



FORRESTER®

# CX Summit North America 2024

## Nashville & Digital

June 17, 2024 – June 20, 2024

In-person Agenda

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**Bold Starts: Monday, Jun 17**

2:00 pm – 5:00 pm CDT	<p><b>Forrester Women's Leadership Program</b></p> <p><b>2:00 pm   Arrival, Coffee, &amp; Networking</b></p> <p><b>2:25 pm   Fireside Chat: Innovation, Authenticity, And Leadership In The Age Of AI</b> Speakers: Emily Collins, VP, Research Director, Forrester Cory Munchbach, Chief Executive Officer, BlueConic</p> <p><b>2:55 pm   Roundtable Discussions</b></p> <p><b>3:15 pm   Panel: Leveraging AI For Enhanced Experiences While Creating Cultures Of Curiosity And Inclusivity</b> Speakers: Kim Herrington, Senior Analyst, Forrester Fadjanie Cadet, Director, Diversity &amp; Inclusion, Forrester Christie Sandoval, Senior Vice President, Customer Experience, T-Mobile Jalen Chaz Baylis, Student, Tennessee State University</p> <p><b>4:00 pm   Break</b></p> <p><b>4:15 pm   Community Roundtables</b></p> <p><b>5:00 pm   Program Concludes</b></p>
2:30 pm – 5:00 pm CDT	<p><b>Workshop: Make Sure Your CX Capabilities Are Mission-Ready</b> Speakers: Su Doyle, Senior Analyst, Forrester Kara Hoisington, Principal Consultant, Forrester</p>
3:30 pm – 5:00 pm CDT	<p><b>Forrester CX Summit Certification: Take A Human + AI Approach To CX</b> Speakers: Max Ball, Principal Analyst, Forrester Patrick Hayes, Product Manager, Certification, Forrester</p>
3:30 pm – 5:00 pm CDT	<p><b>First Look: The US Health Insurers Customer Experience Index, 2024</b> Speakers: Judy Weader, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>
5:15 pm – 6:00 pm CDT	<p><b>Musical Experience: Team Anthem</b></p>
6:00 pm – 7:00 pm CDT	<p><b>Welcome Reception</b></p>
6:30 pm – 7:30 pm CDT	<p><b>Executive Leadership Exchange (Invite-Only): Networking Reception: Meet Your Peers</b></p>

**Tuesday, Jun 18**

8:15 am – 9:15 am CDT	<b>General Breakfast</b>
9:15 am – 9:40 am CDT	<b>Opening Remarks</b> Speakers: George Colony, CEO, Forrester
9:40 am – 10:10 am CDT	<b>Keynote: Forge Boundless Experiences With Humans + AI</b> Speakers: J.P. Gownder, VP, Principal Analyst, Forrester
10:10 am – 10:40 am CDT	<b>Keynote   Fireside Chat: To Make AI Magic (Not Mayhem), Start With Myth Busting And Discipline</b> Speakers: Mike Proulx, VP, Research Director, Forrester Ajay Kapoor, Global Director, Performance Driven Marketing, General Motors
10:45 am – 11:30 am CDT	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>10:50–11:00 am - BlastX: Building Brand Loyalty With Zero-Party Data</b> Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting  <b>11:05–11:15 am - Forethought: Driving CX Excellence With AI: Practical Insights For Leaders</b> Speakers: Deon Nicholas, Co-founder, CEO, Forethought  <b>11:20–11:30 am - SurveyMonkey: How Golden State Warriors Shoot And Score On NPS</b> Speakers: Sofia Knutson, Senior Solutions Engineer, SurveyMonkey
10:50 am – 12:05 pm CDT	<b>Skill Building Workshop   The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers</b> Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
11:00 am – 11:30 am CDT	<b>Analyst-Led Roundtable</b>  <b>Friend Or Foe: How Will AI Impact Experience Design?</b> Speakers: Gina Bhawalkar, Principal Analyst, Forrester  <b>Taking Your VoC Program To The Next Level</b> Speakers: Pete Jacques, Principal Analyst, Forrester

