



# **CX Summit APAC 2025**

## Sydney & Digital

August 18, 2025 – August 18, 2025

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### Monday, Aug 18

9:00 am – 10:00 am	General Breakfast
10:00 am – 10:15 am	Acknowledgement Of Country & Opening Remarks
	Speakers: Martin Gill, VP, Research Director, Forrester Chiara Bragato, Senior Research Associate, Forrester
10:15 am – 10:45 am	Keynote: Power Growth With Your Total Experience
	Speakers: Tom Mouhsian, Principal Analyst, Forrester
10:45 am – 11:15 am	How Google Is Redefining The Customer Journey With AI
	Speakers: Anuprita Bhomick, Head Of Customer Experience, Platforms and Devices, Google
11:15 am — 11:55 am	Coffee Break & Networking
11:20 am – 11:50 am	Analyst-Led Roundtable
	Combine Your Brand And Customer Experiences To Power Growth Speakers: Tom Mouhsian, Principal Analyst, Forrester
	Evolve Digital Experience Measurement To Drive Performance Speakers: Zhi Ying Barry, Principal Analyst, Forrester
	Tech To Build A High-Impact, Al-Ready CX Function Speakers: Sam Higgins, VP, Principal Analyst, Forrester
12:00 pm – 12:30 pm	Keynote: Unlocking Al's Potential in CX: Orchestrating Cross-functional Success
	Speakers: Riccardo Pasto, Principal Analyst, Forrester Manpreet Singh, Senior Managing Director and Group Head, Customer Experience Management, CIMB Group Jo Brennan, Group Executive, Member Engagement, Education and Advice, Aware Super
12:30 pm – 1:00 pm	Keynote: Build Customer Trust In Al
	Speakers: Martin Gill, VP, Research Director, Forrester
1:00 pm – 2:00 pm	Networking Lunch
1:00 pm – 2:00 pm	Executive Leadership Exchange (Invite-Only): Exclusive Lunch — Breaking Down Silos
	Speakers: Martin Gill, VP, Research Director, Forrester John Brand, VP, CIO Exec Partner, Forrester



### Monday, Aug 18

1:30 pm – 2:00 pm	Networking Roundtable Co-Hosted By Grazitti Interactive
	Moments That Matter: Using Hyper Personalisation To Influence High-Value Customer Decisions  Speakers: Varun Luthra, Country Manager, ANZ, Grazitti Interactive Ruchi Lapran, Sr. Manager-Marketing Automation, Grazitti Interactive Riccardo Pasto, Principal Analyst, Forrester
2:00 pm – 2:30 pm	Guest Keynote   Experience Matters: Hardwiring CX Into Government Services
	Speakers: Jonathon Thorpe, Chief Customer Officer, Service Delivery Excellence Group, Services Australia
2:30 pm – 3:00 pm	Keynote: How To Evolve Digital Experience Measurement
	Speakers: Zhi Ying Barry, Principal Analyst, Forrester
3:00 pm – 3:30 pm	Grazitti Interactive: Driving CX Excellence At TechnologyOne With Next-Gen SearchUnify Support Suite
	Speakers: Roxanne Hoare, Director, Customer Community, TechnologyOne Bharat Sethi, Senior Product Manager, SearchUnify
3:30 pm – 4:15 pm	Coffee Break & Networking
3:40 pm – 4:10 pm	Analyst-Led Roundtable
	Drive Action With Customer Journey Mapping Speakers: Martin Gill, VP, Research Director, Forrester
	Government Leaders: Drive Mission-Critical Customer Behaviors With Trust Speakers: Riccardo Pasto, Principal Analyst, Forrester
	Understand How Customers Map Their Own Digital Moments To Move Past Utility And Gain Preference Speakers: Tom Mouhsian, Principal Analyst, Forrester
4:15 pm – 4:45 pm	Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winner
	Speakers: Dane Anderson, SVP, International Research & Product, Forrester Damien Mu, CEO and Managing Director, AIA Australia
4:45 pm – 5:15 pm	Keynote: Design For The Future Of Experiences
	Speakers: Riccardo Pasto, Principal Analyst, Forrester
5:20 pm – 6:20 pm	Reception
6:30 pm – 8:00 pm	Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception — Sydney Common Bar



### Tuesday, Aug 19

8:30 am – 9:30 am	Forrester Women's Leadership Program
	Speakers: Jinan Budge, VP, Research Director, Forrester Sulata Bhattacharjee, Head of Security Advisory & Risk, Equifax Australia & New Zealand, Equifax Cassandra Highfield, Executive Director, Information Technology and Workplace Services, Department of Jobs, Skills, Industry and Regions Alisha Coates, VP, Principal Consultant, Forrester
9:30 am – 11:30 am	Workshop   Journey Innovation: Change Your Understanding Of Value
	Speakers: Riccardo Pasto, Principal Analyst, Forrester Martin Gill, VP, Research Director, Forrester