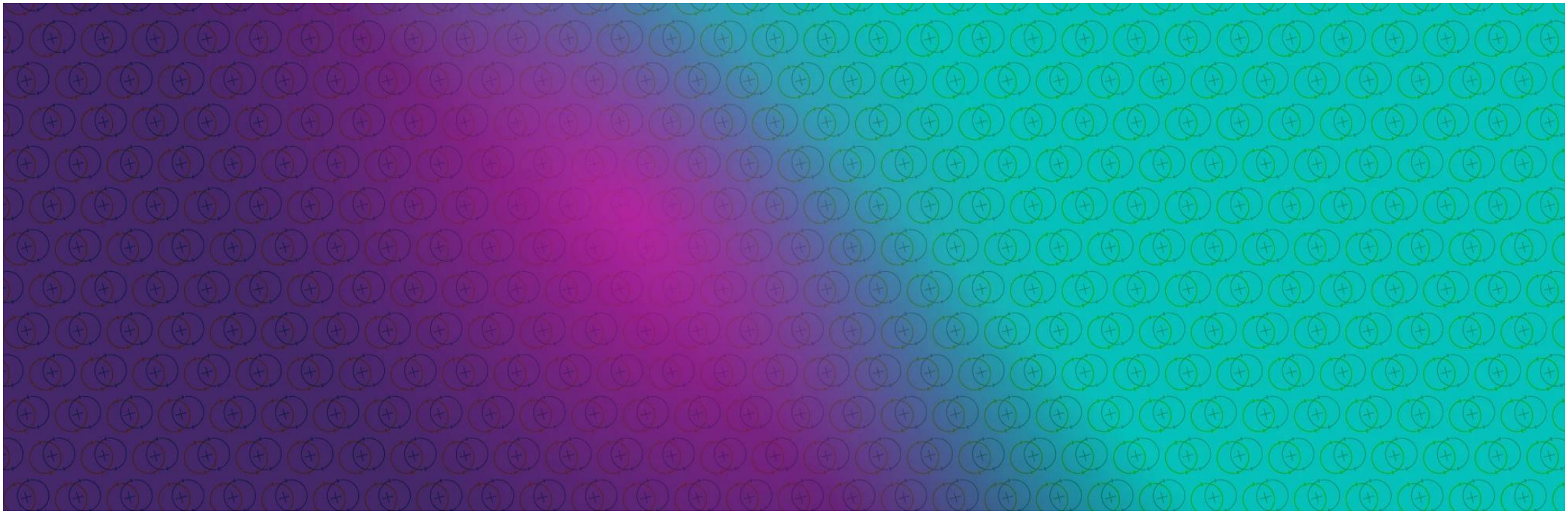


FORRESTER®

CX Forum East 2026

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, VP, 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 Elisabeth Medaris, Director of Experience & Operations, Forrester Certification, Forrester
2:00 pm – 4:50 pm EDT	**The Total Forrester Experience: Executive Challenge (Retail Scenario) | Group 1 - 3** Speakers: Angelina Gennis, Principal Analyst, Forrester **Group 1: 2:00 pm - 2:50 pm** **Group 2: 3:00 pm - 3:50 pm** **Group 3: 4:00 pm - 4:50 pm**
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 Blake Carter, Head of Change Management, Pepsico

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Tuesday, Jun 16

4:45 pm – 5:15 pm EDT	**Case Study Sessions** **Clozd: How 3 B2B Companies Use AI To Reveal The Why Behind Customer Decisions** Speakers: Andrew Peterson, Co-CEO & Co-founder, Clozd **Cresta: From Conversations To Customer Confidence: How United Airlines Turns Feedback Into Better Experiences** Speakers: Chris Reese, VP, Managed Services, and AI Value, Cresta Asif Majeed, Senior Manager – Global Contact Centers CX, Performance and Analytics, United Airlines **TheyDo: How Synchrony Connects Discovery, Delivery And Business Outcomes** Speakers: jD Buckley, CX Strategy, Synchrony
5:15 pm – 6:45 pm EDT	**Welcome Reception Sponsored By Five9**
7:00 pm – 10:00 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

7:00 am – 8:00 am EDT	**Fun Run & Wellness Walk**
8:00 am – 8:50 am EDT	**The Total Forrester Experience: Executive Challenge (FI Services Scenario)	Group 4** **Group 4: 8:00 - 8:50 AM**
8:15 am – 9:25 am EDT	**Executive Leadership Exchange Breakfast (Invite-Only): Peer-Led Executive Tables** 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	**Networking Breakfast, featuring Birds of a Feather Tables**

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Wednesday, Jun 17

8:30 am – 9:15 am EDT	**Concentrix Breakfast Case Study: A Tail of Transformation: From Insights To Action** Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Andy Reiger, Senior Manager, Customer Experience, Hill's Pet Nutrition
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 Stephanie Gordon, Director, Loyalty Strategy, The Home Depot
10:35 am – 11:05 am EDT	**Coffee Break & Networking**
10:40 am – 11:00 am EDT	**Get The Most From Forrester** Speakers: Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester
10:40 am – 11:05 am EDT	**Analyst-Led Roundtables** **Differentiated B2B CX In An AI Era** 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** Speakers: Emily Pfeiffer, Principal Analyst, Forrester

