



FORRESTER®

CX Summit North America 2025

Nashville & Digital

June 23, 2025 – June 26, 2025

Agenda downloaded: February 14, 2026 12:28:51 AM ET

Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm
CDT

Forrester Women's Leadership Program: Bold At Work

Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester

1:30 PM | Arrival, Coffee, Networking

2:00 PM | Panel: How I've Led And Navigated Bold At Work Amid Constant Change

Speakers: Judy Weader, Principal Analyst, Forrester Fiona Swerdlow, VP, Research Director, Forrester Purvi Doraiswamy, Senior Vice President, Digital Operations, AARP Kathy Doyle Thomas, President, Half Price Books Amy Lokey, Chief Experience Officer, ServiceNow

2:40 PM | Table Discussions: How I'm Bold At Work Amid Constant Change

3:00 PM | Break

3:10 PM | Peer Discussions focused on: navigating tough conversations, everything AI, burnout, etc.

4:00 PM | Women's Leadership Program Concludes

2:30 pm – 4:00 pm
CDT

Workshop: Scope Your AI Agent Future

Speakers: Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Principal Analyst, Forrester

2:30 pm – 4:00 pm
CDT

Workshop: Make Sure Your CX Capabilities Are Mission-Ready

Speakers: Su Doyle, Principal Analyst, Forrester Shalli Desai, Principal Consultant, Forrester

4:30 pm – 6:00 pm
CDT

Executive Leadership Exchange (Invite-Only): Lead and Master Change In Times Of Volatility

Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester

4:30 pm – 6:00 pm
CDT

CX Certification Program: Journey Mapping Fundamentals

Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester

Bold Starts: Monday, Jun 23

4:30 pm – 6:00 pm CDT	Workshop: The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester
6:00 pm – 7:30 pm CDT	Welcome Reception
6:00 pm – 6:45 pm CDT	Executive Leadership Exchange (Invite-Only): Welcome Reception

Tuesday, Jun 24

7:30 am – 8:45 am CDT	CX Certification Program: Journey Mapping Fundamentals Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
8:00 am – 9:00 am CDT	General Breakfast
8:00 am – 8:45 am CDT	Government Leadership Breakfast Speakers: Katy Tynan, VP, Principal Analyst, Forrester
9:00 am – 9:20 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
9:25 am – 9:55 am CDT	Keynote: Win And Retain The Distracted Consumer Speakers: Kelsey Chickering, Principal Analyst, Forrester
10:05 am – 10:35 am CDT	Keynote: Power Growth With Your Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

Tuesday, Jun 24

10:45 am – 11:30 am
CDT **Marketplace Coffee Break & Networking (In-Person Only)**

10:50-11:00am - Observe.AI: You Built AI To Deflect. Customers Want Connection. Let's Fix That.
Speakers: John McMullan, Director, VoiceAI Product Marketing, Observe.AI

11:05-11:15am - CallMiner: Future Of CX: Transforming Customer Feedback With AI
Speakers: Ed Matanes, Product Marketing Associate, CallMiner

11:20-11:30am - Thematic: Making Feedback Count: Why Mitsubishi Partners With Thematic
Speakers: Gary Batroff, SVP Sales and Partnerships, Thematic

10:50 am – 12:05 pm
CDT **Workshop: Build Your CX ROI Story**

Speakers: Judy Weader, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester

10:50 am – 12:05 pm
CDT **Workshop: Better Together: Customer Segmentation And Data Strategy**

Speakers: Stephanie Liu, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester

11:00 am – 11:30 am
CDT **Analyst-Led Roundtables (Pre-Registration Required)**

Sticky Data Storytelling Solutions
Speakers: Kim Herrington, Senior Analyst, Forrester

Keynote Q&A: Win And Retain The Distracted Consumer
Speakers: Kelsey Chickering, Principal Analyst, Forrester

Combining Brand + CX Is Hard But Possible
Speakers: Mike Proulx, VP, Research Director, Forrester

