



**FORRESTER**

# Technology & Innovation Summit EMEA 2024

**London & Digital**

October 9, 2024 – October 11, 2024

Agenda downloaded: 2025/05/22 17:25:51

**Bold Starts: Wednesday , Oct 9**

5:30 pm – 6:30 pm BST	<b>Welcome Reception</b>
--------------------------	--------------------------

**Thursday, Oct 10**

8:30 am – 9:30 am BST	<b>General Breakfast</b>
--------------------------	--------------------------

8:30 am – 9:30 am BST	<b>Forrester Women's Leadership Program: Networking Breakfast</b>  Speakers: Raluca Alexandru, Analyst, Forrester
--------------------------	---

9:30 am – 10:15 am BST	<b>Welcome &amp; Opening Remarks</b>  Speakers: George Colony, CEO, Forrester Pascal Matzke, VP, Research Director, Forrester
---------------------------	---

10:15 am – 10:45 am BST	<b>Keynote: Generative AI As A Forcing Factor For Change</b>  Speakers: Martha Bennett, VP, Principal Analyst, Forrester
----------------------------	--

10:55 am – 11:35 am BST	<b>Marketplace &amp; Coffee Break (In-Person Only)</b>  <b>11:00 - 11:10am - Templafy: GenAI at scale: document productivity without sacrificing control</b> Speakers: Christian Lund, Co-Founder, Templafy  <b>11:15 - 11:25am - Namirial: Making Simplicity meeting Compliance harnessing Intelligent Trust Services</b> Speakers: Antonio Taurisano, Managing Director International Markets, Namirial
----------------------------	---

10:55 am – 11:35 am BST	<b>Analyst-Led Roundtables</b>  <b>Sloppy Data Governance - From Business Opportunity To Financial Liability</b> Speakers: Raluca Alexandru, Analyst, Forrester  <b>Quo Vadis Procurement? Sandwiched Between Short-Term Firefighting And Long-Term Strategic Value-Add</b> Speakers: Jeffrey Rajamani, Senior Analyst, Forrester
----------------------------	---

10:55 am – 12:10 pm BST	<b>Level-Up Workshop: To Be Or Not To Be Agile?</b>  Speakers: Dan Bieler, Principal Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester
----------------------------	--

Thursday, Oct 10

<p>11:35 am – 12:05 pm BST</p>	<p><b>Breakout Sessions</b></p>	
<p><b>LEADERSHIP &amp; TALENT</b></p>	<p><b>SECURITY</b></p>	
<p><b>Establish A Change-Confident Culture For Sustained Value Creation</b> Speakers: Manuel Geitz, Principal Analyst, Forrester</p>	<p><b>API Security Essentials: A Guide For Today's Tech Leaders</b> Speakers: Madelein van der Hout, Senior Analyst, Forrester</p>	
<p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p>		
<p><b>Building And Operating The Sustainable Cloud</b> Speakers: Dario Maisto, Senior Analyst, Forrester</p>		
<p>12:10 pm – 1:10 pm BST</p>	<p><b>Lunch &amp; Marketplace (In-Person Only)</b></p> <p><b>12:30 - 12:40pm - metaphacts: Accelerate business decisions with a semantic layer for enterprise information architecture</b> Speakers: Sebastian Schmidt, CEO, metaphacts</p>	
<p>12:10 pm – 1:10 pm BST</p>	<p><b>Executive Leadership Exchange (Invite Only): Exclusive Lunch &amp; Analyst-led Roundtables</b></p> <p>Speakers: Joe O'Brien, VP, CIO Executive Programs TL, Forrester Stephane Roger, Executive Partner, CIO Executive Program, Forrester Ash Pal, VP, CIO Executive Partner, Forrester</p>	
<p>1:10 pm – 1:55 pm BST</p>	<p><b>Breakout Sessions</b></p>	
<p><b>SECURITY</b></p>	<p><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></p>	
<p><b>Cybersecurity Predictions 2025</b> Speakers: Paul McKay, VP, Principal Analyst, Forrester Madelein van der Hout, Senior Analyst, Forrester Enza Iannopolo, VP, Principal Analyst, Forrester Tope Olufon, Sr Analyst, Forrester</p>	<p><b>Adopting (Gen)AI: Best Practices And Lessons Learned</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester Ash Pal, VP, CIO Executive Partner, Forrester</p>	
<p><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></p>		
<p><b>How To Use Computer Vision Technology Across Industries</b> Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p>		

