



FORRESTER®

CX Summit EMEA 2025

London & Digital

June 2, 2025 – June 4, 2025

Agenda downloaded: June 11, 2026 09:06:18 PM ET

Bold Starts: Monday, Jun 2

3:00 pm – 5:30 pm BST	Workshop: AI Unleashed Hackathon: Creating Magic Without Mistakes And Mayhem Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
3:00 pm – 5:30 pm BST	CX Certification Program Journey Innovation: Change Your Understanding Of Value Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Hannah Jachim, Researcher, Forrester
3:00 pm – 5:30 pm BST	Forrester Women Leadership Program: Break The Mold Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester Samantha Merlivat, Founder and CEO, GoLexic Maddy Cooper, CEO & Founder, Flourish Ania Rodriguez, Founder & CEO, JourneyTrack Kristin Holter, Head of HR, Zurich Global Ventures Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester
5:30 pm – 6:30 pm BST	Welcome Reception

Tuesday, Jun 3

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:45 am BST	Welcome & Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester
9:45 am – 10:15 am BST	Keynote: Power Growth With Your Total Experience Speakers: Thomas Husson, VP, Principal Analyst, Forrester
10:15 am – 10:45 am BST	Guest Keynote: From Moments to Journeys: Building Seamless, Trusted Experiences Speakers: Jorissa Neutelings, Chief Digital Officer, ABN AMRO Bank N.V
10:45 am – 11:30 am BST	Marketplace Coffee Break & Networking (In-Person Only)

Tuesday, Jun 3

<p>11:00 am – 11:30 am BST</p>	<p>Analyst-Led Roundtables</p> <p>From Org Charts to Outcomes Speakers: Manuel Geitz, Principal Analyst, Forrester</p> <p>Metrics – Useful Tool Or Culture Killer? Speakers: , , Forrester</p> <p>Leading Change: How To Get People To Want To Do What You Want Them To Do Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>									
<p>11:00 am – 12:15 pm BST</p>	<p>Workshop: Steer Your Digital Strategy With Forrester's Digital Moments Map</p> <p>Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>									
<p>11:00 am – 12:50 pm BST</p>	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>11:00 - 11:50 AM Group 1 (Reserved for Executive Leadership Exchange attendees) Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> <p>12:00 - 12:50 PM Group 2 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>									
<p>11:35 am – 12:05 pm BST</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="315 951 2199 1228"> <tr> <td data-bbox="315 951 1335 1007"> <p>LEVERAGE TECH FOR STELLAR CX</p> </td> <td data-bbox="1335 951 2199 1007"> <p>OPTIMIZE JOURNEY VALUE WITH DATA</p> </td> </tr> <tr> <td data-bbox="315 1007 1335 1086"> <p>Build Customer Trust In AI Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1335 1007 2199 1086"> <p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 1086 1335 1142"> <p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p> </td> <td data-bbox="1335 1086 2199 1142"></td> </tr> <tr> <td data-bbox="315 1142 1335 1228"> <p>Develop A Leadership Promise To Match Your CX Mandate Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> <td data-bbox="1335 1142 2199 1228"></td> </tr> </table>		<p>LEVERAGE TECH FOR STELLAR CX</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	<p>Build Customer Trust In AI Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p>	<p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester</p>	<p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p>		<p>Develop A Leadership Promise To Match Your CX Mandate Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	
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Tuesday, Jun 3

