FORRESTER®

CX Summit EMEA

Amsterdam

June 8, 2026 – June 10, 2026

Agenda downloaded: May 01, 2026 04:46:47 AM ET

Bold Starts: Monday, Jun 8

1:00 pm – 6:00 pm CET	**Registration**
2:30 pm – 5:00 pm CET	**CX Certification Program: Advance From Journey Mapping To Journey Management** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester
2:30 pm – 5:00 pm CET	**Workshop: Build A Customer-Obsessed Roadmap Leveraging The Total Experience Score** Speakers: Rusty Warner, VP, Principal Analyst, Forrester
3:30 pm – 5:00 pm CET	**Forrester Women's Leadership Program** Speakers: Fiona Swerdlow, VP, Research Director, Forrester
5:00 pm – 6:00 pm CET	**Reception**
6:00 pm – 9:30 pm CET	**Executive Leadership Exchange (Invite-Only): An Amsterdam Evening: Canals & Vermeer** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester

Tuesday , Jun 9

8:00 am – 9:00 am CET	**General Breakfast**
8:00 am – 8:50 am CET	**Rise & Thrive: Future Leaders Breakfast (Invite-Only)** Speakers: Paul Ferron, VP, Research Director, Forrester
9:00 am – 9:10 am CET	**Welcome Remarks** Speakers: Martin Gill, VP, Research Director, Forrester
9:10 am – 9:30 am CET	**Keynote: Maximize Your Total Experience With Forrester's EX Index** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

Tuesday , Jun 9

9:35 am — 10:00 am CET	**Guest Keynote: Lead with Empathy, Win With Impact** Speakers: Conny Kalcher, Group Chief Customer Officer, Zurich Insurance Group
10:00 am — 10:20 am CET	**Keynote: Distrust In The Age Of AI** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester
10:25 am — 11:10 am CET	**Coffee Break & Networking (In-Person Only)** **10:30am - 10:40am - Papirfly: How To Stop AI Breaking Your Brand** Speakers: Frank Tommy Brotke, Head of Product Marketing, Papirfly **10:45am - 10:55am - GetVocal Spotlight Session**
10:30 am — 11:45 am CET	**Workshops** **Distrust In The Age Of AI** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester **Complaints Handling** Speakers: Riccardo Pasto, Principal Analyst, Forrester
10:30 am — 12:30 pm CET	**Immersive Experience** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
11:10 am — 11:40 am CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
The CX Reset: From Fad To Business Function Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Kristina Klahm, Vice President Voice of Customer & Journey Excellence, E.ON	**Beyond Chatbots: Design Conversational Banking To Scale** Speakers: Aurelie L'Hostis, Principal Analyst, Forrester

Tuesday , Jun 9

11:50 am – 12:20 am CET	**Case Study Session** **Optimizely Case Study** **TheyDo Case Study**
12:30 pm – 1:30 pm CET	**Lunch & Marketplace Break**
12:30 pm – 1:30 pm CET	**Lunch & Learn Case Study**
12:30 pm – 1:30 pm CET	**Executive Leadership Exchange (Invite-Only): Networking Lunch** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester
1:30 pm – 2:00 pm CET	**Analyst-Led Roundtables** **When Banking Talks Back: Designing Conversational CX at Scale** Speakers: Aurelie L'Hostis, Principal Analyst, Forrester **B2B CX Grows Up: From Relationships to Revenue Engines** Speakers: Paul Ferron, VP, Research Director, Forrester
1:30 pm – 2:00 pm CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
Unlock The Secrets Of Valuable Customer Journeys Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Hannah Jachim, Researcher, Forrester	**Measure Twice: Lead Change With Better Change Metrics** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

|
| 1:30 pm – 3:40 pm CET | **Immersive Experience**

Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester |

Tuesday , Jun 9

2:10 pm – 2:40 pm CET	**Case Study Sessions**
	Cresta Case Study
	Luware Case Study
2:50 pm – 3:45 pm CET	**Analyst-Led Roundtables**
	Your Next Customer Isn't Human: Preparing for AI Agents as the New Audience Speakers: Fiona Swerdlow, VP, Research Director, Forrester
	Government Meet-Up Speakers: Riccardo Pasto, Principal Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester
2:50 pm – 3:35 pm CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
Beyond Journeys And Touchpoints: How R+V Reframed The Role Of CX Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Eldin Thomas, Head of CX & CRM Business, R+V Versicherung Joana Dartsch, Customer Experience Consultant, R+V Versicherung	**How To Upskill An Organization - Learnings From Roche's AI journey** Speakers: Riccardo Pasto, Principal Analyst, Forrester Jörg Corsten, Group Lead Services, Solution and Innovation, Roche