Thursday, Oct 10

<p>2:00 pm – 2:30 pm BST</p>	<p><b>Case Study Sessions (In-Person Only)</b></p> <p><b>metaphacts: Automotive company transitions Enterprise Information Architecture away from documents and towards innovation and data-centricity</b> Speakers: Sebastian Schmidt, CEO, metaphacts</p> <p><b>RedGate Software: Why Databases Should be a Boardroom Conversation</b> Speakers: Tom Austin, VP Customer Success, RedGate Software Philippa Snare, Non-Executive Chair, Board member and Strategic Advisor, RedGate Software</p> <p><b>Templafy: Automated Document Creation for BDO Canada with Templafy</b> Speakers: Christian Lund, Co-Founder, Templafy Paul Vetrone, Customer Success Principal and Area Lead, Templafy</p>							
<p>2:35 pm – 3:05 pm BST</p>	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 592 2199 903"> <tr> <td data-bbox="315 592 1256 647"> <p><b>LEADERSHIP &amp; TALENT</b></p> </td> <td data-bbox="1256 592 2199 647"> <p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p> </td> </tr> <tr> <td data-bbox="315 647 1256 756"> <p><b>Scaling Digital, Data, And Analytics Maturity In An Agile Learning Organization</b> Speakers: Frank Rydbirk, Chapter Lead for Data &amp; Analytics, F. Hoffmann-La Roche AG Bernhard Schaffrik, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 647 2199 756"> <p><b>Shaping The Best AppDev Partnerships In The Age Of GenAI</b> Speakers: Jeffrey Rajamani, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 756 1256 903"> <p><b>TECHNOLOGY STRATEGY &amp; EA</b></p> <p><b>Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice</b> Speakers: Stéphane Vanrechem, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 756 2199 903"></td> </tr> </table>		<p><b>LEADERSHIP &amp; TALENT</b></p>	<p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p>	<p><b>Scaling Digital, Data, And Analytics Maturity In An Agile Learning Organization</b> Speakers: Frank Rydbirk, Chapter Lead for Data &amp; Analytics, F. Hoffmann-La Roche AG Bernhard Schaffrik, Principal Analyst, Forrester</p>	<p><b>Shaping The Best AppDev Partnerships In The Age Of GenAI</b> Speakers: Jeffrey Rajamani, Senior Analyst, Forrester</p>	<p><b>TECHNOLOGY STRATEGY &amp; EA</b></p> <p><b>Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice</b> Speakers: Stéphane Vanrechem, Senior Analyst, Forrester</p>	
<p><b>LEADERSHIP &amp; TALENT</b></p>	<p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p>							
<p><b>Scaling Digital, Data, And Analytics Maturity In An Agile Learning Organization</b> Speakers: Frank Rydbirk, Chapter Lead for Data &amp; Analytics, F. Hoffmann-La Roche AG Bernhard Schaffrik, Principal Analyst, Forrester</p>	<p><b>Shaping The Best AppDev Partnerships In The Age Of GenAI</b> Speakers: Jeffrey Rajamani, Senior Analyst, Forrester</p>							
<p><b>TECHNOLOGY STRATEGY &amp; EA</b></p> <p><b>Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice</b> Speakers: Stéphane Vanrechem, Senior Analyst, Forrester</p>								
<p>2:35 pm – 3:50 pm BST</p>	<p><b>Level-Up Workshop: Sustainability Roundtable: Practical Steps To Take To Drive Down Public Cloud CO2 Emissions</b></p> <p>Speakers: Stephanie Balaouras, VP, Group Director, Forrester Dario Maisto, Senior Analyst, Forrester</p>							
<p>3:05 pm – 3:45 pm BST</p>	<p><b>Marketplace &amp; Coffee Break (In-Person Only)</b></p>							
<p>3:05 pm – 3:35 pm BST</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>Avoid Greenwashing Through Good Data Governance</b> Speakers: Raluca Alexandru, Analyst, Forrester</p> <p><b>Connecting Your CX View (Journey Maps, Service Blueprints) To Your Tech Landscape</b> Speakers: Martin Gill, VP, Research Director, Forrester</p>							

**Thursday, Oct 10**

3:05 pm – 3:35 pm BST	<b>Executive Leadership Exchange (Invite Only)   Exclusive Keynote Q&amp;A With Forrester CEO George Colony &amp; Vice President, Principal Analyst Martha Bennett</b>  Speakers: George Colony, CEO, Forrester Martha Bennett, VP, Principal Analyst, Forrester
3:45 pm – 4:15 pm BST	<b>Keynote: Unleash Your Potential With High-Performance IT</b>  Speakers: Manuel Geitz, Principal Analyst, Forrester Damian Bunyan, CIO, Uniper SE
4:15 pm – 4:45 pm BST	<b>Keynote: Predictions 2025</b>  Speakers: Stephanie Balaouras, VP, Group Director, Forrester Enza Iannopolo, VP, Principal Analyst, Forrester Paul McKay, VP, Principal Analyst, Forrester Raluca Alexandru, Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester
4:45 pm – 4:55 pm BST	<b>Closing Remarks</b>  Speakers: Pascal Matzke, VP, Research Director, Forrester
4:55 pm – 6:30 pm BST	<b>Reception</b>
6:30 pm – 8:30 pm BST	<b>Executive Leadership Exchange (Invite Only): Intercontinental Hotel SkyBar Reception</b>

