



FORRESTER®

# CX APAC 2023

## Sydney & Digital

May 25, 2023 – May 26, 2023

In-Person Agenda

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**Thursday, May 25**

8:00 am – 9:00 am	<b>General Breakfast</b>	
9:00 am – 9:15 am	<b>Opening Remarks</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester	
9:15 am – 9:45 am	<b>Develop Empathy To Fuel Your CX Transformation</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester	
9:50 am – 10:20 am	<b>Guest Keynote: Delivering Exceptional Digital Client Experience Through Insights (In-Person Only)</b> Speakers: Rosalind Coffey, Head of People & Culture and Client Service & Support, Macquarie Bank	
10:25 am – 10:55 am	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>  <b>10:30am AEST - AfterWords: Develop Empathy To Fuel Your CX Transformation</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester  <b>10:45am AEST - Forsta: From Florence Nightingale to Forsta Studio Canvas: Using data stories to inspire action</b> Speakers: Andrew Farries, CCXP - Senior Director, CX Consulting, Forsta	
10:55 am – 11:25 am	<b>Breakout Sessions</b>	
	<b>ACCELERATE YOUR CX PRACTICE</b>  <b>How To Excel At CX Measurement</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	<b>HARMONISE THE TOTAL BRAND EXPERIENCE</b>  <b>How Emerging Technologies Will Transform Customer Experience</b> Speakers: Zhi Ying Barry, Principal Analyst, Forrester
11:30 am – 12:00 pm	<b>Case Study Sessions (In-Person Only)</b>  <b>Acoustic: Auto &amp; General Insurance + Tealeaf by Acoustic: Powering digital CX with analytics and insights</b> Speakers: Aidan Lynch, Sales Director, Acoustic Peter Luetjens, Digital Analytics Manager, Auto & General Insurance  <b>Medallia: Creating exceptional experiences, for every customer, every time</b> Speakers: Lloyd Nurthen, Global Customer Experience Manager, Nearmap Adam Maine, Country Manager & Head of Sales ANZ, Medallia	
12:00 pm – 1:00 pm	<b>Lunch &amp; Marketplace</b>	
12:00 pm – 1:00 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch featuring Q&amp;A with Rick Parrish</b> Speakers: Rick Parrish, VP, Research Director, Forrester John Brand, VP, Advisor, Forrester	

Thursday, May 25

12:00 pm – 1:00 pm	<b>12:30 pm - 1:00 pm   Networking Session: I'm done with NPS.</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	
1:00 pm – 1:30 pm	<b>Breakout Sessions</b>	
	<b>ACCELERATE YOUR CX PRACTICE</b>	<b>HARMONISE THE TOTAL BRAND EXPERIENCE</b>
	<b>Three Ways To Use Your Customer Service Team To Design Experiences That Drive Loyalty</b> Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester	<b>How To Embed Values-Driven Marketing In Customer Journeys</b> Speakers: Xiaofeng Wang, Principal Analyst, Forrester
1:35 pm – 2:05 pm	<b>Case Study Sessions (In-Person Only)</b>	
	<b>InMoment: The Craveable Brands Journey Toward A Company-Wide Shift To Customer Centricity</b> Speakers: Deborah Ruka, Head Of Operations (Oporto), Craveable Brands	
	<b>Seismic: Delivering on Employee Experience through Enablement Excellence</b> Speakers: Heather Cook, Vice President, Asia Pacific , Seismic Karen Halligan, Partner Customer Advisor, KPMG	
2:05 pm – 2:50 pm	<b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b>	
	<b>2:10pm AEST - Medallia: Why survey-only CX programs miss the full picture</b> Speakers: Jake Pilgrim, Director, Solution Consulting, Medallia	
	<b>2:25pm AEST - Forrester Decisions In Action: Journey Prioritization</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	
2:55 pm – 3:35 pm	<b>Keynote Interview: Forrester's 2023 Customer-Obsessed Enterprise Award Winner (In-Person Only)</b> Speakers: Dane Anderson, SVP, International Research & Product, Forrester Sandra De Zoysa, Group Chief Customer Officer, Director Dialog Business Service , Dialog Axiata	
3:40 pm – 4:10 pm	<b>Guest Keynote: Government Services: Converting Crisis To Lasting Legacy (In-Person Only)</b> Speakers: Jarrod Howard, Deputy CEO, Customer Service Delivery Group, Services Australia	
4:15 pm – 4:45 pm	<b>Guest Keynote with Bendigo Bank (In-Person Only)</b> Speakers: Nick Carter, General Manager, Digital , Bendigo & Adelaide Bank	

**Thursday, May 25**

4:45 pm – 4:45 pm	<b>Closing Remarks</b>
4:45 pm – 5:45 pm	<b>Reception</b>

**Friday, May 26**

8:00 am – 8:55 am	<b>Forrester Majestic Guest Breakfast (Invite Only)</b> Speakers: Dane Anderson, SVP, International Research & Product, Forrester Reggie Lau, Vice President of Content Marketing Consulting, Asia Pacific, Forrester
8:00 am – 9:00 am	<b>General Breakfast</b>
9:00 am – 9:03 am	<b>Welcome Back</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester
9:05 am – 9:35 am	<b>Keynote: What Customers Value</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester
9:40 am – 10:10 am	<b>Guest Keynote: The Journey To Customer Centricity (In-Person Only)</b> Speakers: Paul Bashford, Head of Group Listening Programs, Woolworths Group
10:15 am – 11:00 am	<b>Marketplace Coffee Break &amp; Networking</b>
10:15 am – 11:00 am	<b>10:30 am - 11:00 am   Networking Session: ChatGPT will steal your job.</b> Speakers: Zhi Ying Barry, Principal Analyst, Forrester
11:00 am – 11:30 am	<b>Case Study Sessions (In-Person Only)</b>  <b>UserTesting: Taking the guesswork out of developing digital experiences</b> Speakers: Louis Granger, Director of EMEA and APAC Solutions Consulting, UserTesting

## Friday, May 26

11:35 am – 12:05 pm	<b>Breakout Sessions</b>	
	<b>ACCELERATE YOUR CX PRACTICE</b>	<b>HARMONISE THE TOTAL BRAND EXPERIENCE</b>
	<b>Deepening Customer Understanding To Promote Transformational Tourism Experiences</b> Speakers: Simone Briggs, Senior Consultant, Forrester Alex Perpich, Strategy and Insights Leader, Tourism and Events Queensland	<b>Unlock Your Full Growth Potential Through Ambitious CX and Digital Innovation</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester
12:10 pm – 12:40 pm	<b>Guest Keynote with NSW Government (In-Person Only)</b> Speakers: William Murphy, Deputy Secretary, Customer, Delivery and Transformation, Department of Customer Service, NSW Government	
12:40 pm – 1:20 pm	<b>Lunch &amp; Marketplace</b>	
12:40 pm – 1:10 pm	<b>12:50 pm - 1:20 pm   Networking Session: I trust you.</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester	
12:40 pm – 1:20 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch featuring Q&amp;A with Maxie Schmidt</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester John Brand, VP, Advisor, Forrester	
1:20 pm – 1:50 pm	<b>What To Do About The Coming Collapse Of The Customer Lifecycle</b> Speakers: Rick Parrish, VP, Research Director, Forrester	
1:50 pm – 1:55 pm	<b>Closing Remarks</b>	