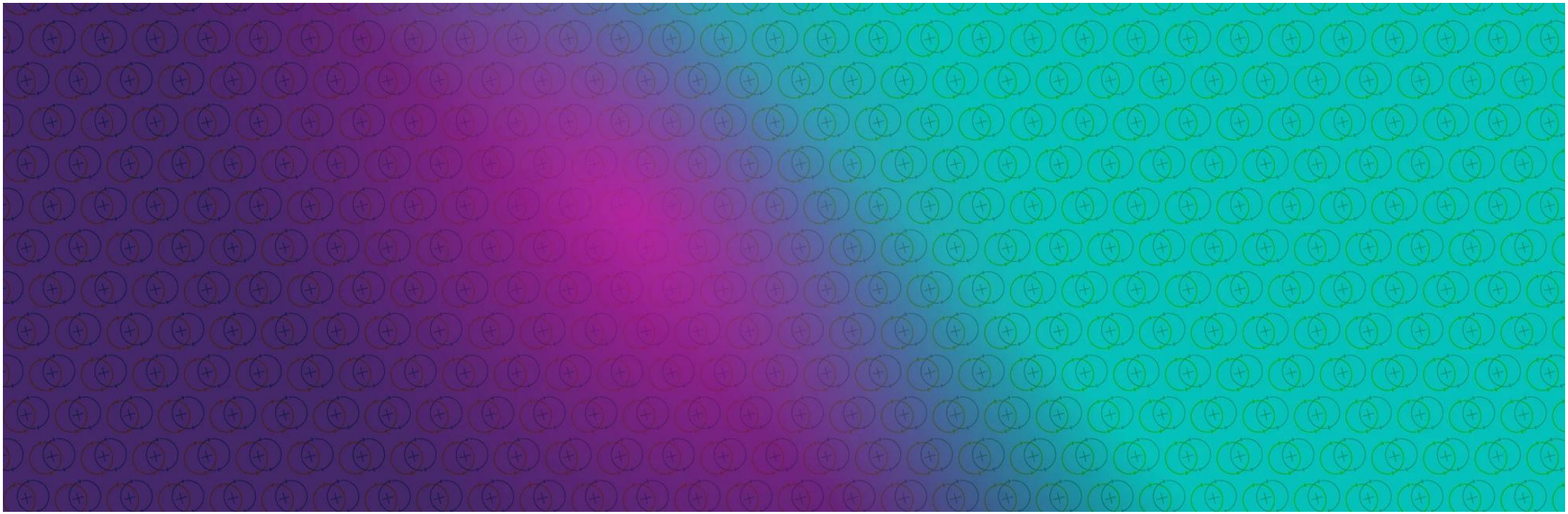


FORRESTER®

CX Forum West 2026

San Francisco

June 29, 2026 – June 30, 2026

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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, VP, 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) | Group 1 - 4** 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** **Group 4: 5:00 pm - 5:50 pm**
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

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Monday, Jun 29

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: How 3 B2B Companies Use AI To Reveal The Why Behind Customer Decisions** Speakers: Brady Tengberg, Head of Client Success, Clozd **TheyDo: From Journeys To Decision Context At Autodesk** Speakers: Florian Vollmer, Director of Experience Insights, Autodesk
5:20 pm – 5:50 pm PDT	**Case Study Sessions** **JourneyTrack: Governance First: Scaling Journey Management With AI** Speakers: Strat Parrott, VP, Head of Experience, CX & UX, First Horizon Bank Ania Rodriguez, Founder & CEO, JourneyTrack Eugenio Santiago, President, Key Lime Interactive **Kore.ai: Fit for Failure: A Selection Framework For The Agentic Use Cases Built To Win** Speakers: Peter Mullen, Chief Marketing Officer, Kore.ai
5:50 pm – 7:00 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

8:00 am – 8:50 am PDT	**The Total Forrester Experience: Executive Challenge (FI Services Scenario) | Group 5** **Group 5: 8:00 am - 8:50 am**
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

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Tuesday, Jun 30

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	**Networking Breakfast, featuring Birds of a Feather Tables**
8:30 am – 9:15 am PDT	**SAS Breakfast Case Study: 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: Sharyn Leaver, Chief Research Officer, 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
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 Mack McGee, Chief Marketing Officer, CareFirst BlueCross BlueShield Greg Barber, Director, Experience & Market Research | Strategic Growth, CareFirst Blue Cross Blue Shield
10:35 am – 11:05 am PDT	**Coffee Break & Networking**
10:40 am – 11:00 am PDT	**Get The Most From Forrester** Speakers: Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester Greg Barber, Director, Experience & Market Research | Strategic Growth, CareFirst Blue Cross Blue Shield

