



FORRESTER

CX Summit EMEA 2024

London & Digital

June 24, 2024 – June 26, 2024

Agenda downloaded: June 23, 2026 09:25:45 PM ET

Bold Starts: Monday, Jun 24

3:00 pm – 5:00 pm BST	<p>Forrester Women's Leadership Program</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p> <p>Panel: Get The Tools And Skills You Need To Build A Career In CX</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International Gail Russell, Global Head of Customer Experience, HSBC Melissa Chaudet, UX Consultant, Bunnyfoot Tina Lilje, Head of Philips Customer Experience, Philips International</p>
3:00 pm – 5:00 pm BST	<p>GenAI Hackathon: Experiment, Network, And Learn</p> <p>Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>
3:00 pm – 5:00 pm BST	<p>Level-Up Workshop Journey Measurement Build Your Journey Business Case Now</p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester , , Forrester Jana Gül, Researcher, Forrester</p>
5:00 pm – 6:00 pm BST	<p>Welcome Reception</p>

Tuesday, Jun 25

8:30 am – 9:30 am BST	<p>General Breakfast</p>
9:30 am – 9:45 am BST	<p>Opening Remarks</p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>
9:40 am – 10:20 am BST	<p>Guest Keynote Meet A(H)I: Artificial & Human Intelligent CX</p> <p>Speakers: Tina Lilje, Head of Philips Customer Experience, Philips International</p>
10:20 am – 10:50 am BST	<p>Keynote: Solve The AI Customer's Dilemma: To Be Or Not To Be?</p> <p>Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p>

Tuesday, Jun 25

<p>10:50 am – 11:35 am BST</p>	<p>Marketplace Break & Networking (In-Person Only)</p> <p>10:55–11:05 am - Celtra: Embracing AI To Optimize Ad Experiences For Customers Speakers: Oliver Stewart, VP of Sales, EMEA & APAC, Celtra</p> <p>11:10–11:20 am - Treasure Data: Condé Nast: Customer-Centric Journeys That Drive Business Value Speakers: Diana Comsa, Global Director, Customer Data Products, Condé Nast</p>									
<p>11:00 am – 11:30 am BST</p>	<p>Analyst-Led Roundtable</p> <p>AI: You can avoid the “Frankenstack” Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p>GenAI Generates “Coherent Nonsense” Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p>									
<p>11:00 am – 12:15 pm BST</p>	<p>Skill Building Workshop AI Unleashed: Creating Magic Without Mistakes And Mayhem</p> <p>Speakers: Lorenzo Introna, Principal Consultant, Forrester David Wheable, VP, Principal Consultant, Forrester</p>									
<p>11:35 pm – 12:05 pm BST</p>	<table border="1"> <tr> <td data-bbox="318 850 1290 906"> <p>MASTERING CX: SCALE, ADAPT, ALIGN</p> </td> <td data-bbox="1290 850 2199 906"> <p>DELIVER ON THE DIGITAL PROMISE</p> </td> </tr> <tr> <td data-bbox="318 906 1290 986"> <p>Prove The Business Value Of CX And Your Team Speakers: , , Forrester</p> </td> <td data-bbox="1290 906 2199 986"> <p>Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 986 1290 1042"> <p>ANTICIPATE MARKET DISRUPTION</p> </td> <td data-bbox="1290 986 2199 1042"></td> </tr> <tr> <td data-bbox="318 1042 1290 1134"> <p>Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1290 1042 2199 1134"></td> </tr> </table>		<p>MASTERING CX: SCALE, ADAPT, ALIGN</p>	<p>DELIVER ON THE DIGITAL PROMISE</p>	<p>Prove The Business Value Of CX And Your Team Speakers: , , Forrester</p>	<p>Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester</p>	<p>ANTICIPATE MARKET DISRUPTION</p>		<p>Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p>	
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<p>12:10 pm – 12:40 pm BST</p>	<p>Case Study Sessions (In-Person Only)</p> <p>TheyDo and Scania: steering CX and business strategy with journeys Speakers: Peter Björk, Chief Product Manager, Scania Jochem van der Veer, CEO, TheyDo</p> <p>JourneyTrack: A Framework for Deciding When to Use AI in CX Speakers: Ania Rodriguez, Founder & CEO, JourneyTrack Christin Bowman, Director of Product, JourneyTrack</p>									

