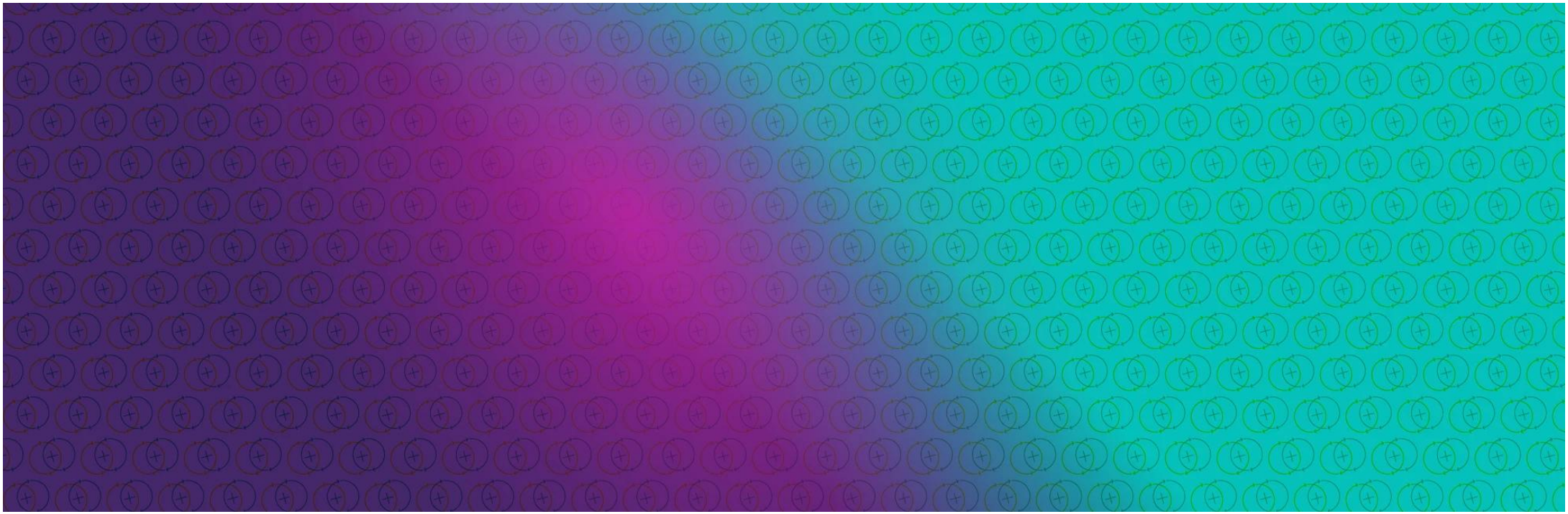

FORRESTER®

CX Forum EMEA

Amsterdam

June 7, 2027 – June 8, 2027

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Bold Starts: Monday, Jun 8

1:00 pm – 6:00 pm CET	**Registration**
2:30 pm – 5:00 pm CET	**CX Certification Program: Advance From Journey Mapping To Journey Management** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Michelle Reilly, Experience Manager, Certifications, Forrester
2:30 pm – 5:00 pm CET	**Workshop: Build A Customer-Obsessed Roadmap Leveraging The Total Experience Score** Speakers: Rusty Warner, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester
3:00 pm – 5:00 pm CET	**Forrester Women's Leadership Program** Speakers: Anastasia Zdoroviak, Chief Customer Experience Officer , Snoonu Cat Lecardonnel, Head of Customer Experience, Sainsbury Kerstin Wehmeyer, Researcher, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester
5:00 pm – 6:00 pm CET	**Welcome Reception**
6:00 pm – 9:30 pm CET	**Executive Leadership Exchange (Invite-Only): An Amsterdam Evening: Canals & Vermeer** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester

Tuesday , Jun 9

8:00 am – 9:00 am CET	**General Breakfast**
8:00 am – 8:50 am CET	**Rise & Thrive: Future Leaders Breakfast (Invite-Only)** Speakers: Paul Ferron, VP, Research Director, Forrester
9:00 am – 9:10 am CET	**Welcome Remarks** Speakers: Sharyn Leaver, Chief Research Officer, Forrester Martin Gill, VP, Research Director, Forrester
9:10 am – 9:30 am CET	**Keynote: Maximize Your Total Experience With Forrester's EX Index** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