Tuesday, Jun 18

11:30 am – 12:00 pm  
CDT

Breakout Sessions		
<b>THE FUTURE OF HUMANS + AI</b>	<b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b>	<b>HUMAN-CENTERED, AI-READY LEADERSHIP</b>
<p><b>Our Robot Friends: Five Themes For Success In Your AI Adventure</b> Speakers: Rowan Curran, Senior Analyst, Forrester</p>	<p><b>Panel: Analytically Driven CX Improvement</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Dr. Brita Andercheck, Chief Data Officer, City of Dallas Aniket Navalkar, Vice President, Survey &amp; Insights, Advocate Health Kerry Sette, Vice President of Consumer Research and Insights, Voya Financial Julie Rickis, Head of Market Research, MassMutual</p>	<p><b>Are You A Better Boss Than A Bot? Level Up Your Leadership Skills For An AI-Infused World</b> Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>
<b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b>	<b>AI EVERYWHERE?</b>	<b>DELIVER EXPERIENCES AT DIGITAL SPEED</b>
<p><b>Align And Activate For Amazing Experiences</b> Speakers: AJ Joplin, Senior Analyst, Forrester</p>	<p><b>Impact Customer Outcomes With AI-Powered Digital Experiences</b> Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p><b>No Experience Is The Most Convenient Experience</b> Speakers: Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester</p>
<b>THE GENAI TRUST IMPERATIVE</b>		
<p><b>Don't Get Canceled: Overcoming GenAI Consumer Backlash</b> Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>		

Tuesday, Jun 18

12:10 pm – 12:40 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Acxiom: Feeding The Machine Responsibly: Consent As The Key To Ethical AI**

Speakers: Dustin Raney, Director of Identity Innovation, Acxiom Dave Warfield, Vice President of Sales for the Financial Services sector, Acxiom

**Concentrix: Learning From Leaders: Solving Persistent CX Challenges**

Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Charles Bates, Manager, Business Operations Services (BOS) Customer Care Group, American Honda Finance Corporation (AHFC) Andy Rieger, Sr. CX Manager, Hill's Pet Nutrition Gina Massa, Sr. Director, Voice of the Customer Programs, Concentrix

**Fullstory: The Behavioral Data Benchmark: How Do You Compare?**

Speakers: Emily Walker, Head of Commercial Customer Success, Fullstory

**NICE: AI In Action: Real Results And Innovation In ONE's CX Strategy**

Speakers: Kristie O'Donnell, Director, Product Pre-Sales, Nice

**Observe.AI: GenAI-Based Conversation Intelligence With Human-Centric Controls**

Speakers: Milind Pansare, VP Product, Observe.AI Claudia Lee, Sr.Product Manager, Observe.AI

12:50 pm – 1:55 pm  
CDT

**Lunch & Marketplace (In-Person Only)**

**12:55–1:05 pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester Carter McCrory, VP, New Business Sales and Revenue Development, Forrester

**1:10–1:20 pm - Forrester: Tap Forrester's Survey Data to Guide Business Decisions**

Speakers: Christopher Kelley, VP, Research Analytics, Forrester

**1:25–1:35 pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers**

Speakers: Doug Washburn, VP, Research Products, Forrester

**1:40–1:50 pm - Forrester: Expand Your CX Program Impact With Certification**

Speakers: Elisabeth Medaris, Certification Platform and Operations Director, Forrester Patrick Hayes, Product Manager, Certification, Forrester

**Tuesday, Jun 18**

12:50 pm – 1:40 pm  
CDT

**12:50-1:40 pm CDT | Lunch & Learn Session (In-Person Only)****Medallia: Maximizing The Impact Of AI In Experience Programs With Medallia**

