



FORRESTER®

CX Summit North America 2025

Nashville & Digital

June 23, 2025 – June 26, 2025

Agenda downloaded: June 05, 2026 11:43:26 PM ET

Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm CDT	<p>Forrester Women's Leadership Program: Bold At Work</p> <p>Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester</p> <p>1:30 PM Arrival, Coffee, Networking</p> <p>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</p> <p>2:40 PM Table Discussions: How I'm Bold At Work Amid Constant Change</p> <p>3:00 PM Break</p> <p>3:10 PM Peer Discussions focused on: navigating tough conversations, everything AI, burnout, etc.</p> <p>4:00 PM Women's Leadership Program Concludes</p>
2:30 pm – 4:00 pm CDT	<p>Workshop: Scope Your AI Agent Future</p> <p>Speakers: Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Principal Analyst, Forrester</p>
2:30 pm – 4:00 pm CDT	<p>Workshop: Make Sure Your CX Capabilities Are Mission-Ready</p> <p>Speakers: Su Doyle, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester</p>
4:30 pm – 6:00 pm CDT	<p>Executive Leadership Exchange (Invite-Only): Lead and Master Change In Times Of Volatility</p> <p>Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester</p>
4:30 pm – 6:00 pm CDT	<p>CX Certification Program: Journey Mapping Fundamentals</p> <p>Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester</p>

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	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
<p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester</p>	<p>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 Strategy and Design, Voya Financial</p>
LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
<p>Optimize Tech Investments To Fuel CX Transformation Speakers: Colleen Fazio, Senior Analyst, Forrester</p>	<p>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)</p>
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
<p>The Trust Thread: Powering Financial Services Loyalty And Primacy Speakers: Alyson Clarke, Principal Analyst, Forrester</p>	<p>Create A Full Consumer View For Your Brand Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>

12:10 pm – 12:40 pm
CDT

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 2412:50 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	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
<p>A Deeper Dive Into Forrester's New Brand Experience (BX) Index Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Shalika Fernando, Senior Analyst, Forrester</p>	<p>How To Align AI Operations With Strategy In The Contact Center And Beyond Speakers: Max Ball, Principal Analyst, Forrester</p>
LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
<p>Your Billing And Payment Tech Is Crucial To CX Speakers: Lily Varon, Principal Analyst, Forrester</p>	<p>Build Your EX-To-CX Strategy Now Speakers: Angelina Gennis, Principal Analyst, Forrester</p>
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
<p>Intelligent Healthcare Organizations Breathe Life Into CX Speakers: Shannon Germain Farraher, Senior Analyst, Forrester</p>	<p>Prepare Your Full-Funnel Creative Strategy Speakers: Jay Pattisall, VP, Principal Analyst, Forrester</p>
INDUSTRY MEETUP: GOVERNMENT	INDUSTRY MEETUP: FINANCIAL SERVICES
<p>Government Meetup Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester</p>	<p>Financial Services Meetup Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester</p>

2:45 pm – 3:15 pm
CDT

Case Study Sessions

<p>Dialpad: Human Expertise And Empathy In An AI World Speakers: Jen Grant, CMO, Dialpad Shezan Kazi, Head of Ai Transformation , Dialpad</p>
<p>Five9: Transforming CX: CVS Health's AI-Powered Human Touch Speakers: Niki Hall, Chief Marketing Officer, Five9 Brian Calderwood, VP IT - Member Experience, CVS</p>
<p>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</p>
<p>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</p>
<p>TheyDo: MetLife: Realize Value Faster With Connected Journeys Speakers: Roxanne Knapp, AVP Experience Design Strategy, MetLife</p>

Tuesday, Jun 24

<p>3:25 pm – 3:55 pm CDT</p>	<p>Breakout Sessions</p>	
<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	
<p>How AutoZone Implements Full-Funnel Advertising Speakers: Nikhil Lai, Principal Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.</p>	<p>It's Time For B2C Marketing Operations To Shine Speakers: Jessica Liu, Principal Analyst, Forrester</p>	
<p>LEVERAGE TECH FOR STELLAR CX — AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	
<p>AI Agents: Hype Vs. Reality And What It Means Speakers: Stephanie Liu, Senior Analyst, Forrester</p>	<p>Unlock AI's Full Potential With Forrester's AIQ Framework (Digital Only) Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	
<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> <p>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</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> <p>Supercharge Dynamic Commerce With The Future of Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	
<p>3:25 pm – 4:40 pm CDT</p>	<p>Workshop: Level Up Your B2B CX Measurement</p> <p>Speakers: Rich Saunders, Senior Analyst, Forrester Su Doyle, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester</p>	
<p>3:25 pm – 4:40 pm CDT</p>	<p>Workshop: Build Effective Personas To Drive Empathy</p> <p>Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester</p>	
<p>3:55 pm – 4:40 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:00-4:10pm - NICE: CXone Mpower Value Proposition Speakers: David Braddock, Portfolio Solution Engineer, NICE</p> <p>4:15-4:25pm - Qualtrics: Beginning Your Omnichannel Listening Quest Speakers: Menon Billingsley, Head of Solution Strategy for Technology, Media, and Telecom, Qualtrics</p> <p>4:30-4:40pm - Zoho: Strategic Efficiency = (CRM)AI Not CRM + AI Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho</p>	

