



FORRESTER[®]

CX Summit EMEA

London & Digital

June 24, 2024 – June 26, 2024

In-Person Agenda

Agenda downloaded: 2024/05/23 09:21:01

Bold Starts: Monday, Jun 24

3:00 pm – 5:00 pm BST	Forrester Women's Leadership Program Speakers: Laura Koetzle, VP, Group Director, Forrester
3:00 pm – 5:00 pm BST	GenAI Hackathon: Experiment, Network, And Learn Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester
3:00 pm – 5:00 pm BST	Level-Up Workshop Build Your Journey Business Case Now Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester
5:00 pm – 6:00 pm BST	Welcome Reception

Tuesday, Jun 25

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:40 am BST	Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester
9:40 am – 10:20 am BST	Guest Keynote with Tarv Nijjar, McDonald's Speakers: Tarv Nijjar, Global Senior Director, Data Analytics and AI, McDonald's
10:20 am – 10:50 am BST	Keynote: Solve The AI Customer's Dilemma: To Be Or Not To Be? Speakers: Enza Iannopollo, Principal Analyst, Forrester
10:50 am – 11:35 am BST	Marketplace Break & Networking (In-Person Only) 10:55-11:05am - Celtra: Embracing AI to optimize ad experiences for customers Speakers: Oliver Stewart, VP of Sales, EMEA & APAC, Celtra 11:10-11:20am - Treasure Data: Condé Nast: customer-centric journeys that drive business value Speakers: Diana Comsa, Global Director, Customer Data Products, Condé Nast

Tuesday, Jun 25

<p>11:00 am – 11:30 am BST</p>	<p>Analyst-Led Roundtable</p> <p>Martech 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 Speakers: Lorenzo Introna, Principal Consultant, Forrester David Wheable, VP, Principal Consultant, Forrester</p>								
<p>11:35 pm – 12:05 pm BST</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="315 598 2199 834"> <thead> <tr> <th data-bbox="315 598 945 662">MASTERING CX: SCALE, ADAPT, ALIGN</th> <th data-bbox="945 598 1570 662">DELIVER ON THE DIGITAL PROMISE</th> <th data-bbox="1570 598 2199 662">ANTICIPATE MARKET DISRUPTION</th> </tr> </thead> <tbody> <tr> <td data-bbox="315 662 945 834"> <p>Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="945 662 1570 834"> <p>Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester</p> </td> <td data-bbox="1570 662 2199 834"> <p>Sustainability Now, Not Later: AI Will Supercharge The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> </td> </tr> </tbody> </table>			MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION	<p>Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p>	<p>Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester</p>	<p>Sustainability Now, Not Later: AI Will Supercharge 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>12:50 pm – 1:50 pm BST</p>	<p>Lunch & Marketplace (In-Person Only)</p>								
<p>12:40 pm – 1:40 pm BST</p>	<p>Lunch & Learn Session (In-Person Only)</p> <p>Lunch & Learn with Medallia</p>								
<p>12:40 pm – 1:40 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Networking Lunch Analyst-Led Topic Tables Speakers: Rusty Warner, VP, Principal Analyst, Forrester Aurelie L'Hostis, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester Thomas Husson, VP, Principal Analyst, Forrester</p>								

Tuesday, Jun 25

1:40 pm – 2:25 pm
BST**Breakout Sessions + Ask An Expert****MASTERING CX: SCALE, ADAPT, ALIGN****CX Organization & Culture**

Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International

DELIVER ON THE DIGITAL PROMISE**How AI Fuels New Green Digital Products**

Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA

ANTICIPATE MARKET DISRUPTION**Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI**

Speakers: Martha Bennett, VP, Principal Analyst, Forrester

2:30 pm – 3:00 pm
BST**Case Study Sessions (In-Person Only)****CSG: Navigating the New CX Landscape: Experience-led Growth**

Speakers: Mathieu Acin, VP Customer Experience, CSG

Medallia Case Study3:00 pm – 3:45 pm
BST**Marketplace Coffee Break & Networking (In-Person Only)**3:05 pm – 4:20 pm
BST**Skill Building Workshop | A Strategic Approach To Prioritizing Digital Initiatives**