Speakers: Hadley Spadaccini, Sr. Product Marketing Manager, AI & Analytics, Medallia Simon Gough, VP Product Management, Medallia

12:50 pm – 1:45 pm  
CDT

**Networking Lunch: Forrester Women's Leadership Program**

Speakers: Emily Collins, VP, Research Director, Forrester Dr. Nicole Kendall Arrighi, Assistant Dean, Tennessee State University

Tuesday, Jun 18

12:50 pm – 1:45 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Exclusive Lunch With Analyst-Led Topic Tables**

**Leadership: Role of Belonging in Workplace**

Speakers: Jonathan Roberts, Senior Analyst, Forrester

**Keys to Improve Employee Engagement**

Speakers: David Johnson, Principal Analyst, Forrester

**Leadership: Building Change Resilience with Your Team**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

**Tomorrow's Consumer: Behavior and Insights**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester

**AI and Digital Business Strategy**

Speakers: Fiona Swerdlow, VP, Research Director, Forrester

**AI Alignment And Trust**

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

**Alignment is Your Competitive Advantage**

Speakers: Su Doyle, Senior Analyst, Forrester

**Leading Through Change**

Speakers: Melissa Parrish, VP, Group Director, Forrester

**Governance & Prioritization**

Speakers: Katerina Gryparis, VP, Executive Partner, Forrester

**Journey-Centric Transformation**

Speakers: Katy Cobian, VP, Executive Partner, Forrester

Tuesday, Jun 18

2:05 pm – 2:35 pm  
CDT

<b>Breakout Sessions</b>		
<b>THE FUTURE OF HUMANS + AI</b>	<b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b>	<b>HUMAN-CENTERED, AI-READY LEADERSHIP</b>
<b>Design Your AI Customer Service Strategy</b> Speakers: Christina McAllister, Senior Analyst, Forrester	<b>Use Your AI Mojo To Conjure CX ROI</b> Speakers: Pete Jacques, Principal Analyst, Forrester	<b>The CMO's Role In Leading AI Adoption</b> Speakers: Mike Proulx, VP, Research Director, Forrester Norm Yustin, Partner, Russell Reynolds Associates
<b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b>	<b>AI EVERYWHERE?</b>	<b>DELIVER EXPERIENCES AT DIGITAL SPEED</b>
<b>Customer-Focused Orgs Are Aligned, Defined, Fluid, And Fast</b> Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester	<b>When Machines Get Creative</b> Speakers: David Truog, VP, Principal Analyst, Forrester	<b>When Machines Are More Empathetic</b> Speakers: Senem Guler Biyikli, Analyst, Forrester
<b>THE GENAI TRUST IMPERATIVE</b>	<b>INDUSTRY MEETUP: GOVERNMENT</b>	
<b>The Seven Habits Of Highly Trusted Artificial Intelligence</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester	<b>How To Win Friends And Influence People As A CX Leader In Government</b> Speakers: Judy Weader, Principal Analyst, Forrester Colleen Fazio, Senior Analyst, Forrester	



Tuesday, Jun 18

2:45 pm – 3:15 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Callminer: Calibrating NPS With AI To *Really* Understand Customers**

Speakers: Jim Conner, Director of Operations, Gant Travel M.J. Johnson, Sr Director of Product Marketing , CallMiner

**CSG: Navigating The New CX Landscape: Experience-Led Growth**

Speakers: Mark Smith, SVP of Customer Experience, CSG Todd Sale, Senior Vice President of Customer Experience, Corpay Ryan Serpan, United States Head of Consumer Experience Consulting, Blend 360

**Fullstory: Chipotle Chips Away at Digital Experience Issues**

Speakers: Jason Wolf, President, Fullstory Irv Salisbury, Director of Solutions Architecture, Fullstory

**Qualtrics: The Truth About Building an Omni-Channel CX Program**

Speakers: Brandon Hanson, Global Contact Center CX GTM + Product Marketing, Qualtrics Victoria Gnatoka, Customer Experience Manager, Expedia