2:50 pm – 4:05 pm CET	**Workshops**
	Maximize A Complete Total Experience With Forrester's EX Index Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
	Accelerate Your Innovation Lifecycle With Generative AI Speakers: Manuel Geitz, Principal Analyst, Forrester
3:35 pm – 4:20 pm CET	**Coffee Break & Networking**
	JourneyTrack: Stop Just Adding AI. Start Making It Work. Speakers: Ania Rodriguez, Founder & CEO, JourneyTrack

Tuesday , Jun 9

4:25 pm – 4:45 pm CET	**Keynote: Forrester's Total Experience Honour: Celebrating Europe's Best-In-Class** Speakers: Keith Johnston, VP, Group Director, Forrester
4:45 pm – 5:05 pm CET	**Keynote Case Study**
5:05 pm – 5:25 pm CET	**Guest Keynote**
6:00 pm – 9:00 pm CET	**CX EMEA Evening Reception at LuminAir**

Wednesday, Jun 10

8:00 am – 9:00 am CET	**General Breakfast**
9:00 am – 9:05 am CET	**Welcome Back** Speakers: Martin Gill, VP, Research Director, Forrester
9:10 am – 9:30 am CET	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Rusty Warner, VP, Principal Analyst, Forrester
9:30 am – 9:50 am CET	**Guest Keynote with BNP Paribas** Speakers: Sophie Heller, CTO Retail Banking & Services , BNP Paribas
9:55 am – 10:35 am CET	**Coffee Break & Networking**
9:55 am – 10:35 am CET	**Executive Leadership Exchange (Invite-Only): Exclusive Keynote Q&A** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester
10:15 am – 11:30 am CET	**Workshop: Storytelling & Dashboarding: Best-Practices** Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Riccardo Pasto, Principal Analyst, Forrester

Time	Session
10:15 am – 12:10 pm CET	**Immersive Experience** Speakers: Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
10:35 am – 11:05 am CET	**Case Study Sessions** **DevRev Case Study** **Dialpad Case Study**
11:10 am – 11:55 am CET	**Analyst-Led Roundtables** **Designing Work That Works for Humans and AI** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester **Beyond Pilots: Turning AI-Powered Innovation into Real Impact** Speakers: Manuel Geitz, Principal Analyst, Forrester
11:10 am – 11:55 am CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
Tony's Chocolonely: Making Mission Click Digitally Speakers: Chiel Versteeg, Chief Platform Lead, Tony's Chocolonely	**Journeys as a Decision System: Aligning Insight, Action, and Impact** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

Time	Session
12:35 pm – 1:20 pm CET	**Networking Lunch**
12:10 pm – 1:10 pm CET	**Certification Lunch: Wrap-Up**
1:10 pm – 2:10 pm CET	**Pitch Perfect: Future Leaders Pitch Contest** Speakers: Paul Ferron, VP, Research Director, Forrester Keith Johnston, VP, Group Director, Forrester
1:30 pm – 2:15 pm CET	**Analyst-Led Roundtables** **Journey Mapping That Actually Drives Change** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

1:30 pm – 2:15 pm CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
What Digital Governments Teach Us About Great CX Speakers: Kerstin Wehmeyer, Researcher, Forrester Riccardo Pasto, Principal Analyst, Forrester	**Making Customer Obsession Part Of Your DNA** Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester April Nishimura, Vice President, Global Customer Experience, Infineon Technologies

1:20 pm – 2:10 pm CET	**Immersive Experience** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
2:25 pm – 2:25 pm CET	**Welcome Back** Speakers: Martin Gill, VP, Research Director, Forrester
2:25 pm – 2:55 pm CET	**Guest Keynote: AI At Scale: Club Med's Path To Real Impact** Speakers: Siddhartha Chatterjee, Global Chief Data & AI Officer, Club Med
2:20 pm – 3:00 pm CET	**Closing Remarks** Speakers: Martin Gill, VP, Research Director, Forrester