The US Economy: Trends, Challenges, and Outlook
Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester

Tuesday, Jun 24

11:30 am – 12:00 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY**

Must-Have Data And Metrics For Marketing Measurement
Speakers: Brad Haag, Senior Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS

The Strategy And Practice Of Journey Centricity
Speakers: Jen Sanning, Executive Partner, Forrester Todd Keith, Head of Experience Design (XD), Regions Bank Nancy Flowers, Vice President of Customer Experience, Voya Financial

LEVERAGE TECH FOR STELLAR CX – AND EX

Optimize Tech Investments To Fuel CX Transformation
Speakers: Colleen Fazio, Senior Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE

Develop Your Leadership Promise To Its CX Fulfillment
Speakers: Katy Tynan, VP, Principal Analyst, Forrester Josh Heitsenrether, Senior Managing Director, Marketing & Digital Strategy, American Society of Mechanical Engineers (ASME)

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES

The Trust Thread: Powering Financial Services Loyalty And Primacy
Speakers: Alyson Clarke, Principal Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE

Create A Full Consumer View For Your Brand
Speakers: Audrey Chee-Read, Principal Analyst, Forrester

Case Study Sessions**Alchemer: Unforgettable Experiences: AEG's Fan-To-Brand Magic**

Speakers: Matt Lawler, Vice President of Data and Insights, AEG Global Partnerships Ryan Tamminga, Senior Vice President of Product and Services, Alchemer

CSG: Journey Analytics: Find What's Broken And Fix It

Speakers: Keith Wilson, Executive Director of Product, CSG

Medallia: Lifting Off With Purpose: How The Venetian Propels CX With Medallia AI

Speakers: Hadley Spadaccini, Sr. Product Marketing Manager, AI & Analytics, Medallia

NICE: Three Smart Shifts That Helped ALG Vacations Deliver Faster, Friendlier Service

Speakers: Jennifer Wilson, Director, Product Marketing, NICE

Tuesday, Jun 24

12:50 pm – 1:55 pm
CDT

Lunch & Marketplace (In-Person Only)

1:00-1:10pm - Five9: Built-In, Not Bolt-On: Ushering In The Era Of Agentic CX

Speakers: Frank Chevallier, VP Product Management, Five9

1:15-1:25pm - Forrester: Supercharge Decisions With Data

Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester

1:30-1:40pm - Forrester: Upskill Your Team With Courses & Certification

Speakers: Jenna Wohead, Director, Product Management, Forrester

1:45-1:55pm - Forrester: Move Faster With Consulting

Speakers: Dean Davison, Principal Consultant, Forrester

12:50 pm – 1:40 pm
CDT

Bold At Work: Women's Leadership Networking Lunch

Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester

12:50 pm – 1:45 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch

Tuesday, Jun 24

2:05 pm – 2:35 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****A Deeper Dive Into Forrester's New Brand Experience (BX) Index**

Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Shalika Fernando, Senior Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**How To Align AI Operations With Strategy In The Contact Center And Beyond**

Speakers: Max Ball, Principal Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX – AND EX**Your Billing And Payment Tech Is Crucial To CX**

Speakers: Lily Varon, Principal Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Build Your EX-To-CX Strategy Now**

Speakers: Angelina Gennis, Principal Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**Intelligent Healthcare Organizations Breathe Life Into CX**

Speakers: Shannon Germain Farraher, Senior Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Prepare Your Full-Funnel Creative Strategy**

Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

INDUSTRY MEETUP: GOVERNMENT**Government Meetup**

Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester

INDUSTRY MEETUP: FINANCIAL SERVICES**Financial Services Meetup**

Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester

2:45 pm – 3:15 pm
CDT**Case Study Sessions****Dialpad: Human Expertise And Empathy In An AI World**

Speakers: Jen Grant, CMO, Dialpad Shezan Kazi, Head of AI Transformation, Dialpad

