



FORRESTER®

# AI Forum Sydney

Sydney

August 25, 2026 – August 25, 2026

Agenda downloaded: May 25, 2026 11:29:19 AM ET

**Monday, Aug 25**

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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</b>
	<b>Introducing The Cognitive Operating Model</b> Speakers: Leslie Joseph, Principal Analyst, Forrester	<b>Anchor AI Value In Trust</b> Speakers: Zhi Ying Barry, Principal Analyst, 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 – 11:30 am	<b>Forum Track Sessions</b>	
	<b>TECHNOLOGY LEADERS: ARCHITECT CONTEXT AND INTENT</b>	<b>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</b>
	<b>Guest Session: More Information To Come</b>	<b>Guest Session: More Information To Come</b>
	<b>SECURITY LEADERS: ADOPT AI, CONFIDENTLY</b>	
	<b>Guest Session: More Information To Come</b>	

**Monday, Aug 25**

<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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</b></p>
	<p><b>Make Skills The Foundation Of Your Agentic AI Journey</b> Speakers: Sam Higgins, VP, Principal Analyst, Forrester</p>	<p><b>Identify AI Solutions That Solve Customer Problems</b> Speakers: Tom Mouhsian, 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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</b></p>
	<p><b>Guest Session: More Information To Come</b></p>	<p><b>Guest Session: More Information To Come</b></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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</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>The Human Foundation Of The AI-Powered Enterprise</b> Speakers: Riccardo Pasto, 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>	

**Monday, Aug 25**

<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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</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: Hands-On – Use The Right AI Tools To Scale Your CX Capabilities</b> Speakers: Riccardo Pasto, 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>CX &amp; MARKETING LEADERS: BUILD THE EXPERIENCE AI CAN'T</b></p>	
<p><b>Technology Track Wrap-Up</b> Speakers: Frederic Giron, VP, Senior Research Director, Forrester</p>	<p><b>CX Track Wrap-Up</b> Speakers: Martin Gill, 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></p> <p>Speakers: Jinan Budge, VP, Research Director, Forrester Martin Gill, 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></p> <p>Speakers: Frederic Giron, VP, Senior Research Director, Forrester</p>	
<p>5:30 pm – 6:30 pm</p>	<p><b>Networking Reception</b></p>	