



**FORRESTER**

# **CX Summit EMEA 2026**

**Amsterdam**

**June 8, 2026 – June 10, 2026**

Agenda downloaded: July 07, 2026 04:06:52 PM ET

**Bold Starts: Monday, Jun 8**

1:00 pm – 6:00 pm CET	<b>Registration</b>
2:30 pm – 5:00 pm CET	<b>CX Certification Program: Advance From Journey Mapping To Journey Management</b>  Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Michelle Reilly, Experience Manager, Certifications, Forrester
2:30 pm – 5:00 pm CET	<b>Workshop: Build A Customer-Obsessed Roadmap Leveraging The Total Experience Score</b>  Speakers: Rusty Warner, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester
3:00 pm – 5:00 pm CET	<b>Forrester Women's Leadership Program</b>  Speakers: Anastasia Zdoroviak, Chief Customer Experience Officer , Snoonu Cat Lecardonnel, Head of Customer Experience, Sainsbury Kerstin Wehmeyer, Researcher, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester
5:00 pm – 6:00 pm CET	<b>Welcome Reception</b>
6:00 pm – 9:30 pm CET	<b>Executive Leadership Exchange (Invite-Only): An Amsterdam Evening: Canals &amp; Vermeer</b>  Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester

**Tuesday , Jun 9**

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

**Tuesday , Jun 9**

<p>9:35 am – 10:00 am CET</p>	<p><b>Guest Keynote: Lead with Empathy, Win With Impact</b></p> <p>Speakers: Conny Kalcher, Group Chief Customer Officer, Zurich Insurance Group Martin Gill, VP, Research Director, Forrester</p>
<p>10:00 am – 10:20 am CET</p>	<p><b>Keynote: Distrust In The Age Of AI</b></p> <p>Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester</p>
<p>10:20 am – 12:40 pm CET</p>	<p><b>Immersive Experience (Group 1 &amp; 2)</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p> <p><b>Group 1: 10:20 am - 11:10 am</b></p> <p><b>Group 2: 11:50 am - 12:40 pm</b></p>
<p>10:25 am – 11:10 am CET</p>	<p><b>Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>10:30am - 10:40am - Papirfly: How To Stop AI Breaking Your Brand</b> Speakers: Frank Tommy Brotke, Head of Product Marketing, Papirfly</p> <p><b>10:45am - 10:55am - GetVocal: The Human-AI Flywheel: AI You Can Finally Trust At Scale</b> Speakers: Rabie El Hassani, VP Revenue, GetVocal AI</p>
<p>10:30 am – 11:45 am CET</p>	<p><b>Workshops</b></p> <p><b>Distrust In The Age Of AI</b> Speakers: Enza Iannopolo, VP, Principal Analyst, Forrester</p> <p><b>The Most Expensive Insights You're Ignoring: The Business Case For Complaint Management</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester</p>