Five9: Transforming CX: CVS Health's AI-Powered Human Touch

Speakers: Niki Hall, Chief Marketing Officer, Five9 Brian Calderwood, VP IT - Member Experience, CVS

Genesys: Kaplan and Genesys: Transforming Learning With AI-Powered Innovations

Speakers: Bill Boga, Executive Director of Contact Center Strategy & AI Transformation, Kaplan North America Charles Quincy, Senior Director of Product Management, Genesys

Qualtrics: From Signals To Action: Supercharging CX With AI & Omni-Channel Insights

Speakers: Manisha Powar, Head of Product Management, Qualtrics CX James Bauman, Senior Director Experience Management & Analytics, TruGreen

TheyDo: MetLife: Realize Value Faster With Connected Journeys

Speakers: Roxanne Knapp, AVP Experience Design Strategy, MetLife

Tuesday, Jun 24

3:25 pm – 3:55 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****How AutoZone Implements Full-Funnel Advertising**

Speakers: Nikhil Lai, Principal Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**It's Time For B2C Marketing Operations To Shine**

Speakers: Jessica Liu, Principal Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX – AND EX**AI Agents: Hype Vs. Reality And What It Means**

Speakers: Stephanie Liu, Senior Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Unlock AI's Full Potential With Forrester's AIQ Framework (Digital Only)**

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond**

Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions , T-Mobile

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE**Supercharge Dynamic Commerce With The Future of Digital Experiences**

Speakers: Chuck Gahun, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT**Workshop: Level Up Your B2B CX Measurement**

Speakers: Rich Saunders, Senior Analyst, Forrester Su Doyle, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT**Workshop: Build Effective Personas To Drive Empathy**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester

3:55 pm – 4:40 pm
CDT**Marketplace Coffee Break & Networking (In-Person Only)****4:00-4:10pm - NICE: CXone Mpower Value Proposition**

Speakers: David Braddock, Portfolio Solution Engineer, NICE

4:15-4:25pm - Qualtrics: Beginning Your Omnichannel Listening Quest

Speakers: Menon Billingsley, Head of Solution Strategy for Technology, Media, and Telecom, Qualtrics

4:30-4:40pm - Zoho: Strategic Efficiency = (CRM)AI Not CRM + AI

Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho

Tuesday, Jun 24

4:05 pm – 4:35 pm CDT	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>How Do You Do Self-Service Right? Speakers: Max Ball, Principal Analyst, Forrester</p> <p>Sharing Leadership Best Practices And Honest Pitfalls Speakers: Betsy Summers, Principal Analyst, Forrester</p> <p>Creating Strategy From The Outside In Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p>
4:05 pm – 4:35 pm CDT	<p>CX Summit Certification Roundtables (Pre-Registration Required)</p>
4:40 pm – 5:10 pm CDT	<p>Keynote: 2025 Customer-Obsessed Enterprise Award</p> <p>Speakers: Sharyn Leaver, Chief Research Officer, Forrester Melanie Au, VP, Digital Banking, Canadian Imperial Bank of Commerce (CIBC) Jennifer Davidson, VP, Client Experience, Canadian Imperial Bank of Commerce (CIBC) Angela Sarino, VP, Business Partner Marketing, Canadian Imperial Bank of Commerce (CIBC)</p>
5:15 pm – 5:45 pm CDT	<p>Keynote: Design For The Future Of Experiences</p> <p>Speakers: AJ Joplin, Senior Analyst, Forrester</p>
5:45 pm – 5:45 pm CDT	<p>Closing Remarks</p> <p>Speakers: Rick Parrish, VP, Research Director, Forrester</p>
5:45 pm – 6:45 pm CDT	<p>Reception</p>
6:30 pm – 8:30 pm CDT	<p>Executive Leadership Exchange (Invite-Only): Exclusive Dinner</p>

Wednesday, Jun 25

8:30 am – 9:30 am CDT	<p>General Breakfast</p>
--------------------------	---------------------------------