**Zoom: AI-Powered Growth: Vensure's Success Story**

Speakers: Amy Roberge, Head of Global CX Solutions Engineering, Zoom

Tuesday, Jun 18

3:25 pm – 3:55 pm  
CDT

**Breakout Sessions**

<p><b>THE FUTURE OF HUMANS + AI</b></p> <p><b>Humans + AI Will Make You More Customer-Focused</b> Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p>	<p><b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b></p> <p><b>Capture The Value Of Customer Lifetime Value</b> Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Barbara Lincoln, Director of Customer Satisfaction &amp; Integration, Erie Insurance</p>	<p><b>HUMAN-CENTERED, AI-READY LEADERSHIP</b></p> <p><b>Embedding AI? First, Get Your House In Order With Org Effectiveness</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>
<p><b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b></p> <p><b>Optimize Your Tech Stack For Customer Outcomes</b> Speakers: Colleen Fazio, Senior Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester</p>	<p><b>AI EVERYWHERE?</b></p> <p><b>Generative AI in Customer Self-Service</b> Speakers: Max Ball, Principal Analyst, Forrester</p>	<p><b>DELIVER EXPERIENCES AT DIGITAL SPEED</b></p> <p><b>GenAI Experiences In The Real World</b> Speakers: David Truog, VP, Principal Analyst, Forrester Chris Valleskey, Group Director, Creative Technology, Eversana</p>
<p><b>THE GENAI TRUST IMPERATIVE</b></p> <p><b>Privacy Now, Not Later: GenAI Consumer Privacy By Design</b> Speakers: Stephanie Liu, Senior Analyst, Forrester</p>	<p><b>INDUSTRY MEETUP: FINANCIAL SERVICES</b></p> <p><b>Identify And Build New Digital Experiences.</b> Speakers: Peter Wannemacher, Principal Analyst, Forrester</p>	

3:25 pm – 4:40 pm  
CDT

**Skill Building Workshop | Storytelling Essentials: Discovering Your Roles, Goals, And Values**  
Speakers: Kim Herrington, Senior Analyst, Forrester Julie Young, Senior Consultant, Forrester

**Tuesday, Jun 18**

3:55 pm – 4:35 pm CDT	<p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>4:00–4:10 pm - Qualtrics: Leveraging AI In CX For Personalized Customer Journeys</b> Speakers: Manesha Powar, Head of Product Management, Qualtrics</p> <p><b>4:15–4:25 pm - Genesys: Art Of The Possible With AI-Powered Strategies</b> Speakers: Brett Wiegler, SVP Product Management, AI, Genesys</p>
4:00 pm – 4:30 pm CDT	<p><b>Executive Leadership Exchange (Invite-Only): Organizational Effectiveness Workshop</b> Speakers: Betsy Summers, Principal Analyst, Forrester</p>
4:05 pm – 4:35 pm CDT	<p><b>Analyst-Led Roundtable</b></p> <p><b>Will AI Agents Steal My Job?</b> Speakers: Mike Proulx, VP, Research Director, Forrester</p> <p><b>Personalization: One-Size-Never-Fits-All</b> Speakers: Zeid Khater, Analyst, Forrester</p>
4:40 pm – 5:10 pm CDT	<p><b>Keynote: Introducing Your Future AI Consumer</b> Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>
5:15 pm – 5:45 pm CDT	<p><b>Keynote: 2024 Customer-Obsessed Enterprise Award Winner</b> Speakers: Sharyn Leaver, Chief Research Officer, Forrester Abhii Parakh, Vice President, Head of Enterprise Experience, Prudential Financial Hema Widhani, Chief Digital and Marketing Officer, Prudential Carolynn Smith, Vice President, Head of USB Service, Prudential</p>
5:45 pm – 6:45 pm CDT	<p><b>Reception</b></p>
6:30 pm – 8:30 pm CDT	<p><b>Executive Leadership Exchange (Invite-Only): Exclusive Dinner</b></p>