Tuesday , Jun 9

<p>11:10 am – 11:40 am CET</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 247 1256 303"> <p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p> </td> <td data-bbox="1256 247 2195 303"> <p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p> </td> </tr> <tr> <td data-bbox="315 303 1256 422"> <p><b>The CX Reset: From Fad To Business Function</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Kristina Klahm, Vice President Voice of Customer &amp; Journey Excellence, E.ON</p> </td> <td data-bbox="1256 303 2195 422"> <p><b>Beyond Chatbots: Design Conversational Banking To Scale</b> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> </td> </tr> </table>	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p>	<p><b>The CX Reset: From Fad To Business Function</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Kristina Klahm, Vice President Voice of Customer &amp; Journey Excellence, E.ON</p>	<p><b>Beyond Chatbots: Design Conversational Banking To Scale</b> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>
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<p>11:50 am – 12:20 am CET</p>	<p><b>Case Study Session</b></p> <p><b>Optimizely: From Faster Testing To Better Learning: AI And Experimentation With Optimizely At Air France-KLM</b> Speakers: Glenda Balekjian, Experimentation Craft Lead, KLM</p> <p><b>TheyDo: From Mapping To Operating: How Pfizer Built A Journey Management System That Sticks</b> Speakers: Grace de Athayde, Journey Ecosystem Lead, Commercial AI Accelerator, Pfizer Inc.</p>				
<p>12:30 pm – 1:30 pm CET</p>	<p><b>Lunch &amp; Marketplace Break</b></p>				
<p>12:30 pm – 1:30 pm CET</p>	<p><b>SAP Lunch &amp; Learn Case Study: Transforming B2B Self-Service Customer Experience - The Versuni Journey</b></p> <p>Speakers: Sonia Fernandez Verdeja, Global Platform Lead for Versuni's (Philips Domestic Appliances) B2B Platform, Versuni Nivedha Sathyanarayanan, Global Product Owner for Versuni's B2B Suite, Versuni</p>				
<p>12:30 pm – 1:30 pm CET</p>	<p><b>Executive Leadership Exchange (Invite-Only): Networking Lunch</b></p> <p>Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p>				
<p>1:30 pm – 2:00 pm CET</p>	<p><b>Government Meetup</b></p> <p>Speakers: Riccardo Pasto, Principal Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>				
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Tuesday , Jun 9

<p>1:30 pm – 2:10 pm CET</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>When Banking Talks Back: Designing Conversational CX at Scale</b> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> <p><b>B2B CX Grows Up: From Relationships to Revenue Engines</b> Speakers: Paul Ferron, VP, Research Director, Forrester</p>
<p>1:30 pm – 4:10 pm CET</p>	<p><b>Immersive Experience (Group 3, 4, 5)</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p> <p><b>Group 3: 1:30 pm - 2:20 pm</b></p> <p><b>Group 4: 2:30 pm - 3:20 pm (Reserved for ELE attendees)</b></p> <p><b>Group 5: 3:30pm - 4:20 pm</b></p>
<p>2:10 pm – 2:40 pm CET</p>	<p><b>Case Study Sessions</b></p> <p><b>Cresta: The Messy Middle: What It Takes to Deploy AI To Humans Who Didn't Ask For It</b> Speakers: Adeel Rahman, Commercial Director, MVF Mark Meghezzi, Head of EMEA, Cresta</p> <p><b>Luware: How Kleurrijk Wonen Turned Dropped Calls Into Connected Experiences</b> Speakers: Bart Emonds, Account Executive, Benelux, Luware Patrick Veld, Business Information Manager and Digicoach, Kleurrijk Wonen</p>
<p>2:10 pm – 2:40 pm CET</p>	<p><b>SAP Roundtable: Turning AI Personalization Into Business Value</b></p> <p>Speakers: Ivano Fossati, Chief Revenue Officer SAP Customer Experience - EMEA, SAP</p>
<p>2:50 pm – 3:35 pm CET</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>Your Next Customer Isn't Human: Preparing for AI Agents as the New Audience</b> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>

