



FORRESTER®

CX Forum East

New York City

June 16, 2026 – June 17, 2026

Agenda downloaded: April 16, 2026 07:54:32 PM ET

Tuesday, Jun 16

1:00 pm – 6:00 pm EDT	Registration
2:00 pm – 3:00 pm EDT	Workshop: Catalyze Agentic Commerce — How To Move From FOMO To Focus Speakers: Emily Pfeiffer, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester
2:00 pm – 3:00 pm EDT	Deep Dive: Improve Your People’s AI And Innovation Readiness With Forrester’s AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
2:00 pm – 4:30 pm EDT	CX Certification: Advance From Journey Mapping To Journey Management Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
3:00 pm – 3:30 pm EDT	Networking Break
3:30 pm – 4:30 pm EDT	Workshop: Ensure Your Consumer Personalization Vision Is 20/20 Speakers: Zeid Khater, Analyst, Forrester Jessica Liu, Principal Analyst, Forrester
3:30 pm – 4:30 pm EDT	Workshop: Leveraging Key Drivers Of Total Experience: US Health Insurers, 2026 Speakers: Judy Weader, Principal Analyst, Forrester
3:30 pm – 4:30 pm EDT	Deep Dive: Be A Trusted Human Leader In An AI World Speakers: Katy Tynan, VP, Principal Analyst, Forrester
4:45 pm – 5:15 pm EDT	Case Study Sessions Clozd: Case Study Cresta: Case Study TheyDo: Case Study

Tuesday, Jun 16

5:15 pm – 7:15 pm EDT	Welcome Reception
6:00 pm – 8:30 pm EDT	Executive Leadership Exchange (Invite-Only): A Private, Chef-Curated Executive Dinner Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester

Wednesday, Jun 17

8:15 am – 9:25 am EDT	Executive Leadership Exchange (Invite-Only): Networking Breakfast Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester
8:15 am – 9:25 am EDT	Forrester Women's Leadership Breakfast Speakers: Fiona Swerdlow, VP, Research Director, Forrester Emily Collins, VP, Research Director, Forrester Katy Tynan, VP, Principal Analyst, Forrester
8:30 am – 9:30 am EDT	General Breakfast (Birds Of A Feather)
8:30 am – 9:15 am EDT	Concentrix Breakfast Case Study
9:30 am – 9:45 am EDT	Welcome Remarks Speakers: George Colony, CEO, Forrester Rick Parrish, VP, Research Director, Forrester
9:45 am – 10:10 am EDT	Keynote: Maximize Your Total Experience With Forrester's EX Index Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
10:10 am – 10:30 am EDT	Keynote: Forrester's Total Experience Honor: Celebrating North America's Best-In-Class Speakers: Keith Johnston, VP, Group Director, Forrester
10:35 am – 11:05 am EDT	Coffee Break & Networking

Wednesday, Jun 17

<p>10:40 am – 11:05 am EDT</p>	<p>Analyst-Led Roundtables</p> <p>Differentiated B2B CX In An AI Era Speakers: Dave Frankland, VP, Research Director, Forrester</p> <p>Consumer Personalization: The Prerequisites For Effective Targeting Speakers: Zeid Khater, Analyst, Forrester</p> <p>Agentic AI And The Future of Customer Service Speakers: Max Ball, Principal Analyst, Forrester</p> <p>Scaling AI Governance For The Increasingly Automated Enterprise Emily Pfeiffer Speakers: Emily Pfeiffer, Principal Analyst, Forrester</p>									
<p>11:05 am – 11:35 am EDT</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="315 691 2199 975"> <tr> <td data-bbox="315 691 1301 746"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1301 691 2199 746"> <p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p> </td> </tr> <tr> <td data-bbox="315 746 1301 826"> <p>Drive Growth With An AI-Powered Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p> </td> <td data-bbox="1301 746 2199 826"> <p>Measure Twice: Lead Change With Better Change Metrics Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 826 1301 882"> <p>DEPLOY TECHNOLOGY WITH INTENT</p> </td> <td data-bbox="1301 826 2199 882"></td> </tr> <tr> <td data-bbox="315 882 1301 975"> <p>Built For Growth In A Zero-Click World Speakers: Emily Collins, VP, Research Director, Forrester</p> </td> <td data-bbox="1301 882 2199 975"></td> </tr> </table>		<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p>	<p>Drive Growth With An AI-Powered Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p>	<p>Measure Twice: Lead Change With Better Change Metrics Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>DEPLOY TECHNOLOGY WITH INTENT</p>		<p>Built For Growth In A Zero-Click World Speakers: Emily Collins, VP, Research Director, Forrester</p>	
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<p>11:10 am – 12:10 pm EDT</p>	<p>Workshop: Build Your CX ROI Story</p> <p>Speakers: Judy Weader, Principal Analyst, Forrester</p>									

