



FORRESTER®

CX Forum EMEA

Amsterdam

June 7, 2027 – June 8, 2027

Agenda downloaded: June 17, 2026 06:51:18 PM ET

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

Tuesday , Jun 9

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

Tuesday , Jun 9

<p>11:10 am – 11:40 am CET</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1258 304"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1258 245 2199 304"> <p>OPTIMIZE JOURNEY VALUE WITH DATA</p> </td> </tr> <tr> <td data-bbox="315 304 1258 421"> <p>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</p> </td> <td data-bbox="1258 304 2199 421"> <p>Beyond Chatbots: Design Conversational Banking To Scale Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> </td> </tr> </table>	<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	<p>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</p>	<p>Beyond Chatbots: Design Conversational Banking To Scale Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>
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<p>11:50 am – 12:20 am CET</p>	<p>Case Study Session</p> <p>Optimizely: From Faster Testing To Better Learning: AI And Experimentation With Optimizely At Air France-KLM Speakers: Glenda Balekjian, Experimentation Craft Lead, KLM</p> <p>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.</p>				
<p>12:30 pm – 1:30 pm CET</p>	<p>Lunch & Marketplace Break</p>				
<p>12:30 pm – 1:30 pm CET</p>	<p>SAP Lunch & Learn Case Study: Transforming B2B Self-Service Customer Experience - The Versuni Journey</p> <p>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</p>				
<p>12:30 pm – 1:30 pm CET</p>	<p>Executive Leadership Exchange (Invite-Only): Networking Lunch</p> <p>Speakers: Ron Rogowski, VP, Executive Partner, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p>				
<p>1:30 pm – 2:00 pm CET</p>	<p>Government Meetup</p> <p>Speakers: Riccardo Pasto, Principal Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>				
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Tuesday , Jun 9

<p>1:30 pm – 2:10 pm CET</p>	<p>Analyst-Led Roundtables</p> <p>When Banking Talks Back: Designing Conversational CX at Scale Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> <p>B2B CX Grows Up: From Relationships to Revenue Engines Speakers: Paul Ferron, VP, Research Director, Forrester</p>
<p>1:30 pm – 4:10 pm CET</p>	<p>Immersive Experience (Group 3, 4, 5)</p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p> <p>Group 3: 1:30 pm - 2:20 pm</p> <p>Group 4: 2:30 pm - 3:20 pm (Reserved for ELE attendees)</p> <p>Group 5: 3:30pm - 4:20 pm</p>
<p>2:10 pm – 2:40 pm CET</p>	<p>Case Study Sessions</p> <p>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</p> <p>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</p>
<p>2:10 pm – 2:40 pm CET</p>	<p>SAP Roundtable: Turning AI Personalization Into Business Value</p> <p>Speakers: Ivano Fossati, Chief Revenue Officer SAP Customer Experience - EMEA, SAP</p>
<p>2:50 pm – 3:35 pm CET</p>	<p>Analyst-Led Roundtables</p> <p>Your Next Customer Isn't Human: Preparing for AI Agents as the New Audience Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>

Tuesday , Jun 9

<p>2:50 pm – 3:35 pm CET</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="318 247 1258 303"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1258 247 2195 303"> <p>OPTIMIZE JOURNEY VALUE WITH DATA</p> </td> </tr> <tr> <td data-bbox="318 303 1258 422"> <p>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</p> </td> <td data-bbox="1258 303 2195 422"> <p>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</p> </td> </tr> </table>	<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	<p>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</p>	<p>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</p>
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<p>2:50 pm – 4:05 pm CET</p>	<p>Workshops</p> <p>Maximize A Complete Total Experience With Forrester’s EX Index Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> <p>Accelerate Your Innovation Lifecycle With Generative AI Speakers: Manuel Geitz, Principal Analyst, Forrester</p>				
<p>3:35 pm – 4:20 pm CET</p>	<p>Coffee Break & Networking</p> <p>3:40pm - 3:50pm - JourneyTrack: Stop Just Adding AI. Start Making It Work. Speakers: Ania Rodriguez, Founder & CEO, JourneyTrack</p> <p>3:55pm - 4:05pm - Bynder™: From Customers To Champions: Customer Satisfaction Isn’t Enough Anymore Speakers: Luke Roberts, Digital Strategies & Growth Markets Director, Bynder</p>				
<p>4:20 pm – 4:25 pm CET</p>	<p>Welcome Back</p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>				
<p>4:25 pm – 4:50 pm CET</p>	<p>Keynote: Forrester’s Total Experience Honour: Celebrating Europe’s Best-In-Class</p> <p>Speakers: Keith Johnston, VP, Group Director, Forrester Jade Meneve, Head of Experience Design, ING Tom Prakke, Global Head of UX, ING</p>				
<p>4:55 pm – 5:25 pm CET</p>	<p>Guest Keynote: Beyond Journeys And Touchpoints: How R+V Reframed The Role Of CX</p> <p>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</p>				
<p>6:00 pm – 9:00 pm CET</p>	<p>CX EMEA Evening Event at LuminAir</p>				