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Tuesday , Jun 9

9:35 am – 10:00 am CET	**Guest Keynote: Lead with Empathy, Win With Impact** Speakers: Conny Kalcher, Group Chief Customer Officer, Zurich Insurance Group Martin Gill, VP, Research Director, Forrester
10:00 am – 10:20 am CET	**Keynote: Distrust In The Age Of AI** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester
10:20 am – 12:40 pm CET	**Immersive Experience (Group 1 & 2)** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester **Group 1: 10:20 am - 11:10 am** **Group 2: 11:50 am - 12:40 pm**
10:25 am – 11:10 am CET	**Coffee Break & Networking (In-Person Only)** **10:30am - 10:40am - Papirfly: How To Stop AI Breaking Your Brand** Speakers: Frank Tommy Brotke, Head of Product Marketing, Papirfly **10:45am - 10:55am - GetVocal: The Human-AI Flywheel: AI You Can Finally Trust At Scale** Speakers: Rabie El Hassani, VP Revenue, GetVocal AI
10:30 am – 11:45 am CET	**Workshops** **Distrust In The Age Of AI** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester **The Most Expensive Insights You're Ignoring: The Business Case For Complaint Management** Speakers: Riccardo Pasto, Principal Analyst, Forrester

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Tuesday , Jun 9

11:10 am – 11:40 am CET	**Breakout Sessions**	
	MAKE YOUR STRATEGY UNMISTAKABLE	**OPTIMIZE JOURNEY VALUE WITH DATA**
	The CX Reset: From Fad To Business Function Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Kristina Klahm, Vice President Voice of Customer & Journey Excellence, E.ON	**Beyond Chatbots: Design Conversational Banking To Scale** Speakers: Aurelie L'Hostis, Principal Analyst, Forrester
11:50 am – 12:20 am CET	**Case Study Session** **Optimizely: From Faster Testing To Better Learning: AI And Experimentation With Optimizely At Air France-KLM** Speakers: Glenda Balekjian, Experimentation Craft Lead, KLM **TheyDo: From Mapping To Operating: How Pfizer Built A Journey Management System That Sticks** Speakers: Grace de Athayde, Journey Ecosystem Lead, Commercial AI Accelerator, Pfizer Inc.	
12:30 pm – 1:30 pm CET	**Lunch & Marketplace Break**	
12:30 pm – 1:30 pm CET	**SAP Lunch & Learn Case Study: Transforming B2B Self-Service Customer Experience - The Versuni Journey** Speakers: Sonia Fernandez Verdeja, Global Platform Lead for Versuni's (Philips Domestic Appliances) B2B Platform, Versuni Nivedha Sathyanarayanan, Global Product Owner for Versuni's B2B Suite, Versuni	
12:30 pm – 1:30 pm CET	**Executive Leadership Exchange (Invite-Only): Networking Lunch** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester	
1:30 pm – 2:00 pm CET	**Government Meetup** Speakers: Riccardo Pasto, Principal Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester	
1:30 pm – 2:00 pm CET	**Breakout Sessions**	
	MAKE YOUR STRATEGY UNMISTAKABLE	**OPTIMIZE JOURNEY VALUE WITH DATA**
	Unlock The Secrets Of Valuable Customer Journeys Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Hannah Jachim, Researcher, Forrester	**Measure Twice: Lead Change With Better Change Metrics** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