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>
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Wednesday, Jun 25

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

Wednesday, Jun 25

<p>11:00 am – 12:15 pm CDT</p>	<p>Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers</p> <p>Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farragher, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester</p>													
<p>11:00 am – 12:15 pm CDT</p>	<p>Workshop: Condition Your Culture For Collaboration</p> <p>Speakers: Betsy Summers, Principal Analyst, Forrester</p>													
<p>11:35 am – 12:20 pm CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 469 1256 523"> <p>MEASURE YOUR WAY TO JOURNEY MASTERY</p> </td> <td data-bbox="1256 469 2199 523"> <p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 523 1256 603"> <p>The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 523 2199 603"> <p>The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 603 1256 657"> <p>LEVERAGE TECH FOR STELLAR CX – AND EX</p> </td> <td data-bbox="1256 603 2199 657"> <p>POWER CX WITH LEADERSHIP AND CULTURE</p> </td> </tr> <tr> <td data-bbox="315 657 1256 799"> <p>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</p> </td> <td data-bbox="1256 657 2199 799"> <p>How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 799 1256 853"> <p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> </td> <td data-bbox="1256 799 2199 853"> <p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> </td> </tr> <tr> <td data-bbox="315 853 1256 1056"> <p>Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 853 2199 1056"> <p>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</p> </td> </tr> </table>		<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	<p>The AI Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester</p>	<p>The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p>LEVERAGE TECH FOR STELLAR CX – AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	<p>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</p>	<p>How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p>	<p>Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester</p>	<p>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</p>
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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

LEVERAGE TECH FOR STELLAR CX – AND EX

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

DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES

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

INDUSTRY MEETUP: HEALTHCARE

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

WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS

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

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

2:30 pm – 3:45 pm
CDT

Workshop: Persuade Executives With Data-Rich Stories

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

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
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5:15 pm – 6:00 pm CDT	Marketplace Reception
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6:45 pm – 10:30 pm CDT	A Night Out in Nashville: Live at Friends in Low Places
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Thursday, Jun 26

8:30 am – 9:30 am CDT	General Breakfast
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9:30 am – 9:35 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
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9:35 am – 10:05 am CDT	Keynote: Navigate The Culture Risks Of Metrics Speakers: Angelina Gennis, Principal Analyst, Forrester
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Thursday, Jun 26

<p>10:15 am – 10:45 am CDT</p>	<p>Breakout Sessions</p>	
<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	
<p>Work Smarter: Drive Growth With Customer Lifetime Value Speakers: Zeid Khater, Analyst, Forrester</p>	<p>Empowering Confident Customers Speakers: Kim Herrington, Senior Analyst, Forrester Erica Luxenburg, Director of Product Research, Lowe's</p>	
<p>LEVERAGE TECH FOR STELLAR CX — AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	
<p>Emerging Technology Dissolves The Barriers Between You And Your Customer Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester</p>	<p>Panel: The Network Effects Of AI Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester Jon Cook, CEO, VML Samir Bhutada, Global Vice President of Digital Transformation, The Coca-Cola Company</p>	
<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> <p>Make The Case For CX In Government Organizations Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> <p>Create Loyalty With A Modern Approach (Digital Only) Speakers: John Pedini, Principal Analyst, Forrester</p>	
<p>10:45 am – 11:15 am CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p>	
<p>10:50 am – 11:20 am CDT</p>	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Effectively Engaging Loyal Customers In Retail/Financial Services Speakers: John Pedini, Principal Analyst, Forrester</p> <p>Keynote Q&A: The Network Effect Of AI Amplifies How Employees Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester</p> <p>The US Economy: Trends, Challenges, and Outlook Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester</p>	

Thursday, Jun 26

<p>11:25 am – 12:40 pm CDT</p>	<p>Interactive Sessions</p>	
<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	
<p>Boost Your Experience Measurement Mastery Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester</p>	<p>Where Should Your CX Function Sit? Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruett, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas Amy Cheng, Senior Director Experience Insights, Shipt</p>	
<p>LEVERAGE TECH FOR STELLAR CX — AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	
<p>It's Time For Chatbot 2.0 Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester</p>	<p>Optimize Your Team Or Function: Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester</p>	
<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p>		
<p>From Transactional To Trustworthy: Engaging Healthcare Customers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Greg Barber, Director, Experience & Market Research Strategic Growth, CareFirst Blue Cross Blue Shield AI Krueger, Senior Director, Experience Strategy, Research, and Design Practice, Highmark Health</p>		
<p>12:40 pm – 12:40 pm CDT</p>	<p>Grab-and-Go Lunch</p>	