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Wednesday, Jun 17

10:45 am – 12:45 pm EDT	**The Total Forrester Experience: Executive Challenge (FI Services Scenario)	Group 5 & 6** **Group 5: 10:45 am - 11:35 am (Reserved for ELE)** **Group 6: 11:45 am - 12:35 pm**
11:05 am – 11:35 am EDT	**Breakout Sessions** **MAKE YOUR STRATEGY UNMISTAKABLE** **Drive Growth With An AI-Powered Total Experience** Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester **DEPLOY TECHNOLOGY WITH INTENT** **How To Grow Your Brand's Visibility Across Answer Engines** Speakers: Emily Collins, VP, Research Director, Forrester Peggy Costabile, VP, Digital and Demand Marketing, Bridgestone **OPERATE ON A FOUNDATION AI CAN'T BUILD** **Measure Twice: Lead Change With Better Change Metrics** Speakers: Katy Tynan, VP, Principal Analyst, 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** **Prepare For AI Agents As Your New Target Audience** Speakers: Chuck Gahun, VP, 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 Chris Lettau, Senior Director, Customer Service Platforms, SiriusXM **OPERATE ON A FOUNDATION AI CAN'T BUILD** **Stakeholder Academy: How To turn Skeptics Into Sponsors** Speakers: Betsy Summers, Principal Analyst, Forrester
12:20 pm – 1:50 pm EDT	**Networking Lunch**

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Wednesday, Jun 17

12:30 pm – 1:30 pm EDT	**Government Lunch** Speakers: Colleen Fazio, Principal Analyst, Forrester Rick Parrish, VP, Research Director, Forrester
12:30 pm – 1:15 pm EDT	**Lunch & Learn Case Study** **Dialpad: Everyone Has AI. Does Yours Coach And Learn?** Speakers: Jason Grosso, ABS Kids, Vice President of Information Technology Mike Hayes, AVP of Strategic Sales, Dialpad **WhatsApp: Conversations At Scale: How WhatsApp + AI Can Help Drive Loyalty Without Inflating Costs** Speakers: Tarcisio Ribeiro, Meta, Managing Director of Americas Monetization Partnerships
1:55 pm – 2:15 pm EDT	**Five9 Keynote: Beyond The Booking: Wyndham's Playbook For A Hyper-Personalized Guest Experience** Speakers: Mike Mahar, SVP, Head of Commercial Technology, Digital & Loyalty Products, Wyndham Hotels & Resorts Tony Sorensen, Chief Information Officer, Five9
2:15 pm – 2:35 pm EDT	**Keynote: Distrust In The Age Of AI** Speakers: Jess Lloyd, Principal Analyst, Forrester
2:50 pm – 4:40 pm EDT	**The Total Forrester Experience: Executive Challenge (Automotive Scenario) | Group 7 & 8** **Group 7: 2:50 pm - 3:40 pm** **Group 8: 3:50 pm - 4:40 pm**
2:55 pm – 3:40 pm EDT	**Customer Service Meet Up** Speakers: Max Ball, Principal Analyst, Forrester Dave Frankland, VP, Research Director, Forrester
2:55 pm – 3:55 pm EDT	**Workshop: Activate Your CX Ecosystem With Stakeholder Relationships** Speakers: Su Doyle, Principal Analyst, Forrester

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Wednesday, Jun 17

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

MAKE YOUR STRATEGY UNMISTAKABLE

How AI Is Reshaping PNC Bank's Total Experience
Speakers: Mike Proulx, VP, Research Director, Forrester Jenn Garbach, Chief Marketing Officer, PNC Bank

DEPLOY TECHNOLOGY WITH INTENT

Ready, Set, Agentic: How Real Companies Deploy AI With Intent
Speakers: Gina Bhawalkar, Principal Analyst, Forrester Kelly Marie Smith, Corporate Vice President and Head of Experience AI & Innovation, New York Life Nancy Flowers, Vice President of Customer Experience Strategy and Design, Voya Financial Santosh Gunaseelan, Director of Creative Personalization, Optimization, and Design, Amazon Ads

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, VP, Principal Analyst, Forrester

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Wednesday, Jun 17

4:10 pm – 4:55 pm EDT	**Breakout Sessions** **MAKE YOUR STRATEGY UNMISTAKABLE** **Build A CX Strategy That's Unmistakably Yours** Speakers: Judy Weader, Principal Analyst, Forrester **DEPLOY TECHNOLOGY WITH INTENT** **Make Data The Winning Factor For Modern CX Strategy** Speakers: Zeid Khater, Analyst, Forrester **OPERATE ON A FOUNDATION AI CAN'T BUILD** **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
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 Duncan Wardle, Former Head of Innovation & Creativity, Disney, Lucasfilm, Marvel & Pixar
5:05 pm – 5:25 pm EDT	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Colleen Fazio, Principal Analyst, Forrester
5:25 pm – 5:45 pm EDT	**Guest Keynote: Working In Harmony With AI** Speakers: Duncan Wardle, Former Head of Innovation & Creativity, Disney, Lucasfilm, Marvel & Pixar
5:50 pm – 6:45 pm EDT	**Reception**

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