**Wednesday, Jun 19**

8:30 am – 9:30 am CDT	<b>Forrester Diversity &amp; Inclusion Breakfast</b> Speakers: Fadjanie Cadet, Director, Diversity & Inclusion, Forrester Kim Herrington, Senior Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester
8:30 am – 9:30 am CDT	<b>General Breakfast</b>
9:30 am – 9:40 am CDT	<b>Welcome Back</b> Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	<b>Keynote: One Strategy To Rule Them All</b> Speakers: Judy Weader, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	<b>Keynote Panel: Forrester's 2024 Customer-Obsessed Leadership Award Winners</b> Speakers: Jen Sanning, Executive Partner, Forrester Jon Freier, President of Consumer Group, T-Mobile Jill Pavlovich, Senior Vice-President of Digital Shopping Experiences, Albertsons Companies
10:50 am – 11:35 am CDT	<b>Marketplace Coffee Break &amp; Coffee Chat (In-Person Only)</b>  <b>10:55–11:05 am - NICE: Transforming Customer Experience With NICE Enlighten Suite</b> Speakers: Jason Schoch, Pre-Sales Engineer, NICE  <b>11:10–11:20 am - CSG: Targeting Customer Experience "Paper Cuts" For Quick Wins</b> Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG  <b>11:25–11:35 am - FullStory: Behavioral Data: Outpace The Competition And Ensure Customer Satisfaction</b> Speakers: Phil Simpson, SVP Global Sales, FullStory
11:00 am – 11:30 am CDT	<b>Executive Leadership Exchange (Invite-Only): Q&amp;A With 2024 Customer-Obsessed Leadership Winners</b> Speakers: Jen Sanning, Executive Partner, Forrester Jon Freier, President of Consumer Group, T-Mobile Jill Pavlovich, Senior Vice-President of Digital Shopping Experiences, Albertsons Companies

**Wednesday, Jun 19**11:00 am – 11:30 am  
CDT**Analyst-Led Roundtable****Wait, We're Still Human, Right?**

Speakers: Betsy Summers, Principal Analyst, Forrester

**AI: You can avoid the "Frankenstack"**

Speakers: Rusty Warner, VP, Principal Analyst, Forrester

11:00 am – 12:15 pm  
CDT**Skill Building Workshop | Learn How To Facilitate Workshops That Get Results**

Speakers: AJ Joplin, Senior Analyst, Forrester

Wednesday, Jun 19

11:35 am – 12:20 pm  
CDT

Breakout Sessions + Ask An Expert		
<b>THE FUTURE OF HUMANS + AI</b>	<b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b>	<b>HUMAN-CENTERED, AI-READY LEADERSHIP</b>
<b>The Algorithm Of You: Meet Your Digital Double</b> Speakers: Stephanie Liu, Senior Analyst, Forrester	<b>Embrace The Three Pillars Of Personalization And A Measurement Plan</b> Speakers: Jessica Liu, Principal Analyst, Forrester	<b>Panel: Unlocking GenAI For CX Transformation</b> Speakers: Katy Cobian, VP, Executive Partner, Forrester Abhii Parakh, Vice President, Head of Enterprise Experience, Prudential Financial Aniket Navalkar, Vice President, Survey & Insights, Advocate Health
<b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b>	<b>AI EVERYWHERE?</b>	<b>DELIVER EXPERIENCES AT DIGITAL SPEED</b>
<b>How To Align Metrics To Drive Business Value</b> Speakers: Pete Jacques, Principal Analyst, Forrester	<b>The AI Solutions That Are Transforming Retail</b> Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Tom Hutchins, Vice President - Technology Governance, Strategy & Business Operations, Tractor Supply	<b>Let's Dissect Real Chatbot Experiences</b> Speakers: David Truog, VP, Principal Analyst, Forrester Max Ball, Principal Analyst, Forrester
<b>THE GENAI TRUST IMPERATIVE</b>	<b>INDUSTRY MEETUP: HEALTHCARE</b>	
<b>Engage Consumers With AI-Integrated Creativity</b> Speakers: Nikhil Lai, Senior Analyst, Forrester Guy Friedel, Head of Creative Building, Amazon Ads	<b>Navigating The Digital Future Of Healthcare</b> Speakers: Arielle Trzcinski, Principal Analyst, Forrester	