Wednesday, Jun 17

<p>11:50 am – 12:20 pm EDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1258 301"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1258 245 2199 301"> <p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p> </td> </tr> <tr> <td data-bbox="315 301 1258 381"> <p>Prepare For AI Agents As Your New Target Audience Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 301 2199 381"> <p>Stakeholder Academy: How To turn Skeptics Into Sponsors Speakers: Betsy Summers, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 381 1258 437"> <p>DEPLOY TECHNOLOGY WITH INTENT</p> </td> <td data-bbox="1258 381 2199 437"></td> </tr> <tr> <td data-bbox="315 437 1258 555"> <p>What Great Customer Self-Service Looks Like Speakers: Max Ball, Principal Analyst, Forrester Dror Avieli, Managing Director & Vice President, Customer Success, ConsenSys</p> </td> <td data-bbox="1258 437 2199 555"></td> </tr> </table>	<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p>	<p>Prepare For AI Agents As Your New Target Audience Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p>Stakeholder Academy: How To turn Skeptics Into Sponsors Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p>DEPLOY TECHNOLOGY WITH INTENT</p>		<p>What Great Customer Self-Service Looks Like Speakers: Max Ball, Principal Analyst, Forrester Dror Avieli, Managing Director & Vice President, Customer Success, ConsenSys</p>	
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<p>12:20 pm – 1:50 pm EDT</p>	<p>Networking Lunch</p>								
<p>12:20 pm – 1:50 pm EDT</p>	<p>Government Lunch Speakers: Colleen Fazio, Senior Analyst, Forrester Rick Parrish, VP, Research Director, Forrester</p>								
<p>12:30 pm – 1:15 pm EDT</p>	<p>Lunch & Learn Case Study</p> <p>Dialpad: Lunch & Learn</p> <p>WhatsApp: Lunch & Learn</p>								
<p>1:55 pm – 2:15 pm EDT</p>	<p>Keynote: Five9 Case Study</p>								
<p>2:15 pm – 2:35 pm EDT</p>	<p>Keynote: Distrust In The Age Of AI Speakers: Jess Lloyd, Principal Analyst, Forrester</p>								
<p>2:55 pm – 3:55 pm EDT</p>	<p>Workshop: Activate Your CX Ecosystem With Stakeholder Relationships Speakers: Su Doyle, Principal Analyst, Forrester</p>								

Wednesday, Jun 17

2:55 pm – 3:40 pm
EDT**Breakout Sessions****MAKE YOUR STRATEGY UNMISTAKABLE****See Inside A Total Experience Leader's AI Playbook**

Speakers: Mike Proulx, VP, Research Director, Forrester

DEPLOY TECHNOLOGY WITH INTENT**Ready, Set, Agentic: How Real Companies Deploy AI With Intent**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester Amy Hu, Chief Marketing and Experience Officer, New York Life Nancy Flowers, Vice President of Customer Experience Strategy and Design, Voya Financial

OPERATE ON A FOUNDATION AI CAN'T BUILD**Dive Deep Into The EX Index: Insights To Boost Your Total Experience Score**

Speakers: David Johnson, Principal Analyst, Forrester

3:40 pm – 4:10 pm
EDT**Coffee Break & Networking**3:45 pm – 4:10 pm
EDT**Analyst-Led Roundtables****AI & Digital Banking: Innovating Through Subtraction**

Speakers: David Hoffman, VP, Research Director, Forrester

The Power Of Total Experience

Speakers: Pete Jacques, Principal Analyst, Forrester

A Culture-First Mindset For AI Adoption

Speakers: Betsy Summers, Principal Analyst, Forrester

Preparing Your Business For Agentic Commerce

Speakers: Emily Pfeiffer, Principal Analyst, Forrester

4:05 pm – 5:05 pm
EDT**Workshop: Successfully Deploy AI-Powered Customer Self-Service**

Speakers: Max Ball, Principal Analyst, Forrester Chuck Gahun, Principal Analyst, Forrester

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<p>4:10 pm – 4:55 pm EDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="318 245 1258 304"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1258 245 2199 304"> <p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p> </td> </tr> <tr> <td data-bbox="318 304 1258 411"> <p>Build A CX Strategy That's Unmistakably Yours Speakers: Judy Weader, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 304 2199 411"> <p>Build Better Experiences With An AI-Enabled Design Workflow Speakers: Gina Bhawalkar, Principal Analyst, Forrester Caleb Schmidt, Senior Vice President & Head of Enterprise Experience Design, U.S. Bank</p> </td> </tr> <tr> <td data-bbox="318 411 1258 470"> <p>DEPLOY TECHNOLOGY WITH INTENT</p> </td> <td data-bbox="1258 411 2199 470"></td> </tr> <tr> <td data-bbox="318 470 1258 555"> <p>Make Data The Winning Factor For Modern CX Strategy Speakers: Zeid Khater, Analyst, Forrester</p> </td> <td data-bbox="1258 470 2199 555"></td> </tr> </table>	<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPERATE ON A FOUNDATION AI CAN'T BUILD</p>	<p>Build A CX Strategy That's Unmistakably Yours Speakers: Judy Weader, Principal Analyst, Forrester</p>	<p>Build Better Experiences With An AI-Enabled Design Workflow Speakers: Gina Bhawalkar, Principal Analyst, Forrester Caleb Schmidt, Senior Vice President & Head of Enterprise Experience Design, U.S. Bank</p>	<p>DEPLOY TECHNOLOGY WITH INTENT</p>		<p>Make Data The Winning Factor For Modern CX Strategy Speakers: Zeid Khater, Analyst, Forrester</p>	
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<p>5:50 pm – 7:05 pm EDT</p>	<p>Reception</p>								