<p>12:15 pm – 12:45 pm BST</p>	<p>Case Study Sessions</p> <p>TheyDo: Lufthansa Group: Making Every Mile Count With Unified Journeys Speakers: Daniel Hoffman, Lead Service Designer, Lufthansa Group Digital Hanger</p> <p>Medallia: Programme Governance To Enable Success Speakers: Emma Perkins, Head of CX Strategy APAC & EMEA, Experian Lisa Garthside, Principal CX/ EX Advisor , Medallia</p> <p>Inbenta: How BBVA & FamilySearch Reimagined Self-Service with AI Speakers: Jeff Caton, Head of Global Commercial Operations, Inbenta</p>
<p>12:45 pm – 1:45 pm BST</p>	<p>Lunch & Marketplace Break (In-Person Only)</p>
<p>12:45 pm – 1:30 pm BST</p>	<p>Lunch & Learn</p> <p>Lunch and learn with Genesys and Rabobank Speakers: Nick Chaillier, Sr. Director - Global CSS GTM Strategy, Genesys Thom Kokhuis, Head of Conversational AI & CRM, Rabobank Daan de Haas, Lead Product Manager, Rabobank</p>
<p>12:45 pm – 1:45 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch</p>
<p>1:45 pm – 4:35 pm BST</p>	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>1:45 - 2:35 PM Group 3 (Reserved for Executive Leadership Exchange attendees) Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> <p>2:45 - 3:35 PM Group 4</p> <p>3:45 - 4:35 PM Group 5 Speakers: Edoardo Zavarella, Principal Consultant, Forrester</p>

Tuesday, Jun 3

<p>1:45 pm – 2:30 pm BST</p>	<p>Breakout Sessions</p>	
<p>LEVERAGE TECH FOR STELLAR CX</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	
<p>Build Your Digital Intelligence Speakers: Chiara De Gasperin, Analyst, Forrester</p>	<p>How To Measure Journeys Effectively Speakers: , , Forrester Hannah Jachim, Researcher, Forrester</p>	
<p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p>		
<p>Maximizing Your Talent’s Tech Readiness With An Artificial Intelligence Quotient (AIQ) Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>		
<p>2:40 pm – 3:25 pm BST</p>	<p>Breakout Sessions</p>	
<p>LEVERAGE TECH FOR STELLAR CX</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	
<p>Practitioner Stories: Optimize Tech Investments To Fuel CX Transformation Speakers: Rusty Warner, VP, Principal Analyst, Forrester Angus Heslop, Head of Digital, Social and Marketing Technology, Rathbones</p>	<p>Practitioner Stories: Measure What Matters Most Speakers: Richard Sheahan, VP, Executive Partner, Forrester Ben Phillips, Former Head of CX Performance Centre, Fujitsu Valentina Britten Holden, Sr Mgr, CX Measurement (Group Business, Digital Transformation), Vodafone Group Business</p>	
<p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p>		
<p>Practitioner Stories: CX Career Pathways Speakers: Edoardo Zavarella, Principal Consultant, Forrester Craig Goddard, Global Customer Director, BUPA Group Tina Lilje, Head of Philips Customer Experience, Philips International Alberto Ferreira, Experience Design Lead, Lloyds Banking Group</p>		
<p>2:55 pm – 4:10 pm BST</p>	<p>Workshop: Drive Effective Cross-Functional Collaboration With Powerful Mindset Changing Tools Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>	
<p>3:25 pm – 4:10 pm BST</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p>	

Tuesday, Jun 3

3:30 pm – 4:00 pm BST	<p>Analyst-Led Roundtables</p> <p>Customer Consent: Do's and Don'ts Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> <p>Delivering CX for B2B customers: it is harder than in B2C? Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p> <p>Financial Services: What Drives Great CX In Financial Services Speakers: Oliwia Berdak, VP, Research Director, Forrester</p>
4:10 pm – 4:40 pm BST	<p>Keynote: Design For The Future Of Experiences</p> <p>Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>
4:45 pm – 5:30 pm BST	<p>Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winners</p> <p>Speakers: Rusty Warner, VP, Principal Analyst, Forrester Malc Magee, Director Customer Experience, Brenntag Chris Lipman, Chief Customer Experience Officer, e&</p>
5:30 pm – 6:30 pm BST	<p>Reception</p>
6:30 pm – 8:30 pm BST	<p>Executive Leadership Exchange (Invite-Only): Networking Reception At Sky Bar</p>