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Tuesday, Jun 30

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) | Group 6** Speakers: Angelina Gennis, Principal Analyst, Forrester **Group 6: 10:45 am - 11:35 am (Reserved for ELE)**
11:05 am – 11:35 am PDT	**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 Bradley Breuer, Senior Vice President of Marketing, PetSmart **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 PDT	**Workshop: Build Your CX ROI Story** Speakers: Judy Weader, Principal Analyst, Forrester

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Tuesday, Jun 30

11:50 am – 12:20 pm PDT	**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 Joe Wang, Director of Customer and Community Experience, Ancestry Guneet Singh, Vice President, Customer Experience & Care, Appfolio Francesca Del Gobbo, Technical Product Manager — Conversational AI, Fabletics **OPERATE ON A FOUNDATION AI CAN'T BUILD** **Stakeholder Academy: How To turn Skeptics Into Sponsors** Speakers: Angelina Gennis, Principal Analyst, Forrester
12:20 pm – 1:50 pm PDT	**Networking Lunch**
12:30 pm – 1:30 pm PDT	**Government Lunch** Speakers: Colleen Fazio, Principal Analyst, Forrester Rick Parrish, VP, Research Director, Forrester
12:30 pm – 1:15 pm PDT	**Lunch & Learn Case Study** **NICE: Designing The Proactive Contact Center AI, Orchestration, And Human-Centered Engagement At Scale** Speakers: Sherry Fragomeni, Senior Product Manager, Outbound, CX, NiCE **WhatsApp: Conversations At Scale: How WhatsApp + AI Can Help Drive Loyalty Without Inflating Costs** Speakers: Heidi Rhodes, Global Director, Customer Success, Meta
1:55 pm – 2:15 pm PDT	**Keynote: Distrust In The Age Of AI** Speakers: Jess Lloyd, Principal Analyst, Forrester
2:15 pm – 2:35 pm PDT	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Colleen Fazio, Principal Analyst, Forrester

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Tuesday, Jun 30

2:50 pm – 4:40 pm PDT	**The Total Forrester Experience: Executive Challenge (Automotive Scenario)	Group 8** Speakers: Angelina Gennis, Principal Analyst, Forrester **Group 8: 2:50 pm - 3:40 pm**
2:55 pm – 3:40 pm PDT	**Customer Service Meet Up** Speakers: Max Ball, Principal Analyst, Forrester Dave Frankland, VP, Research Director, 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
Trust Defines Your AI Strategy Speakers: Mike Proulx, VP, Research Director, Forrester Jess Lloyd, Principal Analyst, 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	

3:40 pm – 4:10 pm PDT	**Coffee Break & Networking**

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Tuesday, Jun 30

3:45 pm – 4:10 pm PDT	**Analyst-Led Roundtables** **Designing With AI Without Losing Trust** Speakers: Jess Lloyd, 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, VP, Principal Analyst, Forrester
4:05 pm – 5:05 pm PDT	**Workshop: Successfully Deploy AI-Powered Customer Self-Service** Speakers: Max Ball, Principal Analyst, Forrester Chuck Gahun, VP, Principal Analyst, Forrester
4:10 pm – 4:55 pm PDT	**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: Rich Saunders, Senior 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 Heidi Munc, VP of User Experience, Nationwide
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 Mack McGee, Chief Marketing Officer, CareFirst BlueCross BlueShield
5:05 pm – 5:10 pm PDT	**Welcome Back** Speakers: Rick Parrish, VP, Research Director, Forrester

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Tuesday, Jun 30

5:10 pm – 5:40 pm PDT	**Keynote: Hype Or Happening? The Human + AI Showdown.** Speakers: Mike Proulx, VP, Research Director, Forrester James L. McQuivey, PhD, VP, Research Director, Forrester Jess Lloyd, Principal Analyst, Forrester Colleen Fazio, Principal Analyst, Forrester
5:40 pm – 5:45 pm PDT	**Closing Remarks** Speakers: Rick Parrish, VP, Research Director, Forrester
5:50 pm – 6:45 pm PDT	**Reception**

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