**Friday, Oct 11**

8:30 am – 9:30 am BST	<b>General Breakfast</b>
8:30 am – 9:30 am BST	<b>Forrester Women's Leadership Program Breakfast &amp; Panel</b>  Speakers: Raluca Alexandru, Analyst, Forrester Soniya Mahale, Senior Enterprise Architect AI & Innovation, Nationwide Building Society Sarah Haywood, CIO/CDO, Annick Maenhout, Head of IT Head of Enterprise Architecture Management, AG Insurance
9:30 am – 10:00 am BST	<b>Keynote: Embrace Trust, Adaptivity, And Alignment For AI Success</b>  Speakers: Bernhard Schaffrik, Principal Analyst, Forrester Dan Bieler, Principal Analyst, Forrester
10:00 am – 10:30 am BST	<b>Keynote: Forrester's 2024 Technology Strategy Impact Award Winners</b>  Speakers: Laura Koetzle, VP, Group Director, Forrester Mike Hewitt, Chief Technology Officer, Smart DCC Joanna Ostrowska-Szajnfeld, Managing Director, IT Strategy, Architecture and Governance, BNP Paribas Bank Polska

**Friday, Oct 11**

10:40 am – 11:20 am BST	<b>Marketplace &amp; Coffee Break (In-Person Only)</b>									
10:40 am – 11:10 am BST	<p><b>Q&amp;A Roundtables: Tech Award Winners (In-Person Only)</b></p> <p><b>Q&amp;A With Forrester's 2024 Technology Strategy Impact Award Winner BNP Paribas Bank Polska</b> Speakers: Joanna Ostrowska-Szajnfeld, Managing Director, IT Strategy, Architecture and Governance, BNP Paribas Bank Polska Dario Maisto, Senior Analyst, Forrester</p> <p><b>Q&amp;A With Forrester's 2024 Technology Strategy Impact Award Winner Smart DCC</b> Speakers: Mike Hewitt, Chief Technology Officer, Smart DCC Laura Koetzle, VP, Group Director, Forrester</p>									
10:40 am – 11:40 am BST	<p><b>Level-Up Workshop: Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice (Laptops Required)</b></p> <p>Speakers: Stéphane Vanrechem, Senior Analyst, Forrester</p>									
11:20 am – 11:50 am BST	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 683 2199 1011"> <tr> <td data-bbox="315 683 1258 740"><b>SECURITY</b></td> <td data-bbox="1258 683 2199 740"><b>TECHNOLOGY STRATEGY &amp; EA</b></td> </tr> <tr> <td data-bbox="315 740 1258 874"> <p><b>A Fun (Yes, Really) Crash Course In EU AI Act Compliance</b> Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester Christophe Godfroid, Business Lead - Digital Platform for Customer Interactions, SWIFT</p> </td> <td data-bbox="1258 740 2199 874"> <p><b>Architecting Strategic Success</b> Speakers: Manuel Geitz, Principal Analyst, Forrester Gareth Lewis, Senior Director Enterprise Architecture, Walgreens Boots Alliance Paul Boyns, Head of Technology Strategy &amp; Architecture, John Lewis Simon Waive, Group CTO, Hiscox</p> </td> </tr> <tr> <td colspan="2" data-bbox="315 874 2199 932"><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></td> </tr> <tr> <td data-bbox="315 932 1258 1011"> <p><b>Making A Circular Economy Work</b> Speakers: Paul Miller, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 932 2199 1011"></td> </tr> </table>		<b>SECURITY</b>	<b>TECHNOLOGY STRATEGY &amp; EA</b>	<p><b>A Fun (Yes, Really) Crash Course In EU AI Act Compliance</b> Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester Christophe Godfroid, Business Lead - Digital Platform for Customer Interactions, SWIFT</p>	<p><b>Architecting Strategic Success</b> Speakers: Manuel Geitz, Principal Analyst, Forrester Gareth Lewis, Senior Director Enterprise Architecture, Walgreens Boots Alliance Paul Boyns, Head of Technology Strategy &amp; Architecture, John Lewis Simon Waive, Group CTO, Hiscox</p>	<b>INNOVATION &amp; EMERGING TECHNOLOGIES</b>		<p><b>Making A Circular Economy Work</b> Speakers: Paul Miller, VP, Principal Analyst, Forrester</p>	
<b>SECURITY</b>	<b>TECHNOLOGY STRATEGY &amp; EA</b>									
<p><b>A Fun (Yes, Really) Crash Course In EU AI Act Compliance</b> Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester Christophe Godfroid, Business Lead - Digital Platform for Customer Interactions, SWIFT</p>	<p><b>Architecting Strategic Success</b> Speakers: Manuel Geitz, Principal Analyst, Forrester Gareth Lewis, Senior Director Enterprise Architecture, Walgreens Boots Alliance Paul Boyns, Head of Technology Strategy &amp; Architecture, John Lewis Simon Waive, Group CTO, Hiscox</p>									
<b>INNOVATION &amp; EMERGING TECHNOLOGIES</b>										
<p><b>Making A Circular Economy Work</b> Speakers: Paul Miller, VP, Principal Analyst, Forrester</p>										
11:55 am – 12:55 pm BST	<b>Lunch &amp; Marketplace (In-Person Only)</b>									
11:55 pm – 12:55 pm BST	<p><b>Executive Leadership Exchange (Invite Only): Exclusive Lunch &amp; Analyst-led Roundtables on High Performance IT</b></p> <p>Speakers: Stéphane Vanrechem, Senior Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester Joe O'Brien, VP, CIO Executive Programs TL, Forrester Stephane Roger, Executive Partner, CIO Executive Program, Forrester Ash Pal, VP, CIO Executive Partner, Forrester Elina Bauwens, Principal Consultant, Forrester</p>									

Friday, Oct 11

<p>12:55 pm – 1:40 pm BST</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 247 1256 304"> <p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p> </td> <td data-bbox="1256 247 2199 304"> <p><b>TECHNOLOGY STRATEGY &amp; EA</b></p> </td> </tr> <tr> <td data-bbox="315 304 1256 496"> <p><b>Panel: Will GenAI Kill Both Coding And Low-Code?</b> Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Quico Quartier, Tribe Lead DevEx, BNP Paribas Fortis Mark Burnett, Head of The Technology Innovation Group, G-Research Paul Kobylanski, Head of Citizen Development, Shell</p> </td> <td data-bbox="1256 304 2199 496"> <p><b>2024 Enterprise Architecture Award</b> Speakers: Paul McKay, VP, Principal Analyst, Forrester Cajus Nitsch, Head of Enterprise Architecture Management, Dräxlmaier Group</p> </td> </tr> <tr> <td data-bbox="315 496 1256 614"> <p><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></p> </td> <td data-bbox="1256 496 2199 614"></td> </tr> <tr> <td data-bbox="315 496 1256 614"> <p><b>How To Innovate With AI</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester Bernhard Schaffrik, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 496 2199 614"></td> </tr> </table>	<p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p>	<p><b>TECHNOLOGY STRATEGY &amp; EA</b></p>	<p><b>Panel: Will GenAI Kill Both Coding And Low-Code?</b> Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Quico Quartier, Tribe Lead DevEx, BNP Paribas Fortis Mark Burnett, Head of The Technology Innovation Group, G-Research Paul Kobylanski, Head of Citizen Development, Shell</p>	<p><b>2024 Enterprise Architecture Award</b> Speakers: Paul McKay, VP, Principal Analyst, Forrester Cajus Nitsch, Head of Enterprise Architecture Management, Dräxlmaier Group</p>	<p><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></p>		<p><b>How To Innovate With AI</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester Bernhard Schaffrik, Principal Analyst, Forrester</p>	
<p><b>MODERN DEVELOPMENT &amp; CO-CREATION</b></p>	<p><b>TECHNOLOGY STRATEGY &amp; EA</b></p>								
<p><b>Panel: Will GenAI Kill Both Coding And Low-Code?</b> Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Quico Quartier, Tribe Lead DevEx, BNP Paribas Fortis Mark Burnett, Head of The Technology Innovation Group, G-Research Paul Kobylanski, Head of Citizen Development, Shell</p>	<p><b>2024 Enterprise Architecture Award</b> Speakers: Paul McKay, VP, Principal Analyst, Forrester Cajus Nitsch, Head of Enterprise Architecture Management, Dräxlmaier Group</p>								
<p><b>INNOVATION &amp; EMERGING TECHNOLOGIES</b></p>									
<p><b>How To Innovate With AI</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester Bernhard Schaffrik, Principal Analyst, Forrester</p>									
<p>1:45 pm – 2:15 pm BST</p>	<p><b>Keynote: Staying Resilient In A Fluid Technology And Threat Landscape</b> Speakers: Tope Olufon, Sr Analyst, Forrester</p>								
<p>2:15 pm – 2:45 pm BST</p>	<p><b>Keynote: AI, LowCode, And The End Of Software Development As We Know It.</b> Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester</p>								
<p>2:45 pm – 2:50 pm BST</p>	<p><b>Closing Remarks</b> Speakers: Pascal Matzke, VP, Research Director, Forrester</p>								