Wednesday, Jun 4

8:30 am – 9:30 am BST	<p>General Breakfast</p>
8:30 am – 9:20 am BST	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>8:30 - 9:20 AM Group 6 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, Principal Consultant, Forrester</p>
9:30 am – 9:35 am BST	<p>Welcome Back</p>

Wednesday, Jun 4

9:35 am – 10:05 am BST	<p>Keynote: Navigate The Culture Risks Of Metrics</p> <p>Speakers: , , Forrester</p>
10:10 am – 10:40 am BST	<p>Guest Keynote: Leading Customer-First: Culture, Change & Impact</p> <p>Speakers: Áine McCleary, Chief Customer Officer, Bank of Ireland</p>
10:45 am – 11:30 am BST	<p>Marketplace Coffee Break & Networking (In-Person Only)</p>
10:50 am – 11:20 am BST	<p>Analyst-Led Roundtables</p> <p>Martech and CX Alignment Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p>Redefining Leadership: Breaking The Mold For Women Leaders Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester Clare Muscutt, Founder and CEO, Women in CX</p> <p>Journey Management: From Nice-to-Have to Business Imperative Speakers: Martin Gill, VP, Research Director, Forrester Mark Smith, Co-Founder, Institute for Journey Management Raymond Gerber, Co-Founder, Institute for Journey Management</p>
11:00 am – 12:15 pm BST	<p>Workshop: Metrics – Useful Tool Or Culture Killer?</p> <p>Speakers: , , Forrester</p>
11:00 am – 12:50 pm BST	<p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>11:00 - 11:50 PM Group 7 Speakers: Richard Sheahan, VP, Executive Partner, Forrester</p> <p>12:00 - 12:50 PM Group 8 Speakers: Edoardo Zavarella, Principal Consultant, Forrester</p>

Wednesday, Jun 4

<p>11:30 am – 12:15 pm BST</p>	<p>Breakout Session</p>	
	<p>LEVERAGE TECH FOR STELLAR CX</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>
	<p>Hands-On: Design For Positive Emotion In Digital Experiences Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>	<p>Hands-On: How To Optimize Journey Value Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>
	<p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p>	
	<p>Hands-On: Design Learning Programs That Boost Your Team’s GenAI Skills Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester</p>	
<p>12:25 pm – 1:05 pm BST</p>	<p>Breakout Sessions</p>	
	<p>LEVERAGE TECH FOR STELLAR CX</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>
	<p>Practitioner Stories: Deliver Great Conversational Experiences Speakers: Aurelie L’Hostis, Principal Analyst, Forrester Siddhartha Chatterjee, Global Chief Data & AI Officer, Club Med</p>	<p>Practitioner Stories: CX Metrics & CX Governance Speakers: Dane Anderson, SVP, International Research & Product, Forrester Magdalena Suchanek, Quality Director,, Bank Millennium</p>
	<p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p>	
	<p>Practitioner Stories: Driving Action With CX Speakers: Martin Gill, VP, Research Director, Forrester Prince Thomas, Vice President – Head of CX and Digital Design & Transformation, e&</p>	
<p>1:05 pm – 2:05 pm BST</p>	<p>Lunch & Marketplace Break (In-Person Only)</p>	
<p>1:05 pm – 2:05 pm BST</p>	<p>Certification Lunch: Wrap-Up</p>	
<p>1:05 pm – 2:05 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Lunch Featuring Q&A with Award Winners</p> <p>Speakers: Rusty Warner, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Chris Lipman, Chief Customer Experience Officer, e& Malc Magee, Director Customer Experience, Brenntag</p>	
<p>2:05 pm – 2:45 pm BST</p>	<p>Keynote: Aligning Cross-Functionally To Deliver A Total Experience</p> <p>Speakers: Oliwia Berdak, VP, Research Director, Forrester Aurelie L’Hostis, Principal Analyst, Forrester Keith Johnston, VP, Group Director, Forrester , , Forrester</p>	

Wednesday, Jun 4

2:50 pm – 3:20 pm
BST

Keynote: Lead And Master Change

Speakers: Manuel Geitz, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester