



FORRESTER®

CX Summit EMEA 2024

London & Digital

June 24, 2024 – June 26, 2024

In-Person Agenda

Agenda downloaded: 2024/07/27 05:33:47

Bold Starts: Monday, Jun 24

3:00 pm – 5:00 pm BST	<p>Forrester Women's Leadership Program Speakers: Laura Koetzle, VP, Group Director, Forrester</p> <p>Panel: Get The Tools And Skills You Need To Build A Career In CX 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 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 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, 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 Speakers: Martin Gill, VP, Research Director, Forrester</p>
9:40 am – 10:20 am BST	<p>Guest Keynote Meet A(H): Artificial & Human Intelligent CX 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? Speakers: Enza Iannopolo, 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 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="315 874 2199 1107"> <thead> <tr> <th data-bbox="315 874 945 935">MASTERING CX: SCALE, ADAPT, ALIGN</th> <th data-bbox="945 874 1570 935">DELIVER ON THE DIGITAL PROMISE</th> <th data-bbox="1570 874 2199 935">ANTICIPATE MARKET DISRUPTION</th> </tr> </thead> <tbody> <tr> <td data-bbox="315 935 945 1107"> <p>Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="945 935 1570 1107"> <p>Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester</p> </td> <td data-bbox="1570 935 2199 1107"> <p>Sustainability Now, Not Later: AI Will Accelerate 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 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="315 1157 2195 1420"> <thead> <tr> <th data-bbox="315 1157 947 1217"> MASTERING CX: SCALE, ADAPT, ALIGN </th> <th data-bbox="947 1157 1572 1217"> DELIVER ON THE DIGITAL PROMISE </th> <th data-bbox="1572 1157 2195 1217"> ANTICIPATE MARKET DISRUPTION </th> </tr> </thead> <tbody> <tr> <td data-bbox="315 1217 947 1420"> <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="947 1217 1572 1420"> <p>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p> </td> <td data-bbox="1572 1217 2195 1420"> <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> </tr> </tbody> </table>			MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION	<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>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</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 Mark Smith, SVP, Customer Experience, CSG</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 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 Speakers: Enza Iannopollo, 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>

Tuesday, Jun 25

3:35 pm – 4:05 pm BST	Breakout Sessions		
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION
	Session Details Coming Soon	Establish A Change-Confident Culture For Sustained Value Creation Speakers: Manuel Geitz, Principal Analyst, Forrester	B2B Buyer Behavior Shifts And What To Do About It Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
	FINANCIAL SERVICES MEETUP:		
	Identify And Build New Digital Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester		
4:15 pm – 4:45 pm BST	Keynote: How To Diagnose And Cure CX Fatigue Speakers: Maxie Schmidt, VP, Principal Analyst, 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: 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		
5:30 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

Wednesday, Jun 26

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, Principal Consultant, Forrester								
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 Jana Gül, Researcher, Forrester								
10:50 am – 11:20 am BST	Executive Leadership Exchange (Invite-Only): Morning Networking Break Q&A with Customer Obsessed Enterprise Award Winner, Nedbank 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								
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Wednesday, Jun 26

12:20 pm – 12:50 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
12:20 pm – 12:50 pm BST	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		
12:50 pm – 1:50 pm BST	Lunch & Marketplace (In-Person Only)		
12:50 pm – 1:50 pm BST	Executive Leadership Exchange (Invite-Only): Networking Lunch Key Takeaways Wrap-Up Speakers: Laura Koetzle, VP, Group Director, Forrester		
1:55 pm – 2:25 pm BST	Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI Speakers: Dan Bieler, Principal Analyst, Forrester		
2:25 pm – 2:30 pm BST	Closing Remarks		