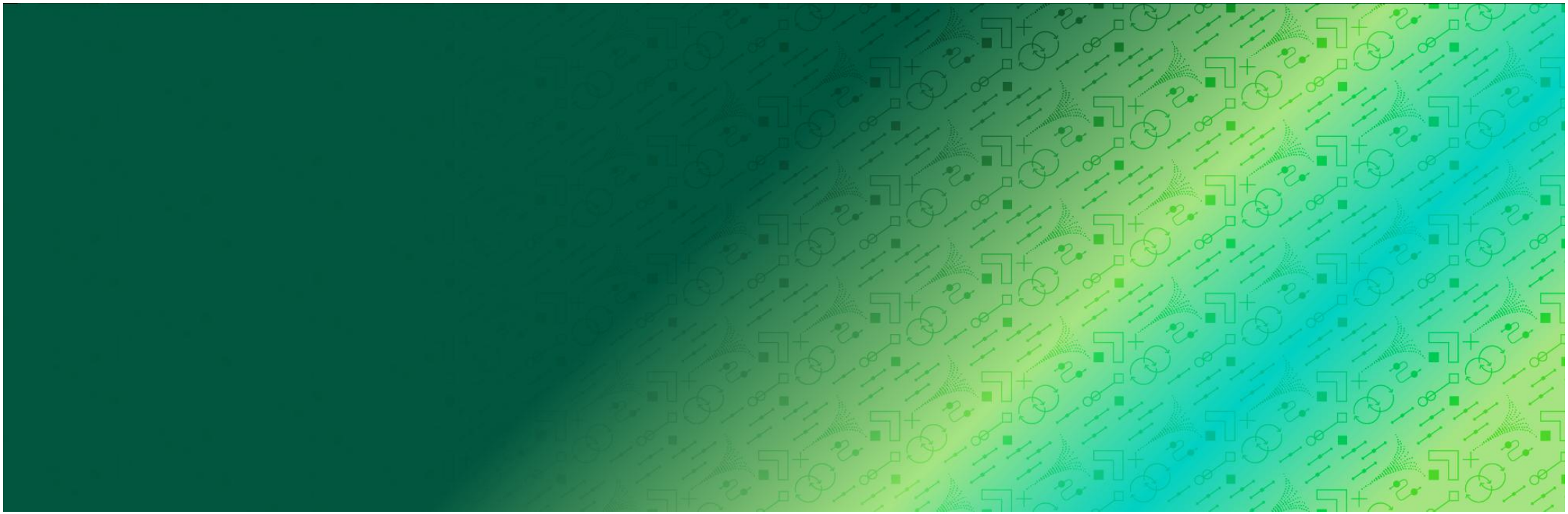


FORRESTER®

Forrester Forum Singapore

Singapore

August 19, 2027 – August 19, 2027

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Thursday, Aug 20

9:00 am – 9:30 am	**General Breakfast**	
9:30 am – 9:40 am	**Welcome & Opening Remarks** Speakers: Frederic Giron, VP, Senior Research Director, Forrester	
9:40 am – 10:05 am	**Keynote: The AI Voyage — From Experiments To Customer Outcomes** Speakers: Srividya Sridharan, VP, Group Director, Forrester	
10:10 am – 10:40 am	**Networking Break**	
10:40 am – 10:50 am	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT **Track Welcome And Kickoff** Speakers: Frederic Giron, VP, Senior Research Director, Forrester	**MARKETING LEADERS: HELLO, GTM SINGULARITY** **Track Welcome And Kickoff** Speakers: Paul Ferron, VP, Research Director, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY **Track Welcome And Kickoff** Speakers: Jinan Budge, VP, Research Director, Forrester	
10:50 am – 11:10 am	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT **Introducing The Cognitive Operating Model** Speakers: Leslie Joseph, VP, Principal Analyst, Forrester	**MARKETING LEADERS: HELLO, GTM SINGULARITY** **The GTM Singularity** Speakers: Paul Ferron, VP, Research Director, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY **Embrace The New Trust And Assurance Organization** Speakers: Madelein van der Hout, Senior Analyst, Forrester	