Wednesday, Jun 25

8:30 am – 9:15 am CDT	Breakfast Session Ada's Agentic AI: The Fastest Path To CX Efficiency & Cost Reduction Speakers: Brendan McGuire, Head of Strategic Accounts, Ada Yogi Bhatnagar, Pre-Sales Consultant, Ada
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: No More Excuses: Practice Customer Obsession The Right Way Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
10:15 am – 10:45 am CDT	Keynote: 2025 Customer-Obsessed Leadership Award Speakers: Keith Johnston, VP, Group Director, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T
10:50 am – 11:35 am CDT	Marketplace Coffee Break & Networking (In-Person Only) 10:55-11:05am - CSG: The Prove It Era Of Customer Engagement Speakers: Erin Veltkamp, Sr. Product Marketing Manager, CSG 11:10-11:20am - Grammarly: How Grammarly AI Supercharges Your Existing CX Stack Speakers: Grant Horn, Enterprise Account Executive, Grammarly 11:25-11:35am - Genesys: Level Up Your Customer Experience: Achieve AI's Compound Value With Genesys Cloud Speakers: Ian Felder, Director, Product Marketing – Journey Management, Analytics and Reporting , Genesys
10:55 am – 11:30 am CDT	Get The Most From Forrester (Pre-Registration Required) Speakers: Andrew McCauley, VP, Product Management, Forrester Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester Shar VanBoskirk, VP, Principal Analyst, Forrester
11:00 am – 11:30 am CDT	Analyst-Led Roundtables (Pre-Registration Required) Keynote Q&A: Design For The Future Of Experiences Speakers: AJ Joplin, Senior Analyst, Forrester Combining Brand + CX Is Hard But Possible Speakers: Mike Proulx, VP, Research Director, Forrester Keynote Q&A: Power Growth With Your Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

Wednesday, Jun 25

11:00 am – 12:15 pm CDT	Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester												
11:00 am – 12:15 pm CDT	Workshop: Condition Your Culture For Collaboration Speakers: Betsy Summers, Principal Analyst, Forrester												
11:35 am – 12:20 pm CDT	<p>Breakout Sessions</p> <table border="1"> <tr> <td>MEASURE YOUR WAY TO JOURNEY MASTERY</td> <td>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</td> </tr> <tr> <td>The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester</td> <td>The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester</td> </tr> <tr> <td>LEVERAGE TECH FOR STELLAR CX – AND EX</td> <td>POWER CX WITH LEADERSHIP AND CULTURE</td> </tr> <tr> <td>The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone</td> <td>How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester</td> </tr> <tr> <td>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</td> <td>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</td> </tr> <tr> <td>Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester</td> <td>Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy</td> </tr> </table>	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS	The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester	The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester	LEVERAGE TECH FOR STELLAR CX – AND EX	POWER CX WITH LEADERSHIP AND CULTURE	The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone	How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE	Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester	Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy
MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS												
The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester	The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester												
LEVERAGE TECH FOR STELLAR CX – AND EX	POWER CX WITH LEADERSHIP AND CULTURE												
The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone	How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester												
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE												
Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester	Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy												

Wednesday, Jun 25

12:30 pm – 1:00 pm
CDT**Case Study Sessions****Concentrix: Customer Loyalty: Combat Churn And Capture Market Share**

Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Maya Desai, Director of Business Advanced Analytics, DIRECTV

Cresta: Supercharging Mutual Of Omaha's Revenue Engine With AI

Speakers: Laif Wheeler, VP of Sales, Mutual of Omaha Sai Vivek, Chief Customer Officer & Field CTO, Cresta

Inbenta: How BBVA Cut Costs & Boosted Satisfaction with 99% AI-Powered Self-Service

Speakers: Merlin Bise, Chief Technology Officer, Inbenta AI

Treasure Data: Power Intelligent CX With AI

Speakers: Amit Erande, GM of AI and Personalization Services, Treasure Data

Uniphore: From Agents to Agentic: Transforming Customer Conversations

Speakers: Kalyan Tummala, VP, Product Marketing, Uniphore

1:10 pm – 2:15 pm
CDT**Lunch & Marketplace (In-Person Only)****1:20-1:30pm - Forrester: Supercharge Decisions With Data**

Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester

1:35-1:45pm - Forrester: Move Faster With Consulting

Speakers: Dean Davison, Principal Consultant, Forrester

1:10 pm – 2:00 pm
CDT**Medallia Lunch & Learn: Insights To Action: Client-Centric Decisioning For Business Success With CIBC**

Speakers: Stephanie Leheta, Senior Director - CX Strategy, Governance & Design Thinking, CIBC Connie Leary, VP, Experience Advisory, Medallia

1:10 pm – 2:00 pm
CDT**Certification Lunch: Wrap-Up**1:10 pm – 2:00 pm
CDT**Executive Leadership Exchange (Invite-Only): Lunch featuring Q&A with Award Winner**

Speakers: Ron Rogowski, VP, Executive Partner, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T

1:10 pm – 2:15 pm
CDT**AR Exchange Luncheon**

Wednesday, Jun 25

2:25 pm – 3:10 pm
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY**

Elevate Your Approach To Measuring Digital User Experiences
Speakers: Gina Bhawalkar, Principal Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS

CX Superpowers: Link Experience Quality To Business Performance
Speakers: Rich Saunders, Senior Analyst, Forrester

LEVERAGE TECH FOR STELLAR CX – AND EX

The Blueprint For Customer Data Platform Success
Speakers: Joe Stanhope, VP, Principal Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE

Case Study: AI Upskilling For Measurable CX Impact
Speakers: Betsy Summers, Principal Analyst, Forrester Rebecca Biestman, CMO, Guild Dr. KimArie Yowell, Chief Talent and DEI Officer, Rocket

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES

Create Differentiating Digital Brand Experiences In Financial Services
Speakers: Peter Wannemacher, Principal Analyst, Forrester Rohit Makhijani, Principal Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE

Panel: Maximize The Value Of Your Sports Sponsorships
Speakers: Mike Proulx, VP, Research Director, Forrester Sara Bonds, SVP of Strategic Partnerships, APP (Association of Pickleball Players) Gregg Molander, Senior Director of Brand Experience, AARP

INDUSTRY MEETUP: HEALTHCARE

Healthcare Meetup
Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester

Workshop: Persuade Executives With Data-Rich Stories

Speakers: Colleen Fazio, Senior Analyst, Forrester Kelsey Chickering, Principal Analyst, Forrester

2:30 pm – 3:45 pm
CDT

Wednesday, Jun 25

3:20 pm – 3:50 pm
CDT**Case Study Sessions**

Dovetail: How Leading User Experience Teams Build Customer Centricity At Scale
Speakers: Cheryl Abellanoza, PhD, Associate Director - UX Research, Verizon Connect

OP360: From Call Center To Revenue Generator: How Voice Optimization Doubled Ideal Image's Sales
Speakers: Tom Moskal, VP of Global Client Services, OP360 Sheron Smith, Sr. Director, Contact Centers, Ideal Image

SundaySky: How Personalized Video Is Propelling ZoomInfo's Digital CX Future
Speakers: Mary Iapicca, Vice President, Customer Experience, ZoomInfo

WhatsApp: How To Streamline Customer Journeys With Persistent Conversation Threads
Speakers: Brian Donnelly, Head of Portfolio Marketing, Business Messaging, Meta Jason Singh, Head of Partner Marketing, Business Messaging, Meta

3:50 pm – 4:35 pm
CDT**Marketplace Coffee Break & Networking (In-Person Only)**

3:55-4:05pm - Level AI: Agentic AI - Myths, Reality & Practical Use Cases
Speakers: Gayathri Krishnamurthy, Head of Product Marketing, Level AI