Tuesday, Jun 25

<p>12:40 pm – 1:40 pm BST</p>	<p>Lunch & Marketplace (In-Person Only)</p> <p>1:15–1:25 pm - Forrester: Align To Accelerate With Forrester Decisions Speakers: Darrell Hayward, VP regional Sales for UK&I, Forrester David Seamons, Customer Success Manager, Forrester</p>					
<p>12:40 pm – 1:40 pm BST</p>	<p>Lunch & Learn Session (In-Person Only)</p> <p>Medallia: MSC Cruises: Developing a Voice of the Customer Program that drives actions and cultural transformation Speakers: Marco Ottaviani, Head of CRM & Customer Activation, MSC Cruises Eleanor Telling, Principal XP Consultant, Medallia</p>					
<p>12:40 pm – 1:40 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Networking Lunch Analyst-Led Topic Tables</p> <p>AI: You can avoid the “Frankenstack” Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p>With GenAI Are You Building Your Own Apps? Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester</p> <p>Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p> <p>With The Delays To CSRD Implementation, You Have Plenty Of Time – No Need To Start Now Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> <p>Never Mind The EU AI Act: Your GenAI Apps May Already Be violating The GDPR Speakers: Laura Koetzle, VP, Group Director, Forrester</p>					
<p>1:40 pm – 2:25 pm BST</p>	<p>Breakout Sessions + Ask An Expert</p> <table border="1" data-bbox="318 1082 2199 1391"> <tr> <td data-bbox="318 1082 1258 1145"> <p>MASTERING CX: SCALE, ADAPT, ALIGN</p> <p>Customer Journey’s 2.0: Customer Journey Management And Transformation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p> </td> <td data-bbox="1258 1082 2199 1145"> <p>DELIVER ON THE DIGITAL PROMISE</p> <p>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p> </td> </tr> <tr> <td data-bbox="318 1248 1258 1391"> <p>ANTICIPATE MARKET DISRUPTION</p> <p>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 1145 2199 1391"></td> </tr> </table>		<p>MASTERING CX: SCALE, ADAPT, ALIGN</p> <p>Customer Journey’s 2.0: Customer Journey Management And Transformation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p>	<p>DELIVER ON THE DIGITAL PROMISE</p> <p>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p>	<p>ANTICIPATE MARKET DISRUPTION</p> <p>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>	
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Tuesday, Jun 25

<p>2:30 pm – 3:00 pm BST</p>	<p>Case Study Sessions (In-Person Only)</p> <p>CSG: Navigating the New CX Landscape: Experience-led Growth Speakers: Rona Cameron, Head of Customer Engagement, Standard Life Assurance Ben Gott, Data & Technology President, UK&I, Merkle , ,</p> <p>Medallia: CX Central - "Experience, Now Next and Beyond" Speakers: Ben Riding, Head of Marketplace & Experience Insights, Deliveroo Eleanor Telling, Principal XP Consultant, Medallia</p>									
<p>3:00 pm – 3:35 pm BST</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>3:05–3:15 pm - Forrester: Meet Izola, the GenAI Tool for Trusted Answers Speakers: Keisha Thomas, VP, Marketing, Forrester David Wheable, VP, Principal Consultant, Forrester</p>									
<p>3:00 pm – 4:10 pm BST</p>	<p>Skill Building Workshop A Strategic Approach To Prioritizing Digital Initiatives</p> <p>Speakers: William Dahlgren, Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>									
<p>3:00 pm – 3:35 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): ELE Networking: Q&A with Enza Iannopollo and Laura Koetzle</p> <p>Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester</p>									
<p>3:00 pm – 3:30 pm BST</p>	<p>Analyst-Led Roundtable</p> <p>GenAI Will Change Your Team Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> <p>(Gen)AI and CX Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>									
<p>3:35 pm – 4:05 pm BST</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="318 1107 2199 1385"> <tr> <td data-bbox="318 1107 1240 1163"> <p>MASTERING CX: SCALE, ADAPT, ALIGN</p> </td> <td data-bbox="1240 1107 2199 1163"> <p>DELIVER ON THE DIGITAL PROMISE</p> </td> </tr> <tr> <td data-bbox="318 1163 1240 1246"> <p>Session Details Coming Soon</p> </td> <td data-bbox="1240 1163 2199 1246"> <p>Establish A Change-Confident Culture For Sustained Value Creation Speakers: Manuel Geitz, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 1246 1240 1302"> <p>ANTICIPATE MARKET DISRUPTION</p> </td> <td data-bbox="1240 1246 2199 1302"> <p>FINANCIAL SERVICES MEETUP:</p> </td> </tr> <tr> <td data-bbox="318 1302 1240 1385"> <p>B2B Buyer Behavior Shifts And What To Do About It Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1240 1302 2199 1385"> <p>Identify And Build New Digital Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>MASTERING CX: SCALE, ADAPT, ALIGN</p>	<p>DELIVER ON THE DIGITAL PROMISE</p>	<p>Session Details Coming Soon</p>	<p>Establish A Change-Confident Culture For Sustained Value Creation Speakers: Manuel Geitz, Principal Analyst, Forrester</p>	<p>ANTICIPATE MARKET DISRUPTION</p>	<p>FINANCIAL SERVICES MEETUP:</p>	<p>B2B Buyer Behavior Shifts And What To Do About It Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p>Identify And Build New Digital Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>
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4:15 pm – 4:45 pm BST	Keynote: How To Diagnose And Cure CX Fatigue Speakers: , , Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International
4:45 pm – 5:30 pm BST	Keynote: Forrester 2024 Customer-Obsessed Enterprise Award Winner Speakers: , , Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking
5:30 pm – 5:30 pm BST	Closing Remarks
5:30 pm – 6:50 pm BST	Reception - Sponsored by Medallia