Wednesday, Jun 19

12:30 pm – 1:00 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Bynder™: Bynder DAM Fueling Content Growth At Hensel Phelps**

Speakers: Brian Kavanaugh, Director, Global Field & Customer Marketing, Bynder Heather Ward, Director of Marketing , Hensel Phelps

**Calendly: How Docusign Accelerates Customer Value With Automation**

Speakers: Brad Thomas, Senior Customer Onboarding Program Manager, Docusign Joel Knight, Head of Customer Success, Calendly

**Genesys: Harnessing The Power Of Genesys AI**

Speakers: Brett Wiegler, SVP Product Management, AI, Genesys Aron Meyer, Portfolio Management | Digital Workplace Solutions, Unisys Kyle Johnson, President & CEO, Lighthouse Works

**IntouchCX: Leveraging AI & Automation to Empower The Agent and Customer Experience**

Speakers: Chris Wallace, SVP, Global Growth, IntouchCX Jeff Fettes, Founder, IntouchCX

**Thematic: Fast And Flexible: How Research At DoorDash Delivers More With Less**

Speakers: Zach Schendel, Head of Research, DoorDash

1:10 pm – 2:15 pm  
CDT

**Lunch & Marketplace (In-Person Only)**

**1:20–1:30 pm - Cognigy: CX Snapshot: What Is The AI Workforce Of The Future?**

Speakers: Kelly Zunker, Conversational AI Consultant, Cognigy

**1:35–1:45pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester Carter McCrory, VP, New Business Sales and Revenue Development, Forrester

**1:50–2:00 pm - Forrester: Tap Forrester's Survey Data To Guide Business Decisions**

Speakers: Christopher Kelley, VP, Research Analytics, Forrester

**2:05–2:15pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers**

Speakers: Doug Washburn, VP, Research Products, Forrester

**Wednesday, Jun 19**

1:10 pm – 2:00 pm  
CDT

**Lunch & Learn Session (In-Person Only)****FullStory: An Expert's Guide To Proactive Monitoring And Optimization**

Speakers: Irv Salisbury, Director of Solutions Architecture, Fullstory

**Medallia: Unlock Orchestration With AT&T, Deloitte, & Agile Brand**

Speakers: Sulabh Saxena, Director of Technology, AT&T Greg Kihlstrom, Consultant & Advisor, The Agile Brand Tim Greulich, Managing Director, Deloitte Digital Steve Loyka, Principal CX Advisor, Medallia