Tuesday , Jun 9

<p>2:50 pm – 3:35 pm CET</p>	<p><b>Breakout Sessions</b></p> <table border="1"> <tr> <td data-bbox="315 247 1258 304"> <p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p> </td> <td data-bbox="1258 247 2195 304"> <p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p> </td> </tr> <tr> <td data-bbox="315 304 1258 422"> <p><b>How Banks Build Trust And Deepen Relationships With Total Experience</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester Saad Zafar, Head of Personalisation Data Strategy &amp; Governance, Lloyds Banking Group</p> </td> <td data-bbox="1258 304 2195 422"> <p><b>How To Upskill An Organization - Learnings From Roche’s AI journey</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester Jörg Corsten, Group Lead Services, Solution and Innovation, Roche</p> </td> </tr> </table>	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p>	<p><b>How Banks Build Trust And Deepen Relationships With Total Experience</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester Saad Zafar, Head of Personalisation Data Strategy &amp; Governance, Lloyds Banking Group</p>	<p><b>How To Upskill An Organization - Learnings From Roche’s AI journey</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester Jörg Corsten, Group Lead Services, Solution and Innovation, Roche</p>
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<p>2:50 pm – 4:05 pm CET</p>	<p><b>Workshops</b></p> <p><b>Maximize A Complete Total Experience With Forrester’s EX Index</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> <p><b>Accelerate Your Innovation Lifecycle With Generative AI</b> Speakers: Manuel Geitz, Principal Analyst, Forrester</p>				
<p>3:35 pm – 4:20 pm CET</p>	<p><b>Coffee Break &amp; Networking</b></p> <p><b>3:40pm - 3:50pm - JourneyTrack: Stop Just Adding AI. Start Making It Work.</b> Speakers: Ania Rodriguez, Founder &amp; CEO, JourneyTrack</p> <p><b>3:55pm - 4:05pm - Bynder™: From Customers To Champions: Customer Satisfaction Isn’t Enough Anymore</b> Speakers: Luke Roberts, Digital Strategies &amp; Growth Markets Director, Bynder</p>				
<p>4:20 pm – 4:25 pm CET</p>	<p><b>Welcome Back</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>				
<p>4:25 pm – 4:50 pm CET</p>	<p><b>Keynote: Forrester’s Total Experience Honour: Celebrating Europe’s Best-In-Class</b></p> <p>Speakers: Keith Johnston, VP, Group Director, Forrester Jade Meneve, Head of Experience Design, ING Tom Prakke, Global Head of UX, ING</p>				
<p>4:55 pm – 5:25 pm CET</p>	<p><b>Guest Keynote: Beyond Journeys And Touchpoints: How R+V Reframed The Role Of CX</b></p> <p>Speakers: Joana Dartsch, Customer Experience Consultant, R+V Versicherung Eldin Thomas, Head of CX &amp; CRM Business, R+V Versicherung Maxie Schmidt, VP, Principal Analyst, Forrester</p>				
<p>6:00 pm – 9:00 pm CET</p>	<p><b>CX EMEA Evening Event at LuminAir</b></p>				

**Wednesday, Jun 10**

8:00 am – 9:00 am CET	<b>General Breakfast</b>
8:00 am – 8:45 am CET	<b>Analyst-Led Roundtables</b>  <b>Designing Work That Works for Humans and AI</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
8:00 am – 8:50 am CET	<b>Immersive Experience (Group 6)</b>  Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
9:00 am – 9:10 am CET	<b>Welcome Back</b>  Speakers: Martin Gill, VP, Research Director, Forrester
9:10 am – 9:30 am CET	<b>Keynote: The Human Foundation Of The AI-Powered Enterprise</b>  Speakers: Rusty Warner, VP, Principal Analyst, Forrester
9:30 am – 9:50 am CET	<b>Guest Keynote: Tony's Chocolonely: Making Mission Click Digitally</b>  Speakers: Chiel Versteeg, Chief Platform Lead, Tony's Chocolonely Martin Gill, VP, Research Director, Forrester
9:55 am – 10:35 am CET	<b>Coffee Break &amp; Networking</b>
9:55 am – 10:35 am CET	<b>Executive Leadership Exchange (Invite-Only): Exclusive Keynote Q&amp;A</b>  Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester Jade Meneve, Head of Experience Design, ING Tom Prakke, Global Head of UX, ING
10:10 am – 10:30 am CET	<b>Get The Most From Forrester</b>  Speakers: Martin Gill, VP, Research Director, Forrester Darrell Hayward, VP regional Sales for UK&I, Forrester
10:00 am – 11:15 am CET	<b>Workshop: Storytelling &amp; Dashboarding: Best-Practices</b>  Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Riccardo Pasto, Principal Analyst, Forrester

