



FORRESTER®

CX Summit North America

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

Tuesday, Jun 18

8:15 am – 9:15 am CDT	General Breakfast
9:15 am – 9:40 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
9:40 am – 10:10 am CDT	Keynote: Forge Boundless Experiences With Humans + AI Speakers: J.P. Gownder, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote Fireside Chat: To Win With AI, Start With Myth Busting And Discipline Speakers: Mike Proulx, VP, Research Director, Forrester Ajay Kapoor, Global Director, Performance Driven Marketing, General Motors
10:50 am – 11:30 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 10:50-11:00am - BlastX: Building Brand Loyalty with Zero-Party Data Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting 11:05-11:15am - Forethought: Driving CX Excellence with AI: Practical Insights for Leader Speakers: Deon Nicholas, Co-founder, CEO, Forethought 11:20-11:30am - SurveyMonkey: How Golden State Warriors Shoot & Score on NPS Speakers: Sofia Knutson, Senior Solutions Engineer, SurveyMonkey
10:50 am – 12:05 pm CDT	Skill Building Workshop The OG of Relationship Marketing: Using Email Marketing To Connect With Your Customers Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
11:00 am – 11:30 am CDT	Analyst-Led Roundtable Friend or Foe: How Will AI Impact Experience Design? Speakers: Gina Bhawalkar, Principal Analyst, Forrester Taking Your VOC Program To The Next Level. Speakers: Pete Jacques, Principal Analyst, Forrester

Tuesday, Jun 18

11:35 am – 12:05 pm
CDT

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

NICE: AI in Action: Real Results and Innovation in ONE's CX Strategy

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

Observe.AI: Gen AI-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)

12:50 pm – 1:40 pm
CDT

12:50-1:40pm CDT | Lunch & Learn Session (In-Person Only)

Lunch & Learn with Medallia

12:50 pm – 1:45 pm
CDT

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

Speakers: Jonathan Roberts, Senior Analyst, Forrester David Johnson, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester Audrey Chee-Read, Principal Analyst, Forrester Sucharita Kodali, VP, Principal Analyst, Forrester Brandon Purcell, VP, Principal Analyst, Forrester Su Doyle, Senior Analyst, Forrester

Tuesday, Jun 18

2:05 pm – 2:35 pm
CDT

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

FullStory Case Study

Qualtrics: Powering Cultural & Organizational Transformation with Omni-Channel CX

Speakers: Brandon Hanson, Global Contact Center CX GTM + Product Marketing, Qualtrics

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

Speakers: Andrew Lindley, Global CIO, Vensure Employer Services

Tuesday, Jun 18

3:25 pm – 3:55 pm
CDT

Breakout Sessions

THE FUTURE OF HUMANS + AI

Humans + AI Will Make You More Customer-Focused
Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE

Capture The Value Of Customer Lifetime Value
Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Matthew Blasco, Managing Director and Head of Customer Analytics, JP Morgan Chase Barbara Lincoln, Director of Customer Satisfaction & Integration, Erie Insurance

HUMAN-CENTERED, AI-READY LEADERSHIP

Embedding AI? First, Get Your House In Order With Org Effectiveness
Speakers: Betsy Summers, Principal Analyst, Forrester

BETTER TOGETHER: CX + DIGITAL + MARKETING

Optimize Your Tech Stack For Customer Outcomes
Speakers: Colleen Fazio, Senior Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester

AI EVERYWHERE?

Generative AI in Customer Self-Service
Speakers: Max Ball, Principal Analyst, Forrester

DELIVER EXPERIENCES AT DIGITAL SPEED

GenAI Experiences In The Real World
Speakers: Ian Jacobs, VP, Research Director, Forrester Chris Valleskey, Group Director, Creative Technology, Eversana

THE GENAI TRUST IMPERATIVE

Privacy Now, Not Later: GenAI Consumer Privacy By Design
Speakers: Stephanie Liu, Senior Analyst, Forrester

INDUSTRY MEETUP: FINANCIAL SERVICES

Identify And Build New Digital Experiences.
Speakers: Peter Wannemacher, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT

Skill Building Workshop | Storytelling Essentials: Discovering your Roles, Goals, and Values.
Speakers: Michele Goetz, VP, Principal Analyst, Forrester Julie Young, Senior Consultant, Forrester