1:10 pm – 2:00 pm  
CDT

**Executive Leadership Exchange (Invite-Only): Networking Lunch | Turning Insight Into Leadership**

Speakers: Angelina Gennis, Senior Analyst, Forrester

1:10 pm – 2:15 pm  
CDT

**Lunch (Invite-Only): Certification Program Wrap-Up**



Wednesday, Jun 19

2:25 pm – 3:10 pm  
CDT

<b>Breakout Sessions + Ask An Expert</b>		
<b>THE FUTURE OF HUMANS + AI</b>	<b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b>	<b>HUMAN-CENTERED, AI-READY LEADERSHIP</b>
<p><b>Generate Real Value With GenAI</b> Speakers: Rowan Curran, Senior Analyst, Forrester Naj Uddin, Senior Vice President &amp; Chief Information Officer, AARP Sami Hassanyeh, SVP of Digital Strategy and Membership, AARP Abder Benghanem, Head of Global Marketing Operations, General Motors</p>	<p><b>Communicate And Capture Value With Data Storytelling</b> Speakers: Kim Herrington, Senior Analyst, Forrester</p>	<p><b>Look Both Ways At The Intersection Of AI And Belonging</b> Speakers: Jonathan Roberts, Senior Analyst, Forrester Kamilah Sanders, Founder/CEO, Greater Than Equal® Missy Dunagan, Director, AI Strategy and Solutions, tekcity.ai Tarshena Armstrong, Director of Diversity Marketing &amp; Development, General Motors</p>
<b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b>	<b>AI EVERYWHERE?</b>	<b>DELIVER EXPERIENCES AT DIGITAL SPEED</b>
<p><b>Panel: Customer-Focused Alignment At Dairy Queen, Ardent Health, And Bank Of Montreal (BMO)</b> Speakers: Kelsey Chickering, Principal Analyst, Forrester Reed Smith, Ardent Health, Chief Consumer Officer Maria Hokanson, EVP - US &amp; Canada Marketing, Dairy Queen Mary Rose Bufalino, Head of Customer Loyalty for Canadian Personal &amp; Business Banking, Bank of Montreal</p>	<p><b>Customer Feedback And The Age Of AI</b> Speakers: Colleen Fazio, Senior Analyst, Forrester Sera Tanner, Customer Experience Director, Delta Dental of New Jersey and Connecticut</p>	<p><b>When Experiences Meet Regulations</b> Speakers: Ian Jacobs, VP, Research Director, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>
<b>THE GENAI TRUST IMPERATIVE</b>		
<p><b>Develop Trust In AI-Powered Martech Capabilities</b> Speakers: Joe Stanhope, VP, Principal Analyst, Forrester</p>		

Wednesday, Jun 19

3:20 pm – 3:50 pm  
CDT

**Case Study Sessions (In-Person Only)**

**Alchemer: How AI and cutting-edge OTA technology are driving the future of the Cracker Barrel Digital Guest Experience**

Speakers: Lauren Lovelady, Manager of UX Strategy, Cracker Barrel Ryan Tamminga, SVP Product and Services, Alchemer

**Carenet Health: Healthcare CX Rewired: Leveraging The Power Of Customer Centricity And AI**

Speakers: Holly McCann, Executive Vice President, Enterprise Sales, Carenet Health Shelton Hook, Vice President of Applications & Solutions, Carenet Health

**InMoment: Foot Locker Drives Loyalty Through Integrated CX**

Speakers: Tyler Saxey, Sr. Director OMNI Global VOC and Care Solutions, Foot Locker Jim Katzman, Principal CX Strategy & Enablement, InMoment

**Uniphore: Building Your AI Blueprint For Customer Experience**

Speakers: Sylvain Tremblay, Chief Revenue Officer, Uniphore

3:50 pm – 4:30 pm  
CDT

**Marketplace Coffee Break (In-Person Only)**

**3:55-4:05pm - Medallia: Build Forever Customers with Medallia**

Speakers: Victoria Harrell, Senior Product Marketing Manager, Customer Experience, Medallia

**4:15-4:25pm - Zoom CX: AI-Powered Agent Efficiency Demo**

Speakers: Michelle Couture, Global Lead for Customer Experience Product Marketing, Zoom

