CX Forum West

San Francisco

June 29, 2026 – June 30, 2026

Agenda downloaded: April 23, 2026 11:52:19 AM ET

Monday, Jun 29

1:00 pm – 6:00 pm PDT	**Registration**
2:00 pm – 3:00 pm PDT	**Workshop: Catalyze Agentic Commerce — How To Move From FOMO To Focus** Speakers: Chuck Gahun, Principal Analyst, Forrester
2:00 pm – 3:00 pm PDT	**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 PDT	**CX Certification: Advance From Journey Mapping To Journey Management** Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
2:00 pm – 5:50 pm PDT	**The Total Forrester Experience: Executive Challenge (Retail Scenario)** Speakers: Angelina Gennis, Principal Analyst, Forrester
3:00 pm – 3:30 pm PDT	**Networking Break**
3:30 pm – 4:30 pm PDT	**Workshop: Ensure Your Consumer Personalization Vision Is 20/20** Speakers: Jessica Liu, Principal Analyst, Forrester
3:30 pm – 4:30 pm PDT	**Workshop: Leveraging Key Drivers Of Total Experience: US Health Insurers, 2026** Speakers: Judy Weader, Principal Analyst, Forrester
3:30 pm – 4:30 pm PDT	**Deep Dive: Be A Trusted Human Leader In An AI World** Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jonathan Roberts, Vice President of Strategy, Together Credit Union
4:45 pm – 5:15 pm PDT	**Case Study Sessions** **Clozd: Uncover The "Why" Behind Customer Decisions** Speakers: Brady Tengberg, Head of Client Success, Clozd

Monday, Jun 29

5:20 pm – 5:50 pm PDT	**Case Study Sessions** **Kore.ai** **JourneyTrack**
5:50 pm – 7:45 pm PDT	**Welcome Reception**
6:00 pm – 8:30 pm PDT	**Executive Leadership Exchange (Invite-Only) | Flavors of the Bay: From Marketplace to Master Chocolatier** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Jen Sanning, Executive Partner, Forrester

Tuesday, Jun 30

8:15 am – 9:25 am PDT	**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 PDT	**Forrester Women's Leadership Breakfast** Speakers: Emily Collins, VP, Research Director, Forrester Katy Tynan, VP, Principal Analyst, Forrester
8:30 am – 9:30 am PDT	**General Breakfast (Birds Of A Feather)**
8:30 am – 9:15 am PDT	**SAS: Stop Chasing the Edges — The MarTech Middle Is the New Frontier** Speakers: Kate Parker, Head of Customer Intelligence, Americas, SAS
9:30 am – 9:45 am PDT	**Welcome Remarks** Speakers: George Colony, CEO, Forrester Rick Parrish, VP, Research Director, Forrester
9:45 am – 10:10 am PDT	**Keynote: Maximize Your Total Experience With Forrester's EX Index** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

Tuesday, Jun 30

Time	Session
10:10 am – 10:30 am PDT	**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 PDT	**Coffee Break & Networking**
10:40 am – 11:00 am PDT	**Inside The Win: A Client's Forrester Experience** Speakers: Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester
10:40 am – 11:05 am PDT	**Analyst-Led Roundtables** **Differentiated B2B CX in an AI era** Speakers: Su Doyle, Principal Analyst, Forrester **Expanding The CX Measurement Aperture** Speakers: Rich Saunders, Senior Analyst, Forrester **Agentic AI And The Future of Customer Service** Speakers: Max Ball, Principal Analyst, Forrester **The Principles And Practice Of AI Implementation** Speakers: Emily Collins, VP, Research Director, Forrester Jessica Liu, Principal Analyst, Forrester
10:45 am – 12:45 pm PDT	**The Total Forrester Experience: Executive Challenge (FI Services Scenario)** Speakers: Angelina Gennis, Principal Analyst, Forrester
11:05 am – 11:35 am PDT	**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	
How To Grow Your Brand's Visibility Across Answer Engines Speakers: Nikhil Lai, Principal Analyst, Forrester	

![Forrester logo]

Tuesday, Jun 30

11:10 am – 12:10 pm PDT	**Workshop: Build Your CX ROI Story** Speakers: Judy Weader, Principal Analyst, Forrester
11:50 am – 12:20 pm PDT	**Breakout Sessions**

