



FORRESTER®

# AI Forum Singapore

Singapore

August 20, 2026 – August 20, 2026

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**Thursday, Aug 20**

9:00 am – 9:30 am	<b>General Breakfast</b>	
9:30 am – 9:40 am	<b>Welcome &amp; Opening Remarks</b> Speakers: Frederic Giron, VP, Senior Research Director, Forrester	
9:40 am – 10:00 am	<b>Keynote: The AI Voyage – From Experiments To Customer Outcomes</b> Speakers: Srividya Sridharan, VP, Group Director, Forrester	
10:00 am – 10:20 am	<b>Guest Keynote: More Information To Come</b>	
10:20 am – 10:50 am	<b>Networking Break</b>	
10:50 am – 11:10 am	<b>Forum Track Sessions</b>	
	<b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b>	<b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b>
	<b>Introducing The Cognitive Operating Model</b> Speakers: Leslie Joseph, Principal Analyst, Forrester	<b>The GTM Singularity</b> Speakers: Paul Ferron, VP, Research Director, Forrester
	<b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b>	
	<b>Embrace The New Trust And Assurance Security Organization</b> Speakers: Madelein van der Hout, Senior Analyst, Forrester	
11:15 am – 11:35 am	<b>Forum Track Sessions</b>	
	<b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b>	<b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b>
	<b>Guest Session: More Information To Come</b>	<b>How To Make Brand + Demand Your Preference Multiplier With AI Agents</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
	<b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b>	
	<b>Guest Session: More Information To Come</b>	

Thursday, Aug 20

<p>11:40 am – 12:00 pm</p>	<p><b>Forum Track Sessions</b></p>	
	<p><b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b></p>	<p><b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b></p>
	<p><b>Make Skills The Foundation Of Your Agentic AI Journey</b> Speakers: Sam Higgins, VP, Principal Analyst, Forrester</p>	<p><b>Leveraging AI In Marketing</b> Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester</p>
	<p><b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b></p>	
	<p><b>Protect The Agentic Enterprise With AEGIS</b> Speakers: Geoff Cairns, Principal Analyst, Forrester</p>	
<p>12:00 pm – 1:00 pm</p>	<p><b>Networking Lunch &amp; Roundtables</b></p>	
<p>1:00 pm – 1:20 pm</p>	<p><b>Case Studies</b></p>	
<p>1:20 pm – 1:40 pm</p>	<p><b>Forum Track Sessions</b></p>	
	<p><b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b></p>	<p><b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b></p>
	<p><b>Guest Session: More Information To Come</b></p>	<p><b>Disconnected GTM Efforts Will Ruin Your Company</b> Speakers: Paul Ferron, VP, Research Director, Forrester</p>
	<p><b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b></p>	
	<p><b>Guest Session: More Information To Come</b></p>	
<p>1:40 pm – 2:00 pm</p>	<p><b>Forum Track Sessions</b></p>	
	<p><b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b></p>	<p><b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b></p>
	<p><b>From Prompts To Harness: Engineering Trustworthy Context For Agentic AI</b> Speakers: Charlie Dai, VP, Principal Analyst, Forrester</p>	<p><b>Overcoming The Visibility Vacuum</b> Speakers: Daryl Wright, Principal Analyst, Forrester</p>
	<p><b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b></p>	
	<p><b>Securing Agentic Software Development</b> Speakers: Janet Worthington, Senior Analyst, Forrester</p>	
<p>2:00 pm – 2:30 pm</p>	<p><b>Networking Break</b></p>	

Thursday, Aug 20

<p>2:30 pm – 4:30 pm</p>	<p><b>Forum Track Workshops</b></p>	
<p><b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b></p>	<p><b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b></p>	
<p><b>Workshop: More Information To Come</b> Speakers: Frederic Giron, VP, Senior Research Director, Forrester Leslie Joseph, Principal Analyst, Forrester</p>	<p><b>Workshop: Assess AI Proficiency To Scale AI Success</b> Speakers: Paul Ferron, VP, Research Director, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester</p>	
<p><b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b></p>		
<p><b>Workshop: Align And Clearly Communicate Your Security Strategy</b> Speakers: Madelein van der Hout, Senior Analyst, Forrester</p>		
<p>4:30 pm – 4:45 pm</p>	<p><b>Forum Track Sessions</b></p>	
<p><b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b></p>	<p><b>MARKETING LEADERS: HELLO, GTM SINGULARITY</b></p>	
<p><b>Technology Track Wrap-Up</b> Speakers: Frederic Giron, VP, Senior Research Director, Forrester</p>	<p><b>B2B Track Wrap-Up</b> Speakers: Paul Ferron, VP, Research Director, Forrester</p>	
<p><b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b></p>		
<p><b>Security Track Wrap-Up</b> Speakers: Jinan Budge, VP, Research Director, Forrester</p>		
<p>4:55 pm – 5:25 pm</p>	<p><b>Keynote: Signals, Shifts, And Smart Bets — A Forrester Predictions Preview</b>  Speakers: Jinan Budge, VP, Research Director, Forrester Paul Ferron, VP, Research Director, Forrester Frederic Giron, VP, Senior Research Director, Forrester Sharyn Leaver, Chief Research Officer, Forrester</p>	
<p>5:25 pm – 5:30 pm</p>	<p><b>Closing Remarks</b>  Speakers: Frederic Giron, VP, Senior Research Director, Forrester</p>	
<p>5:30 pm – 6:30 pm</p>	<p><b>Networking Reception</b></p>	