**Wednesday, Jun 10**

<p>10:10 am – 12:40 pm CET</p>	<p><b>Immersive Experience (Group 7 &amp; 8)</b></p> <p>Speakers: Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p> <p><b>Group 7: 10:10 am - 11:00 am</b></p> <p><b>Group 8: 11:10 am - 12:00 pm</b></p>					
<p>10:35 am – 11:05 am CET</p>	<p><b>Case Study Sessions</b></p> <p><b>DevRev: Context Is The New Enterprise AI Moat</b> Speakers: Damien Katris, Global Omnichannel, Data &amp; Analytics Director and AI Strategy Lead, TCC Global Ahmed Bashir, Chief Technology Officer, DevRev</p> <p><b>Dialpad: What Happens When CX Becomes Agentic? A Blueprint For Next-Generation Customer Teams</b> Speakers: John Work, Head of EMEA Sales Engineering, Dialpad</p>					
<p>11:15 am – 12:00 pm CET</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>Beyond Pilots: Turning AI-Powered Innovation into Real Impact</b> Speakers: Manuel Geitz, Principal Analyst, Forrester</p>					
<p>11:15 am – 12:00 pm CET</p>	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 957 2199 1129"> <tr> <td data-bbox="315 957 1258 1013"> <p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p> </td> <td data-bbox="1258 957 2199 1013"> <p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p> </td> </tr> <tr> <td data-bbox="315 1013 1258 1129"> <p><b>Connecting The Dots: A Keynote Panel Q&amp;A</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 1013 2199 1129"> <p><b>Journeys As A Decision System: From Insight To Impact</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p>	<p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p>	<p><b>Connecting The Dots: A Keynote Panel Q&amp;A</b> Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester</p>	<p><b>Journeys As A Decision System: From Insight To Impact</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>
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<p>12:00 pm – 1:00 pm CET</p>	<p><b>Networking Lunch</b></p>					
<p>12:00 pm – 1:00 pm CET</p>	<p><b>Certification Lunch: Wrap-Up</b></p> <p>Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester Joana de Quintanilha, VP, Principal Analyst, Forrester</p>					

**Wednesday, Jun 10**

<p>1:00 pm – 2:00 pm CET</p>	<p><b>Pitch Perfect: Future Leaders Pitch Contest</b></p> <p>Speakers: Paul Ferron, VP, Research Director, Forrester Keith Johnston, VP, Group Director, Forrester Fiona Swerdlow, VP, Research Director, Forrester Ron Rogowski, VP, Executive Partner, Forrester</p>	
<p>1:10 pm – 1:55 pm CET</p>	<p><b>Breakout Sessions</b></p>	
	<p><b>MAKE YOUR STRATEGY UNMISTAKABLE</b></p> <p><b>What Digital Governments Teach Us About Great CX</b> Speakers: Kerstin Wehmeyer, Researcher, Forrester Riccardo Pasto, Principal Analyst, Forrester</p>	<p><b>OPTIMIZE JOURNEY VALUE WITH DATA</b></p> <p><b>Leading Customer-Centric Change Beyond Technology and AI</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester April Nishimura, Vice President, Global Customer Experience, Infineon Technologies</p>
<p>1:10 pm – 1:55 pm CET</p>	<p><b>Analyst-Led Roundtables</b></p> <p><b>Distrust By Default</b> Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> <p><b>AI Without Trust Is Just Speed</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	
<p>1:10 pm – 2:00 pm CET</p>	<p><b>Immersive Experience (Group 9)</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p>	
<p>2:05 pm – 2:10 pm CET</p>	<p><b>Welcome Back</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>	
<p>2:10 pm – 2:40 pm CET</p>	<p><b>Guest Keynote: AI At Scale: Club Med's Path To Real Impact</b></p> <p>Speakers: Siddhartha Chatterjee, Global Chief Data &amp; AI Officer, Club Med Aurelie L'Hostis, Principal Analyst, Forrester</p>	
<p>2:40 pm – 2:45 pm CET</p>	<p><b>Closing Remarks</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>	