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Tuesday , Jun 9

1:30 pm – 2:10 pm CET	**Analyst-Led Roundtables** **When Banking Talks Back: Designing Conversational CX at Scale** Speakers: Aurelie L'Hostis, Principal Analyst, Forrester **B2B CX Grows Up: From Relationships to Revenue Engines** Speakers: Paul Ferron, VP, Research Director, Forrester
1:30 pm – 4:10 pm CET	**Immersive Experience (Group 3, 4, 5)** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester **Group 3: 1:30 pm - 2:20 pm** **Group 4: 2:30 pm - 3:20 pm (Reserved for ELE attendees)** **Group 5: 3:30pm - 4:20 pm**
2:10 pm – 2:40 pm CET	**Case Study Sessions** **Cresta: The Messy Middle: What It Takes to Deploy AI To Humans Who Didn't Ask For It** Speakers: Adeel Rahman, Commercial Director, MVF Mark Meghezzi, Head of EMEA, Cresta **Luware: How Kleurrijk Wonen Turned Dropped Calls Into Connected Experiences** Speakers: Bart Emonds, Account Executive, Benelux, Luware Patrick Veld, Business Information Manager and Digicoach, Kleurrijk Wonen
2:10 pm – 2:40 pm CET	**SAP Roundtable: Turning AI Personalization Into Business Value** Speakers: Ivano Fossati, Chief Revenue Officer SAP Customer Experience - EMEA, SAP
2:50 pm – 3:35 pm CET	**Analyst-Led Roundtables** **Your Next Customer Isn't Human: Preparing for AI Agents as the New Audience** Speakers: Aurelie L'Hostis, Principal Analyst, Forrester

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Tuesday , Jun 9

2:50 pm – 3:35 pm CET	**Breakout Sessions**	
	MAKE YOUR STRATEGY UNMISTAKABLE	**OPTIMIZE JOURNEY VALUE WITH DATA**
	How Banks Build Trust And Deepen Relationships With Total Experience Speakers: Rusty Warner, VP, Principal Analyst, Forrester Saad Zafar, Head of Personalisation Data Strategy & Governance, Lloyds Banking Group	**How To Upskill An Organization - Learnings From Roche's AI journey** Speakers: Riccardo Pasto, Principal Analyst, Forrester Jörg Corsten, Group Lead Services, Solution and Innovation, Roche
2:50 pm – 4:05 pm CET	**Workshops** **Maximize A Complete Total Experience With Forrester's EX Index** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester **Accelerate Your Innovation Lifecycle With Generative AI** Speakers: Manuel Geitz, Principal Analyst, Forrester	
3:35 pm – 4:20 pm CET	**Coffee Break & Networking** **3:40pm - 3:50pm - JourneyTrack: Stop Just Adding AI. Start Making It Work.** Speakers: Ania Rodriguez, Founder & CEO, JourneyTrack **3:55pm - 4:05pm - Bynder™: From Customers To Champions: Customer Satisfaction Isn't Enough Anymore** Speakers: Luke Roberts, Digital Strategies & Growth Markets Director, Bynder	
4:20 pm – 4:25 pm CET	**Welcome Back** Speakers: Martin Gill, VP, Research Director, Forrester	
4:25 pm – 4:50 pm CET	**Keynote: Forrester's Total Experience Honour: Celebrating Europe's Best-In-Class** Speakers: Keith Johnston, VP, Group Director, Forrester Jade Meneve, Head of Experience Design, ING Tom Prakke, Global Head of UX, ING	
4:55 pm – 5:25 pm CET	**Guest Keynote: Beyond Journeys And Touchpoints: How R+V Reframed The Role Of CX** Speakers: Joana Dartsch, Customer Experience Consultant, R+V Versicherung Eldin Thomas, Head of CX & CRM Business, R+V Versicherung Maxie Schmidt, VP, Principal Analyst, Forrester	
6:00 pm – 9:00 pm CET	**CX EMEA Evening Event at LuminAir**	

