



FORRESTER®

# CX Summit APAC

## Sydney & Digital

August 18, 2025 – August 18, 2025

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**Monday, Aug 18**

9:00 am – 10:00 am	<b>General Breakfast</b>
10:00 am – 10:15 am	<b>Acknowledgement Of Country &amp; Opening Remarks</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester Martin Gill, VP, Research Director, Forrester
10:15 am – 10:45 am	<b>Keynote: Power Growth With Your Total Experience</b>  Speakers: Tom Mouhsian, Principal Analyst, Forrester
10:45 am – 11:15 am	<b>Keynote: Guest Speaker</b>
11:15 am – 11:45 am	<b>Coffee Break &amp; Networking</b>
11:20 am – 11:40 am	<b>Analyst-Led Roundtable</b>  <b>Combine Your Brand And Customer Experiences To Power Growth</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Evolve Digital Experience Measurement To Drive Performance</b> Speakers: Zhi Ying Barry, Principal Analyst, Forrester  <b>Tech To Build A High-Impact, AI-Ready CX Function</b> Speakers: Sam Higgins, VP, Principal Analyst, Forrester
11:50 am – 12:20 pm	<b>Case Study Session</b>
12:20 pm – 12:50 pm	<b>Keynote: How To Measure Digital Experiences</b>  Speakers: Zhi Ying Barry, Principal Analyst, Forrester
12:50 pm – 1:50 pm	<b>Networking Lunch</b>
12:50 pm – 1:50 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch — Breaking Down Silos</b>  Speakers: Martin Gill, VP, Research Director, Forrester John Brand, VP, CIO Exec Partner, Forrester
1:50 pm – 2:20 pm	<b>Case Study Session</b>
2:20 pm – 2:50 pm	<b>Keynote: Build Customer Trust In AI</b>  Speakers: Martin Gill, VP, Research Director, Forrester

## Monday, Aug 18

2:50 pm – 3:20 pm	<b>Guest Keynote featuring Services Australia</b>  Speakers: Jonathon Thorpe, Chief Customer Officer, Service Delivery Excellence Group, Services Australia
3:20 pm – 3:55 pm	<b>Coffee Break &amp; Networking</b>
3:30 pm – 3:50 pm	<b>Analyst-Led Roundtable</b>  <b>Customer Journeys</b> Speakers: Martin Gill, VP, Research Director, Forrester  <b>Government Leaders: Drive Mission-Critical Customer Behaviors With Trust</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester  <b>Understand How Customers Map Their Own Digital Moments To Move Past Utility And Gain Preference</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester
3:55 pm – 4:25 pm	<b>Case Study Session</b>
4:25 pm – 4:55 pm	<b>Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winner</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester
4:55 pm – 5:25 pm	<b>Keynote: Design For The Future Of Experiences</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester
5:30 pm – 6:30 pm	<b>Reception</b>
6:30 pm – 8:00 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception — Sydney Common Bar</b>

## Tuesday, Aug 19

8:30 am – 9:30 am	<b>Forrester Women's Leadership Program</b>  Speakers: Jinan Budge, VP, Research Director, Forrester
9:30 am – 11:00 am	<b>Workshop: Drive Customer-Obsessed Decisions</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester Dane Anderson, SVP, International Research & Product, Forrester Martin Gill, VP, Research Director, Forrester