4:10-4:20pm - Trustpilot: Fueling Business Growth. The ROI Of Authentic Customer Feedback
Speakers: Vincent Petrillo, General Manager and Vice President of US Commercial, Trustpilot

4:25-4:35pm - Qualtrics: Transforming Omnichannel Insights Into Meaningful Action
Speakers: Mitch Milner, Senior Principal Solutions Engineer, Qualtrics

4:00 pm – 4:30 pm
CDT**Analyst-Led Roundtables (Pre-Registration Required)**

Keynote Q&A: Power Growth With Your Total Experience
Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

Creating Strategy From The Outside In
Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

Sticky Data Storytelling Solutions
Speakers: Kim Herrington, Senior Analyst, Forrester

4:40 pm – 5:15 pm
CDT

Keynote: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences
Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

Wednesday, Jun 25

5:15 pm – 5:15 pm CDT	Closing Remarks Speakers: Rick Parrish, VP, Research Director, Forrester
5:15 pm – 6:00 pm CDT	Marketplace Reception
6:45 pm – 10:30 pm CDT	A Night Out in Nashville: Live at Friends in Low Places

Thursday, Jun 26

8:30 am – 9:30 am CDT	General Breakfast
9:30 am – 9:35 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:35 am – 10:05 am CDT	Keynote: Navigate The Culture Risks Of Metrics Speakers: Angelina Gennis, Principal Analyst, Forrester

Thursday, Jun 26

10:15 am – 10:45 am
CDT**Breakout Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY**

Work Smarter: Drive Growth With Customer Lifetime Value
Speakers: Zeid Khater, Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS

Empowering Confident Customers
Speakers: Kim Herrington, Senior Analyst, Forrester Erica Luxenburg, Director of Product Research, Lowe's

LEVERAGE TECH FOR STELLAR CX – AND EX

Emerging Technology Dissolves The Barriers Between You And Your Customer
Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester

POWER CX WITH LEADERSHIP AND CULTURE

Panel: The Network Effects Of AI Create Powerful Experiences

Speakers: Jay Patisall, VP, Principal Analyst, Forrester Jon Cook, CEO, VML Samir Bhutada, Global Vice President of Digital Transformation, The Coca-Cola Company

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES

Make The Case For CX In Government Organizations
Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester

DESIGN FOR CONSUMERS' TOTAL EXPERIENCE

Create Loyalty With A Modern Approach (Digital Only)
Speakers: John Pedini, Principal Analyst, Forrester

10:45 am – 11:15 am
CDT**Marketplace Coffee Break & Networking (In-Person Only)**10:50 am – 11:20 am
CDT**Analyst-Led Roundtables (Pre-Registration Required)**

Effectively Engaging Loyal Customers In Retail/Financial Services
Speakers: John Pedini, Principal Analyst, Forrester

Keynote Q&A: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences

Speakers: Jay Patisall, VP, Principal Analyst, Forrester

The US Economy: Trends, Challenges, and Outlook

Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester

Thursday, Jun 26

11:25 am – 12:40 pm
CDT**Interactive Sessions****MEASURE YOUR WAY TO JOURNEY MASTERY****Boost Your Experience Measurement Mastery**

Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS**Where Should Your CX Function Sit?**

Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruitt, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas Amy Cheng, Senior Director Experience Insights, Shipt

LEVERAGE TECH FOR STELLAR CX – AND EX**It's Time For Chatbot 2.0**

Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester

POWER CX WITH LEADERSHIP AND CULTURE**Optimize Your Team Or Function: Organizational Effectiveness Workshop**

Speakers: Betsy Summers, Principal Analyst, Forrester

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES**From Transactional To Trustworthy: Engaging Healthcare Customers**

Speakers: Arielle Trzciński, Principal Analyst, Forrester Greg Barber, Director of Experience & Market Research, CareFirst Blue Cross Blue Shield Al Krueger, Senior Director, Experience Strategy, Research, and Design Practice, Highmark Health

Grab-and-Go Lunch12:40 pm – 12:40 pm
CDT