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Wednesday, Jun 10

8:00 am – 9:00 am CET	**General Breakfast**
8:00 am – 8:45 am CET	**Analyst-Led Roundtables** **Designing Work That Works for Humans and AI** Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester
8:00 am – 8:50 am CET	**Immersive Experience (Group 6)** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
9:00 am – 9:10 am CET	**Welcome Back** Speakers: Martin Gill, VP, Research Director, Forrester
9:10 am – 9:30 am CET	**Keynote: The Human Foundation Of The AI-Powered Enterprise** Speakers: Rusty Warner, VP, Principal Analyst, Forrester
9:30 am – 9:50 am CET	**Guest Keynote: Tony's Chocolonely: Making Mission Click Digitally** Speakers: Chiel Versteeg, Chief Platform Lead, Tony's Chocolonely Martin Gill, VP, Research Director, Forrester
9:55 am – 10:35 am CET	**Coffee Break & Networking**
9:55 am – 10:35 am CET	**Executive Leadership Exchange (Invite-Only): Exclusive Keynote Q&A** Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester Jade Meneve, Head of Experience Design, ING Tom Prakke, Global Head of UX, ING
10:10 am – 10:30 am CET	**Get The Most From Forrester** Speakers: Martin Gill, VP, Research Director, Forrester Darrell Hayward, VP regional Sales for UK&I, Forrester
10:00 am – 11:15 am CET	**Workshop: Storytelling & Dashboarding: Best-Practices** Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Riccardo Pasto, Principal Analyst, Forrester

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Wednesday, Jun 10

10:10 am – 12:40 pm CET	**Immersive Experience (Group 7 & 8)** Speakers: Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester **Group 7: 10:10 am - 11:00 am** **Group 8: 11:10 am - 12:00 pm**
10:35 am – 11:05 am CET	**Case Study Sessions** **DevRev: Context Is The New Enterprise AI Moat** Speakers: Damien Katris, Global Omnichannel, Data & Analytics Director and AI Strategy Lead, TCC Global Ahmed Bashir, Chief Technology Officer, DevRev **Dialpad: What Happens When CX Becomes Agentic? A Blueprint For Next-Generation Customer Teams** Speakers: John Work, Head of EMEA Sales Engineering, Dialpad
11:15 am – 12:00 pm CET	**Analyst-Led Roundtables** **Beyond Pilots: Turning AI-Powered Innovation into Real Impact** Speakers: Manuel Geitz, Principal Analyst, Forrester
11:15 am – 12:00 pm CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
Connecting The Dots: A Keynote Panel Q&A Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester	**Journeys As A Decision System: From Insight To Impact** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

12:00 pm – 1:00 pm CET	**Networking Lunch**
12:00 pm – 1:00 pm CET	**Certification Lunch: Wrap-Up** Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester Joana de Quintanilha, VP, Principal Analyst, Forrester

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Wednesday, Jun 10

1:00 pm – 2:00 pm CET	**Pitch Perfect: Future Leaders Pitch Contest** Speakers: Paul Ferron, VP, Research Director, Forrester Keith Johnston, VP, Group Director, Forrester Fiona Swerdlow, VP, Research Director, Forrester Ron Rogowski, VP, Executive Partner, Forrester
1:10 pm – 1:55 pm CET	**Breakout Sessions**

MAKE YOUR STRATEGY UNMISTAKABLE	OPTIMIZE JOURNEY VALUE WITH DATA
What Digital Governments Teach Us About Great CX Speakers: Kerstin Wehmeyer, Researcher, Forrester Riccardo Pasto, Principal Analyst, Forrester	**Leading Customer-Centric Change Beyond Technology and AI** Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester April Nishimura, Vice President, Global Customer Experience, Infineon Technologies

1:10 pm – 1:55 pm CET	**Analyst-Led Roundtables** **Distrust By Default** Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester **AI Without Trust Is Just Speed** Speakers: Rusty Warner, VP, Principal Analyst, Forrester
1:10 pm – 2:00 pm CET	**Immersive Experience (Group 9)** Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester
2:05 pm – 2:10 pm CET	**Welcome Back** Speakers: Martin Gill, VP, Research Director, Forrester
2:10 pm – 2:40 pm CET	**Guest Keynote: AI At Scale: Club Med's Path To Real Impact** Speakers: Siddhartha Chatterjee, Global Chief Data & AI Officer, Club Med Aurelie L'Hostis, Principal Analyst, Forrester
2:40 pm – 2:45 pm CET	**Closing Remarks** Speakers: Martin Gill, VP, Research Director, Forrester

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