CX Forum East

New York City

June 16, 2026 – June 17, 2026

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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

10:40 am – 11:05 am EDT	**Analyst-Led Roundtables** **B2B Focused** Speakers: Dave Frankland, VP, Research Director, Forrester **Consumer Personalization: The Prerequisites For Effective Targeting** Speakers: Zeid Khater, Analyst, Forrester **Agentic AI And The Future of Customer Service** Speakers: Max Ball, Principal Analyst, Forrester **Scaling AI Governance For The Increasingly Automated Enterprise Emily Pfeiffer** Speakers: Emily Pfeiffer, Principal Analyst, Forrester

11:05 am – 11:35 am EDT	**Breakout Sessions**	
	MAKE YOUR STRATEGY UNMISTAKABLE	**OPERATE ON A FOUNDATION AI CAN'T BUILD**
	Drive Growth With An AI-Powered Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester	**Measure Twice: Lead Change With Better Change Metrics** Speakers: Katy Tynan, VP, Principal Analyst, Forrester
	DEPLOY TECHNOLOGY WITH INTENT	
	Built For Growth In A Zero-Click World Speakers: Emily Collins, VP, Research Director, Forrester	

11:10 am – 12:10 pm EDT	**Workshop: Build Your CX ROI Story** Speakers: Judy Weader, Principal Analyst, Forrester

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

2:55 pm – 3:40 pm EDT	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	**OPERATE ON A FOUNDATION AI CAN'T BUILD**
See Inside A Total Experience Leader's AI Playbook Speakers: Mike Proulx, VP, Research Director, Forrester	**Dive Deep Into The EX Index: Insights To Boost Your Total Experience Score** Speakers: David Johnson, Principal Analyst, 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	

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

4:10 pm – 4:55 pm EDT	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPERATE ON A FOUNDATION AI CAN'T BUILD
Build A CX Strategy That's Unmistakably Yours Speakers: Judy Weader, Principal Analyst, Forrester	**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
DEPLOY TECHNOLOGY WITH INTENT	
Make Data The Winning Factor For Modern CX Strategy Speakers: Zeid Khater, Analyst, Forrester	

4:10 pm – 4:55 pm EDT	**Executive Leadership Exchange (Invite-Only): Exclusive Keynote Q&A** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester
5:05 pm – 5:25 pm EDT	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Colleen Fazio, Senior Analyst, Forrester
5:25 pm – 5:45 pm EDT	**Guest Keynote** Speakers: Colleen Fazio, Senior Analyst, Forrester
5:50 pm – 7:05 pm EDT	**Reception**