4:00 pm – 4:30 pm  
CDT

**Analyst-Led Roundtable**

**Unstructured Data – So Hot Right Now**

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

**The Rise Of Digital Doubles**

Speakers: Stephanie Liu, Senior Analyst, Forrester

4:35 pm – 5:05 pm  
CDT

**Keynote: Align To Win: CX, Digital, And Marketing**

Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

**Wednesday, Jun 19**

5:10 pm – 6:00 pm  
CDT

**Reception**

6:00 pm – 7:15 pm  
CDT

**Special Entertainment featuring Live Music by Blair's West**

**Thursday, Jun 20**

8:30 am – 9:30 am  
CDT

**General Breakfast**

Thursday, Jun 20

9:30 am – 10:00 am  
CDT

<b>Breakout Sessions</b>		
<b>THE FUTURE OF HUMANS + AI</b>	<b>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</b>	<b>HUMAN-CENTERED, AI-READY LEADERSHIP</b>
<p><b>Put Humans In Charge Of Your AI Minions</b> Speakers: Michele Goetz, VP, Principal Analyst, Forrester</p>	<p><b>Making Sense Of Data Madness: Industry Best Practices From The Data Rich And Data Challenged</b> Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>	<p><b>Cracking The Code Of Employee-Led AI Adoption</b> Speakers: David Johnson, Principal Analyst, Forrester</p>
<b>BETTER TOGETHER: CX + DIGITAL + MARKETING</b>	<b>AI EVERYWHERE?</b>	<b>DELIVER EXPERIENCES AT DIGITAL SPEED</b>
<p><b>Craft Your Culture For Collaboration</b> Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p><b>Leveraging AI To Drive Customer Loyalty</b> Speakers: Mary Pilecki, VP, Principal Analyst, Forrester Chima Ogbuokiri, Senior Vice President of Growth and Partner Marketing Strategy, AMC Networks Phil Rubin, Founder &amp; Principal, Grey Space Matters Dwayne Francis, Sr Manager, CRM &amp; Loyalty, Curaleaf</p>	<p><b>The Humans Behind AI Experiences</b> Speakers: Christina McAllister, Senior Analyst, Forrester</p>
<b>THE GENAI TRUST IMPERATIVE</b>		
<p><b>Authenticity Reframed: How GenAI Challenges What's "Real"</b> Speakers: Mo Allibhai, Senior Analyst, Forrester</p>		

Thursday, Jun 20

10:10 am – 10:40 am  
CDT

**Breakout Sessions**

**THE FUTURE OF HUMANS + AI**

**The AI Arms Race In Recruiting**

Speakers: Betsy Summers, Principal Analyst, Forrester

**ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**

**Fake It Till You Make It With Synthetic Data**

Speakers: Zeid Khater, Analyst, Forrester

**HUMAN-CENTERED, AI-READY LEADERSHIP**

**How To Build An AI Culture**

Speakers: Angelina Gennis, Senior Analyst, Forrester

**BETTER TOGETHER: CX + DIGITAL + MARKETING**

**Panel: Cross-Functional Customer Focus At BCBS MN And Sony**

Speakers: Katerina Gryparis, VP, Executive Partner, Forrester Matt Hunt, CXO, VP Customer, Blue Cross Blue Shield of Minnesota Sanjay Venkatesh, VP of Marketing Technology, Sony Corp of America

**AI EVERYWHERE?**

**Leveraging Predictive AI To Transform Customer Experiences**

Speakers: Rich Saunders, Senior Analyst, Forrester

**DELIVER EXPERIENCES AT DIGITAL SPEED**

**Design With AI Responsibly**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester

**THE GENAI TRUST IMPERATIVE**

**Hit Or Miss? GenAI Brand Activation Showcase**

Speakers: Emily Collins, VP, Research Director, Forrester Mike Proulx, VP, Research Director, Forrester

10:40 am – 11:15 am  
CDT

**Marketplace Coffee Break (In-Person Only)**

10:45 am – 11:15 am  
CDT

**Analyst-Led Roundtable**

**How Much GenAI Is Really In Vendor Solutions?**

Speakers: Aaron Katz, VP, Research Director, Forrester

11:15 am – 11:45 am  
CDT

**Keynote: Buy Build Borrow Bot Your Way To A Successful Talent Strategy**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

**Thursday, Jun 20**

11:45 am – 11:45 am  
CDT

**Closing Remarks**

Speakers: Rick Parrish, VP, Research Director, Forrester