Speakers: William Dahlgren, Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester

3:15 pm – 3:45 pm
BST**Executive Leadership Exchange (Invite-Only): Afternoon Networking Break | Guest Speaker**3:15 pm – 3:45 pm
BST**Analyst-Led Roundtable****GenAI Will Change Your Team**

Speakers: Thomas Husson, VP, Principal Analyst, Forrester

(Gen)AI and CX

Speakers: Martha Bennett, VP, Principal Analyst, Forrester

Tuesday, Jun 25

3:50 pm – 4:20 pm
BST**Breakout Sessions****MASTERING CX: SCALE, ADAPT, ALIGN****Customer Journey's 2.0: Customer journey management and transformation**

Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan

DELIVER ON THE DIGITAL PROMISE**Establish A Change-Confident Culture For Sustained Value Creation**

Speakers: Manuel Geitz, Principal Analyst, Forrester

ANTICIPATE MARKET DISRUPTION**B2B Buyer Behavior Shifts And What To Do About It**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester

B2B MEETUP**Elevate The Experiences Of Your Customers And Partners**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Richard Sheahan, VP, Principal Consultant, Forrester

4:30 pm – 5:15 pm
BST**Keynote: Forrester 2024 Customer-Obsessed Enterprise Award Winner**

Speakers: Maxie Schmidt, VP, Principal Analyst, 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

5:15 pm – 5:20 pm
BST**Closing Remarks**5:20 pm – 6:20 pm
BST**Reception**

Wednesday, Jun 26

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

Wednesday, Jun 26

9:30 am – 9:35 am BST	Welcome Back Speakers: Martin Gill, VP, Research Director, Forrester		
9:35 am – 10:05 am BST	Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
10:10 am – 10:40 am BST	Guest Keynote Meet A(H) : Artificial & Human Intelligent CX Speakers: Tina Lilje, Head of Philips Customer Experience, Philips International		
10:45 am – 11:30 am BST	Marketplace Break & Networking (In-Person Only)		
10:50 am – 11:20 am BST	Analyst-Led Roundtable Registers Are Derailing Your Transformation Speakers: Manuel Geitz, Principal Analyst, Forrester Proving CX Business Value Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester		
11:00 am – 12:15 pm BST	Skill Building Workshop Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers' Problems Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
11:00 am – 11:30 am BST	Executive Leadership Exchange (Invite-Only): Morning Networking Break Q&A with Customer Obsessed Leadership Award Winners Speakers: Laura Koetzle, VP, Group Director, Forrester		
11:30 am – 12:15 pm BST	Breakout Sessions + Ask An Expert		
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION
	E.ON's Customer Journey Excellence Amid Transformation Speakers: Richard Sheahan, VP, Principal Consultant, Forrester Keith Fletcher, Head of Customer Journeys, E.ON	Align CX, Digital, And Tech With Metrics That Matter Speakers: Oliwia Berdak, VP, Research Director, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester	Optimize Your Tech Ecosystem With AI Speakers: Rusty Warner, VP, Principal Analyst, Forrester

Wednesday, Jun 26

12:20 pm – 12:50 pm BST	Case Study Sessions (In-Person Only)		
12:20 pm – 12:50 pm BST	Financial Services Meetup: Identify And Build New Digital Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester		
12:50 pm – 1:35 pm BST	Lunch & Marketplace (In-Person Only)		
12:50 pm – 1:35 pm BST	Executive Leadership Exchange (Invite-Only): Networking Lunch Key Takeaways Wrap-Up Speakers: Laura Koetzle, VP, Group Director, Forrester		
1:50 pm – 2:20 pm BST	Breakout Sessions		
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION
	Segmentation And Personalization Strategies for Enhanced Digital CX Speakers: Chiara De Gasperin, Analyst, Forrester	Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester	Use The CSRD As A Springboard, Not A Straitjacket! Speakers: Aurelie L'Hostis, Principal Analyst, Forrester
2:25 pm – 2:55 pm BST	Case Study Sessions (In-Person Only)		
3:05 pm – 3:35 pm BST	Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI Speakers: Dan Bieler, Principal Analyst, Forrester		
3:20 pm – 3:25 pm BST	Closing Remarks		