution. Speakers: Thomas Husson, VP, Principal Analyst, Forrester		

Wednesday, May 10

4:30 pm – 5:30 pm BST	Customer-Obsessed Enterprise Award Winner - Majid Al Futtaim A (Slightly Unconventional) Point Of View On CX Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Gregoire Charpe, Director - Customer Experience & Innovation, Majid Al Futtaim Charles Awad, Chief Customer Officer, Majid Al Futtaim
5:30 pm – 6:30 pm BST	Reception

Thursday, May 11

8:30 am – 9:30 am BST	Forrester Majestic Guest Breakfast (Invite Only)
8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:35 am BST	Welcome Back
9:35 am – 10:05 am BST	Keynote: Practice Responsible Design To Drive Sustainable Value Speakers: Aurelie L'Hostis, Principal Analyst, Forrester
10:10 am – 10:40 am BST	Guest Keynote: HSBC's Customer Experience Journey Speakers: Gail Russell, Global Head of Customer Experience, HSBC
10:45 am – 11:30 am BST	Marketplace Coffee Break & Networking (In-Person Only) 10:50am BST - AfterWords: Practice Responsible Design To Drive Sustainable Value Speakers: Aurelie L'Hostis, Principal Analyst, Forrester 11:15am BST - Okta: Create digital experiences optimised from the first click with Auth0 by Okta Speakers: Domanic Smith-Jones, Senior Solutions Engineer, Okta
10:45 am – 11:30 am BST	Invite Only: Executive Leadership Exchange - Fireside Chat with 2023 Enterprise Award Winner (In-Person Only) Speakers: Gregoire Charpe, Director - Customer Experience & Innovation, Majid Al Futtaim Maxie Schmidt, VP, Principal Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester

Thursday, May 11

10:45 am – 11:30 pm BST	11 am - 11:30 am BST Networking Session: ChatGPT will steal your job. Speakers: Enza Iannopollo, Principal Analyst, Forrester		
10:45 am – 12:00 pm BST	Learn-A-Skill Session: Framing Journey Mapping Efforts With A Journey Atlas (In-Person Only) Speakers: Michelle Beeson, Senior Analyst, Forrester Joana de Quintanilha, VP, Principal Analyst, Forrester		
10:50 am – 10:10 am BST	AfterWords: Practice Responsible Design To Drive Sustainable Value Speakers: Aurelie L'Hostis, Principal Analyst, Forrester		
11:30 am – 12:00 pm BST	Breakout Sessions		
	ACCELERATE YOUR CX PRACTICE Bring CX, Marketing & Digital Leaders Together To Drive Growth Speakers: Oliwia Berdak, VP, Research Director, Forrester George Cairns, Personalisation Lab Product Owner, Lloyds Banking Group	ENGAGE CUSTOMERS TO DRIVE LOYALTY Align Customer And Employee Experiences Speakers: Richard Sheahan, VP, Principal Consultant, Forrester Angélique Fortuné, Head of Customer Journeys , BNP PARIBAS	BUILD COMPELLING DIGITAL EXPERIENCES Plug Your Digital Skills Gaps Speakers: Dan Bieler, Principal Analyst, Forrester
12:05 pm – 12:35 pm BST	Case Study Sessions (In-Person Only) CSG: Getting Started with Customer Journeys is Easier Than Ever Speakers: Mark Smith, SVP of Customer Experience, CSG		
	Reputation: What Does Your Digital Front Door Say About Your Brand? Speakers: Matthew Patchett, Sr. CX Strategist, Reputation Tracey Pankhurst, Sr CX Strategist, Reputation		
12:35 pm – 1:35 pm BST	Lunch & Marketplace 1:10 pm - 1:25 pm BST - Forrester Decisions In Action: Marketing Technology Assessment Speakers: Rusty Warner, VP, Principal Analyst, Forrester		
	Invite Only: Executive Leadership Exchange - Exclusive Lunch (In-Person Only) Speakers: Laura Koetzle, VP, Group Director, Forrester		

Thursday, May 11

12:35 pm – 1:35 pm BST	1:00 pm - 1:30 pm BST Networking Session: Agile. Lean. Value streams. Tribes. Argh! Speakers: Dan Bieler, Principal Analyst, Forrester Michelle Beeson, Senior Analyst, Forrester		
1:35 pm – 2:05 pm BST	Breakout Sessions		
	ACCELERATE YOUR CX PRACTICE	ENGAGE CUSTOMERS TO DRIVE LOYALTY	BUILD COMPELLING DIGITAL EXPERIENCES
	How To Excel At CX Measurement Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Yana Andriyasova, Customer Experience, Senior Director, SAP	How To Lead A Customer-Obsessed Organization Speakers: Mary Beth Kemp, Senior Consultant, Forrester	The Top Emerging Technologies For Digital Business Speakers: Jacob Morgan, Principal Analyst, Forrester
2:10 pm – 2:40 pm BST	Case Study Sessions		
	ChromeOS: How IT Leaders Should Rethink the Customer Engagement Strategy and Build Digital Trust Speakers: Naveen Viswanatha, Head of Product, ChromeOS Commercial, Google		
	Okta: How does digital identity deliver a great consumer experience? Speakers: Ian Lowe, Director, Solutions Marketing EMEA , Okta		
2:50 pm – 3:20 pm BST	Keynote: How To Embrace Customer Lifetime Value Speakers: Rusty Warner, VP, Principal Analyst, Forrester		
3:20 pm – 3:25 pm BST	Closing Remarks		