Tuesday, Jun 18

<p>3:55 pm – 4:35 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:00 - 4:10pm - Qualtrics: Leveraging AI in CX for Personalized Customer Journeys Speakers: Manesha Powar, Head of Product Management, Qualtrics</p> <p>4:15-4:25pm - Genesys: Fireside Chat Speakers: Richard Kasper, VP Automated Communications, Modivcare</p>
<p>4:05 pm – 4:35 pm CDT</p>	<p>Analyst-Led Roundtable</p> <p>Will AI Agents Steal My Job? Speakers: Mike Proulx, VP, Research Director, Forrester</p> <p>Personalization: One-Size-Never-Fits-All Speakers: Zeid Khater, Analyst, Forrester</p>
<p>4:10 pm – 4:40 pm CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester</p>
<p>4:35 pm – 5:05 pm CDT</p>	<p>Keynote: Introducing Your Future AI Consumer Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>
<p>5:10 pm – 5:40 pm CDT</p>	<p>Keynote: 2024 Customer-Obsessed Enterprise Award Winner 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>
<p>6:30 pm – 8:30 pm CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Dinner</p>
<p>5:45 pm – 6:45 pm CDT</p>	<p>Reception</p>

Wednesday, Jun 19

8:30 am – 9:30 am CDT	General Breakfast
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: One Strategy To Rule Them All Speakers: Judy Weader, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote Panel: Forrester's 2024 Customer-Obsessed Leadership Award Winners 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	Marketplace Coffee Break & Coffee Chat (In-Person Only) 10:55-11:05am - NICE: Transforming Customer Experience with NICE Enlighten Suite Speakers: Jason Schoch, Pre-Sales Engineer, NICE 11:10-11:20am - CSG: Targeting Customer Experience "Paper Cuts" for Quick Wins Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG 11:25-11:35am - FullStory: Behavioral Data: Outpace the Competition & Ensure Customer Satisfaction Speakers: Phil Simpson, SVP Global Sales, FullStory
10:50 am – 11:35 am CDT	Executive Leadership Exchange (Invite-Only): Q&A with 2024 Customer-Obsessed Leadership Winners Speakers: Eric Epstein, VP, Executive Partner, Forrester Melissa Gill, VP, CX Executive Partner • Executive Program, 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
11:00 am – 11:30 am CDT	Analyst-Led Roundtable AI Club For People Leaders Speakers: Betsy Summers, Principal Analyst, Forrester Martech Speakers: Rusty Warner, VP, Principal Analyst, Forrester

Wednesday, Jun 19

11:35 am – 12:20 pm
CDT

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

Wednesday, Jun 19

12:30 pm – 1:00 pm
CDT

Case Study Sessions (In-Person Only)

Bynder™ Case Study

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 Case Study

IntouchCX Case Study

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)

1:10 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

Lunch & Learn with 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

Breakout Sessions + Ask An Expert

<p>THE FUTURE OF HUMANS + AI</p>	<p>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</p>	<p>HUMAN-CENTERED, AI-READY LEADERSHIP</p>
<p>Generate Real Value With GenAI Speakers: Rowan Curran, Senior Analyst, Forrester Naj Uddin, Senior Vice President & Chief Information Officer, AARP</p>	<p>Communicate And Capture Value With Data Storytelling Speakers: Kim Herrington, Senior Analyst, Forrester</p>	<p>Look Both Ways At The Intersection Of AI And Belonging 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 & Development, General Motors</p>
<p>BETTER TOGETHER: CX + DIGITAL + MARKETING</p>	<p>AI EVERYWHERE?</p>	<p>DELIVER EXPERIENCES AT DIGITAL SPEED</p>
<p>Panel Discussion: To Be Announced! Speakers: Eric Epstein, VP, Executive Partner, Forrester Reed Smith, Ardent Health, Chief Consumer Officer</p>	<p>Customer Feedback And The Age of AI Speakers: Colleen Fazio, Senior Analyst, Forrester Sera Tanner, Customer Experience Director, Delta Dental of New Jersey and Connecticut</p>	<p>When Experiences Meet Regulations Speakers: Ian Jacobs, VP, Research Director, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>
<p>THE GENAI TRUST IMPERATIVE</p>		
<p>Develop Trust In AI-Powered Martech Capabilities Speakers: Joe Stanhope, VP, Principal Analyst, Forrester</p>		