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<tr><td style="background:#1a2a6c;color:white">MAKE YOUR STRATEGY UNMISTAKABLE</td><td style="background:#3d1a5c;color:white">OPERATE ON A FOUNDATION AI CAN'T BUILD</td></tr>
<tr><td>Prepare For AI Agents As Your New Target Audience
Speakers: Chuck Gahun, Principal Analyst, Forrester</td><td>Stakeholder Academy: How To turn Skeptics Into Sponsors
Speakers: Angelina Gennis, Principal Analyst, Forrester</td></tr>
<tr><td style="background:#0a5c4a;color:white">DEPLOY TECHNOLOGY WITH INTENT</td><td></td></tr>
<tr><td>What Great Customer Self-Service Looks Like
Speakers: Max Ball, Principal Analyst, Forrester Joe Wang, Director of Customer and Community Experience, Ancestry Guneet Singh, Vice President, Customer Experience & Care, Appfolio</td><td></td></tr>
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12:20 pm – 1:50 pm PDT	**Networking Lunch**
12:20 pm – 1:50 pm PDT	**Government Lunch** Speakers: Colleen Fazio, Senior Analyst, Forrester Rick Parrish, VP, Research Director, Forrester
12:30 pm – 1:15 pm PDT	**Lunch & Learn Case Study** **NICE: Lunch & Learn** **WhatsApp: Lunch & Learn**
1:55 pm – 2:15 pm PDT	**Keynote Case Study**
2:15 pm – 2:35 pm PDT	**Keynote: Distrust In The Age Of AI** Speakers: Jess Lloyd, Principal Analyst, Forrester

Time	Session
2:50 pm – 4:40 pm PDT	**The Total Forrester Experience: Executive Challenge (Automotive Scenario)** Speakers: Angelina Gennis, Principal Analyst, Forrester
2:55 pm – 3:55 pm PDT	**Workshop: Activate Your CX Ecosystem With Stakeholder Relationships** Speakers: Su Doyle, Principal Analyst, Forrester
2:55 pm – 3:40 pm PDT	**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: Jessica Liu, Principal Analyst, Forrester Allison Mistlebauer, Managing Director, Advisor Services, Schwab Advisor Services Bob DelPonte, Executive Vice President and Chief Customer Experience Officer, UKG Bradley Breuer, Senior Vice President of Marketing, PetSmart	

Time	Session
3:40 pm – 4:10 pm PDT	**Coffee Break & Networking**
3:45 pm – 4:10 pm PDT	**Analyst-Led Roundtables** **Designing With AI Without Losing Trust** Speakers: Gina Bhawalkar, Principal Analyst, Forrester **The Power Of Total Experience** Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester **A Culture-First Mindset For AI Adoption** Speakers: Angelina Gennis, Principal Analyst, Forrester **Preparing Your Business For Agentic Commerce** Speakers: Chuck Gahun, Principal Analyst, Forrester

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Tuesday, Jun 30

4:05 pm – 5:05 pm PDT	**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 PDT	**Breakout Sessions**

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<tr><td colspan="2" style="background:#1a237e;color:white">MAKE YOUR STRATEGY UNMISTAKABLE</td><td style="background:#4a148c;color:white">OPERATE ON A FOUNDATION AI CAN'T BUILD</td></tr>
<tr><td colspan="2">Build A CX Strategy That's Unmistakably Yours
Speakers: Judy Weader, Principal Analyst, Forrester</td><td rowspan="3">Build Better Experiences With An AI-Enabled Design Workflow
Speakers: Gina Bhawalkar, Principal Analyst, Forrester Heidi Munc, VP of User Experience, Nationwide</td></tr>
<tr><td colspan="2" style="background:#00695c;color:white">DEPLOY TECHNOLOGY WITH INTENT</td></tr>
<tr><td colspan="2">Make Data The Winning Factor For Modern CX Strategy
Speakers: Rich Saunders, Senior Analyst, Forrester</td></tr>
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4:10 pm – 4:55 pm PDT	**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 PDT	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Colleen Fazio, Senior Analyst, Forrester
5:25 pm – 5:45 pm PDT	**Guest Keynote** Speakers: Colleen Fazio, Senior Analyst, Forrester
5:50 pm – 7:05 pm PDT	**Reception**