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

Wednesday, Jun 10

<p>10:10 am – 12:40 pm CET</p>	<p>Immersive Experience (Group 7 & 8)</p> <p>Speakers: Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p> <p>Group 7: 10:10 am - 11:00 am</p> <p>Group 8: 11:10 am - 12:00 pm</p>					
<p>10:35 am – 11:05 am CET</p>	<p>Case Study Sessions</p> <p>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</p> <p>Dialpad: What Happens When CX Becomes Agentic? A Blueprint For Next-Generation Customer Teams Speakers: John Work, Head of EMEA Sales Engineering, Dialpad</p>					
<p>11:15 am – 12:00 pm CET</p>	<p>Analyst-Led Roundtables</p> <p>Beyond Pilots: Turning AI-Powered Innovation into Real Impact Speakers: Manuel Geitz, Principal Analyst, Forrester</p>					
<p>11:15 am – 12:00 pm CET</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="315 957 2199 1129"> <tr> <td data-bbox="315 957 1258 1013"> <p>MAKE YOUR STRATEGY UNMISTAKABLE</p> </td> <td data-bbox="1258 957 2199 1013"> <p>OPTIMIZE JOURNEY VALUE WITH DATA</p> </td> </tr> <tr> <td data-bbox="315 1013 1258 1129"> <p>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</p> </td> <td data-bbox="1258 1013 2199 1129"> <p>Journeys As A Decision System: From Insight To Impact Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>MAKE YOUR STRATEGY UNMISTAKABLE</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p>	<p>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</p>	<p>Journeys As A Decision System: From Insight To Impact Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>
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<p>12:00 pm – 1:00 pm CET</p>	<p>Networking Lunch</p>					
<p>12:00 pm – 1:00 pm CET</p>	<p>Certification Lunch: Wrap-Up</p> <p>Speakers: Michelle Reilly, Experience Manager, Certifications, Forrester Joana de Quintanilha, VP, Principal Analyst, Forrester</p>					

Wednesday, Jun 10

<p>1:00 pm – 2:00 pm CET</p>	<p>Pitch Perfect: Future Leaders Pitch Contest</p> <p>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</p>	
<p>1:10 pm – 1:55 pm CET</p>	<p>Breakout Sessions</p>	
	<p>MAKE YOUR STRATEGY UNMISTAKABLE</p> <p>What Digital Governments Teach Us About Great CX Speakers: Kerstin Wehmeyer, Researcher, Forrester Riccardo Pasto, Principal Analyst, Forrester</p>	<p>OPTIMIZE JOURNEY VALUE WITH DATA</p> <p>Leading Customer-Centric Change Beyond Technology and AI Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester April Nishimura, Vice President, Global Customer Experience, Infineon Technologies</p>
<p>1:10 pm – 1:55 pm CET</p>	<p>Analyst-Led Roundtables</p> <p>Distrust By Default Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> <p>AI Without Trust Is Just Speed Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>	
<p>1:10 pm – 2:00 pm CET</p>	<p>Immersive Experience (Group 9)</p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Edoardo Zavarella, Principal Consultant, Forrester Richard Sheahan, VP, Executive Partner, Forrester</p>	
<p>2:05 pm – 2:10 pm CET</p>	<p>Welcome Back</p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>	
<p>2:10 pm – 2:40 pm CET</p>	<p>Guest Keynote: AI At Scale: Club Med's Path To Real Impact</p> <p>Speakers: Siddhartha Chatterjee, Global Chief Data & AI Officer, Club Med Aurelie L'Hostis, Principal Analyst, Forrester</p>	
<p>2:40 pm – 2:45 pm CET</p>	<p>Closing Remarks</p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>	