Wednesday, Jun 26

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:35 am BST	Welcome Back Speakers: Martin Gill, VP, Research Director, Forrester
9:35 am – 10:05 am BST	Keynote: Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester
10:10 am – 10:40 am BST	Guest Keynote: E.ON's Customer Journey Excellence Amid Transformation Speakers: Keith Fletcher, Head of Customer Journeys, E.ON Richard Sheahan, VP, Executive Partner, Forrester
10:45 am – 11:30 am BST	Marketplace Break & Networking (In-Person Only)

Wednesday, Jun 26

<p>10:50 am – 11:20 am BST</p>	<p>Analyst-Led Roundtable</p> <p>Registers Are Derailing Your Transformation Speakers: Manuel Geitz, Principal Analyst, Forrester</p> <p>Proving CX Business Value Speakers: , , Forrester</p>									
<p>11:00 am – 12:15 pm BST</p>	<p>Skill Building Workshop Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers' Problems</p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jana Gül, Researcher, Forrester</p>									
<p>10:50 am – 11:20 am BST</p>	<p>Executive Leadership Exchange (Invite-Only): Morning Networking Break Q&A with Customer Obsessed Enterprise Award Winner, Nedbank</p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking</p>									
<p>11:30 am – 12:15 pm BST</p>	<p>Breakout Sessions + Ask An Expert</p> <table border="1" data-bbox="315 746 2199 1139"> <tr> <td data-bbox="315 746 1258 802"> <p>MASTERING CX: SCALE, ADAPT, ALIGN</p> </td> <td data-bbox="1258 746 2199 802"> <p>DELIVER ON THE DIGITAL PROMISE</p> </td> </tr> <tr> <td data-bbox="315 802 1258 938"> <p>GenAI Panel Speakers: Laura Koetzle, VP, Group Director, Forrester Thomas Husson, VP, Principal Analyst, Forrester Martha Bennett, VP, Principal Analyst, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 802 2199 938"> <p>Align CX, Digital, And Tech With Metrics That Matter Speakers: Oliwia Berdak, VP, Research Director, Forrester , , Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td colspan="2" data-bbox="315 938 2199 994"> <p>ANTICIPATE MARKET DISRUPTION</p> </td> </tr> <tr> <td colspan="2" data-bbox="315 994 2199 1139"> <p>Optimize Your Tech Ecosystem With AI Speakers: Rusty Warner, VP, Principal Analyst, Forrester Huw Jones, Head of Intelligent Automation, Lloyds Banking Group Dominique Braganca, Lab Product Owner, Conversational Experience & Analytics, Lloyds Banking Group</p> </td> </tr> </table>		<p>MASTERING CX: SCALE, ADAPT, ALIGN</p>	<p>DELIVER ON THE DIGITAL PROMISE</p>	<p>GenAI Panel Speakers: Laura Koetzle, VP, Group Director, Forrester Thomas Husson, VP, Principal Analyst, Forrester Martha Bennett, VP, Principal Analyst, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester</p>	<p>Align CX, Digital, And Tech With Metrics That Matter Speakers: Oliwia Berdak, VP, Research Director, Forrester , , Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester</p>	<p>ANTICIPATE MARKET DISRUPTION</p>		<p>Optimize Your Tech Ecosystem With AI Speakers: Rusty Warner, VP, Principal Analyst, Forrester Huw Jones, Head of Intelligent Automation, Lloyds Banking Group Dominique Braganca, Lab Product Owner, Conversational Experience & Analytics, Lloyds Banking Group</p>	
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<p>12:20 pm – 12:50 pm BST</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1312 304"> <p>MASTERING CX: SCALE, ADAPT, ALIGN</p> </td> <td data-bbox="1312 245 2199 304"> <p>DELIVER ON THE DIGITAL PROMISE</p> </td> </tr> <tr> <td data-bbox="315 304 1312 384"> <p>Segmentation And Personalization Strategies for Enhanced Digital CX Speakers: Chiara De Gasperin, Analyst, Forrester</p> </td> <td data-bbox="1312 304 2199 384"> <p>Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 384 1312 528"> <p>ANTICIPATE MARKET DISRUPTION</p> <p>Use The CSRD As A Springboard, Not A Straitjacket! Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> </td> <td data-bbox="1312 384 2199 528"></td> </tr> </table>	<p>MASTERING CX: SCALE, ADAPT, ALIGN</p>	<p>DELIVER ON THE DIGITAL PROMISE</p>	<p>Segmentation And Personalization Strategies for Enhanced Digital CX Speakers: Chiara De Gasperin, Analyst, Forrester</p>	<p>Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p>	<p>ANTICIPATE MARKET DISRUPTION</p> <p>Use The CSRD As A Springboard, Not A Straitjacket! Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>	
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<p>12:20 pm – 12:50 pm BST</p>	<p>B2B Meetup: Elevate The Experiences Of Your Customers And Partners</p> <p>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester , , Forrester Richard Sheahan, VP, Executive Partner, Forrester</p>						
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<p>1:55 pm – 2:25 pm BST</p>	<p>Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI</p> <p>Speakers: Dan Bieler, Principal Analyst, Forrester</p>						
<p>2:25 pm – 2:30 pm BST</p>	<p>Closing Remarks</p>						