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Thursday, Aug 20

11:10 am – 11:35 am	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT	**MARKETING LEADERS: HELLO, GTM SINGULARITY**
	Technology Leader: Architect Context & Intent Award Winner Speakers: Kenneth Wong, Head of Technology Solutions, Grab	**Make Brand + Demand Your Preference Multiplier With AI** Speakers: Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY	
	What Optimist CISOs Know About AI, And What Skeptics Miss Speakers: Daryl Pereira, Director & Head of OCISO, APJ, Google Cloud Jinan Budge, VP, Research Director, Forrester	
11:40 am – 12:00 pm	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT	**MARKETING LEADERS: HELLO, GTM SINGULARITY**
	Make Skills The Foundation Of Your Agentic AI Journey Speakers: Sam Higgins, VP, Principal Analyst, Forrester	**From AI Experiments to AI-Led Marketing: Turning Adoption Into Business Impact** Speakers: Jon Stona, Vice President of Global Marketing, Airwallex Nicholas Kontopoulos, Vice President of Marketing, Asia Pacific & Japan , Twilio Rashish Pandey, Vice President, Marketing and Communications, APAC, Fortinet Mavis Liew, Executive Partner and Principal Analyst, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY	
	Protect The Agentic Enterprise With AEGIS Speakers: Geoff Cairns, Principal Analyst, Forrester	
12:00 pm – 1:00 pm	**Networking Lunch & Roundtables**	
12:00 pm – 1:00 pm	**Cvent Lunch & Learn: From Event Anxiety To Event Impact: How Marketers Prove Pipeline, ROI, And Revenue** Speakers: Will Kataria, Country Head and Senior Director, Cvent	

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Thursday, Aug 20

1:00 pm – 1:20 pm	**Forum Track Session + Case Studies**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT	**MARKETING LEADERS: HELLO, GTM SINGULARITY**
	A Discussion On AI Adoption Speakers: Frederic Giron, VP, Senior Research Director, Forrester Bailing Zhang, Principal Enterprise Architect, CLP Manoj Parpiani, Principal Data Architect, CLP	**Case Study	Informa TechTarget: How Palo Alto Networks Is Rethinking Marketing In An AI-Driven World** Speakers: Mah Min Erh, Senior Director, GTM Marketing, JAPAC, Palo Alto Networks James Cullinane, Director of Sales, Informa TechTarget
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY	
	**Case Study	Lumen: Who Governs The AI Workforce?** Speakers: Wai Kit Cheah, Senior Director, Connected Ecosystem, APAC, Lumen Technologies	
1:25 pm – 1:50 pm	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT	**MARKETING LEADERS: HELLO, GTM SINGULARITY**
	Data & AI Impact Award Winner Speakers: Nimish Panchmatia, Chief Data and Transformation Officer, DBS Bank	**Disconnected GTM Efforts Will Ruin Your Company** Speakers: Paul Ferron, VP, Research Director, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY	
	Beyond The Human: Evolving Security Culture In The Agentic Era Speakers: Jinan Budge, VP, Research Director, Forrester Meng Liu, Principal Analyst, Forrester Jemma Renshaw, Director & Founder, Cyber Compass Consulting	
1:55 pm – 2:15 pm	**Forum Track Sessions**	
	TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT	**MARKETING LEADERS: HELLO, GTM SINGULARITY**
	From Prompts To Harness: Engineering Trustworthy Context For Agentic AI Speakers: Charlie Dai, VP, Principal Analyst, Forrester	**Overcoming The Visibility Vacuum** Speakers: Daryl Wright, Principal Analyst, Forrester
	SECURITY LEADERS: ADOPT AI, CONFIDENTLY	
	Securing Agentic Software Development Speakers: Janet Worthington, Senior Analyst, Forrester	
2:15 pm – 2:45 pm	**Networking Break**	

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Thursday, Aug 20

2:45 pm – 4:30 pm	**Forum Track Workshops** **TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT** **Workshop: Agentic AI Reinvention - From Experimentation To Operating Model Transformation** Speakers: Frederic Giron, VP, Senior Research Director, Forrester Leslie Joseph, VP, Principal Analyst, Forrester **SECURITY LEADERS: ADOPT AI, CONFIDENTLY** **Workshop: Align And Clearly Communicate Your Security Strategy** Speakers: Madelein van der Hout, Senior Analyst, Forrester **MARKETING LEADERS: HELLO, GTM SINGULARITY** **Workshop: Assess AI Proficiency To Scale AI Success** Speakers: Paul Ferron, VP, Research Director, Forrester Mavis Liew, Executive Partner and Principal Analyst, Forrester Daryl Wright, Principal Analyst, Forrester
4:30 pm – 4:40 pm	**Forum Track Sessions** **TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT** **Technology Track Wrap-Up** Speakers: Frederic Giron, VP, Senior Research Director, Forrester **SECURITY LEADERS: ADOPT AI, CONFIDENTLY** **Security Track Wrap-Up** Speakers: Jinan Budge, VP, Research Director, Forrester **MARKETING LEADERS: HELLO, GTM SINGULARITY** **B2B Track Wrap-Up** Speakers: Paul Ferron, VP, Research Director, Forrester
4:50 pm – 5:25 pm	**Keynote: Predictions Tank: Which Trends Deserve Your Investment?** 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
5:25 pm – 5:30 pm	**Closing Remarks** Speakers: Frederic Giron, VP, Senior Research Director, Forrester
5:30 pm – 6:30 pm	**Networking Reception**

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