Wednesday, Jun 19

3:20 pm – 3:50 pm CDT	<p>Case Study Sessions (In-Person Only)</p> <p>Alchemer Case Study</p> <p>Carenet Health Case Study</p> <p>InMoment: Foot Locker Drives Loyalty Through Integrated CX Speakers: Tyler Saxey, Sr. Director OMNI Global VOC and Care Solutions, Foot Locker</p> <p>Uniphore: Building Your AI Blueprint for Customer Experience Speakers: Syvain Tremblay, Chief Revenue Officer, Uniphore</p>
3:50 pm – 4:30 pm CDT	<p>Marketplace Coffee Break & Coffee Chat (In-Person Only)</p> <p>3:55-4:05pm - Medallia Spotlight Session</p> <p>4:15-4:25pm - Zoom CX: AI-Powered Agent Efficiency Demo Speakers: Michelle Couture, Global Lead for Customer Experience Product Marketing, Zoom</p>
4:00 pm – 4:30 pm CDT	<p>Analyst-Led Roundtable</p> <p>Unstructured Data - So Hot Right Now. Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p> <p>The Rise of Digital Doubles Speakers: Stephanie Liu, Senior Analyst, Forrester</p>
4:35 pm – 5:05 pm CDT	<p>Keynote: Align To Win: CX, Digital, And Marketing Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p>
5:10 pm – 6:00 pm CDT	<p>Reception</p>
6:00 pm – 7:15 pm CDT	<p>Special Entertainment - TBD</p>

Thursday, Jun 20

8:30 am – 9:30 am CDT	General Breakfast		
9:30 am – 10:00 am CDT	Breakout Sessions		
	<p>THE FUTURE OF HUMANS + AI</p> <p>Put Humans In Charge Of Your AI Minions Speakers: Michele Goetz, VP, Principal Analyst, Forrester</p>	<p>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</p> <p>Making Sense of Data Madness: Industry Best Practices From The Data-Rich And Data Challenged Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>	<p>HUMAN-CENTERED, AI-READY LEADERSHIP</p> <p>Cracking The Code Of Employee-Led AI Adoption Speakers: David Johnson, Principal Analyst, Forrester</p>
	<p>BETTER TOGETHER: CX + DIGITAL + MARKETING</p> <p>Craft Your Culture For Collaboration Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>	<p>AI EVERYWHERE?</p> <p>Leveraging AI to Drive Customer Loyalty Speakers: Mary Pilecki, VP, Principal Analyst, Forrester Phil Rubin, Founder & Principal, Grey Space Matters Dwayne Francis, Sr Manager, CRM & Loyalty, Curaleaf</p>	<p>DELIVER EXPERIENCES AT DIGITAL SPEED</p> <p>The Humans Behind AI Experiences Speakers: Christina McAllister, Senior Analyst, Forrester</p>
	<p>THE GENAI TRUST IMPERATIVE</p> <p>Authenticity Reframed: How GenAI Challenges What’s “Real” Speakers: Mo Allibhai, Senior Analyst, Forrester</p>		
10:10 am – 10:40 am CDT	Case Study Sessions (In-Person Only)		
10:40 am – 11:15 am CDT	<p>Marketplace Coffee Break & Coffee Chat (In-Person Only)</p> <p>11:00-11:10pm - Cognigy Spotlight Session</p>		

Thursday, Jun 20

10:45 am – 11:15 am
CDT

Analyst-Led Roundtable

How Much GenAI Is Really In Vendor Solutions?

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

BETTER TOGETHER: CX + DIGITAL + MARKETING

Panel: The Alignment Advantage – CX + Digital + Marketing

Speakers: Katerina Gryparis, VP, Executive Partner, Forrester Reed Smith, Ardent Health, Chief Consumer Officer Matt Hunt, CXO, VP Customer, Blue Cross Blue Shield of Minnesota Sanjay Venkatesh, VP of Marketing Technology, Sony Corp of America

THE GENAI TRUST IMPERATIVE

Hit Or Miss? GenAI Brand Activation Showcase

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

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE

Fake It Till You Make It With Synthetic Data

Speakers: Zeid Khater, Analyst, Forrester

AI EVERYWHERE?

Leveraging Predictive AI To Transform Customer Experiences

Speakers: Rich Saunders, Senior Analyst, Forrester

HUMAN-CENTERED, AI-READY LEADERSHIP

How To Build An AI Culture

Speakers: Angelina Gennis, Senior Analyst, Forrester

DELIVER EXPERIENCES AT DIGITAL SPEED

Design With AI Responsibly

Speakers: Gina Bhawalkar, Principal Analyst, Forrester

12:10 pm – 12:40 pm
CDT

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

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

12:40 pm – 12:45 pm
CDT

Closing Remarks

Speakers: Rick Parrish, VP, Research Director, Forrester