



**FORRESTER**

# CX Summit EMEA 2024

**London & Digital**

June 24, 2024 – June 26, 2024

Agenda downloaded: 2024/11/26 08:37:53

**Bold Starts: Monday, Jun 24**

3:00 pm – 5:00 pm BST	<p><b>Forrester Women's Leadership Program</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p> <p><b>Panel: Get The Tools And Skills You Need To Build A Career In CX</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International Gail Russell, Global Head of Customer Experience, HSBC Melissa Chaudet, UX Consultant, Bunnyfoot Tina Lilje, Head of Philips Customer Experience, Philips International</p>
3:00 pm – 5:00 pm BST	<p><b>GenAI Hackathon: Experiment, Network, And Learn</b></p> <p>Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>
3:00 pm – 5:00 pm BST	<p><b>Level-Up Workshop   Journey Measurement Build Your Journey Business Case Now</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Jana Gül, Researcher, Forrester</p>
5:00 pm – 6:00 pm BST	<p><b>Welcome Reception</b></p>

**Tuesday, Jun 25**

8:30 am – 9:30 am BST	<p><b>General Breakfast</b></p>
9:30 am – 9:45 am BST	<p><b>Opening Remarks</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>
9:40 am – 10:20 am BST	<p><b>Guest Keynote   Meet A(H)I: Artificial &amp; Human Intelligent CX</b></p> <p>Speakers: Tina Lilje, Head of Philips Customer Experience, Philips International</p>
10:20 am – 10:50 am BST	<p><b>Keynote: Solve The AI Customer's Dilemma: To Be Or Not To Be?</b></p> <p>Speakers: Enza Iannopollo, Principal Analyst, Forrester</p>

Tuesday, Jun 25

<p>10:50 am – 11:35 am BST</p>	<p><b>Marketplace Break &amp; Networking (In-Person Only)</b></p> <p><b>10:55–11:05 am - Celtra: Embracing AI To Optimize Ad Experiences For Customers</b> Speakers: Oliver Stewart, VP of Sales, EMEA &amp; APAC, Celtra</p> <p><b>11:10–11:20 am - Treasure Data: Condé Nast: Customer-Centric Journeys That Drive Business Value</b> Speakers: Diana Comsa, Global Director, Customer Data Products, Condé Nast</p>									
<p>11:00 am – 11:30 am BST</p>	<p><b>Analyst-Led Roundtable</b></p> <p><b>AI: You can avoid the “Frankenstack”</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p><b>GenAI Generates “Coherent Nonsense”</b> Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p>									
<p>11:00 am – 12:15 pm BST</p>	<p><b>Skill Building Workshop   AI Unleashed: Creating Magic Without Mistakes And Mayhem</b></p> <p>Speakers: Lorenzo Introna, Principal Consultant, Forrester David Wheable, VP, Principal Consultant, Forrester</p>									
<p>11:35 pm – 12:05 pm BST</p>	<p><b>Breakout Sessions</b></p> <table border="1" data-bbox="315 850 2195 1133"> <tr> <td data-bbox="315 850 1290 906"> <p><b>MASTERING CX: SCALE, ADAPT, ALIGN</b></p> </td> <td data-bbox="1290 850 2195 906"> <p><b>DELIVER ON THE DIGITAL PROMISE</b></p> </td> </tr> <tr> <td data-bbox="315 906 1290 986"> <p><b>Prove The Business Value Of CX And Your Team</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1290 906 2195 986"> <p><b>Top Tactics To Drive Digital Sales</b> Speakers: William Dahlgren, Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 986 1290 1042"> <p><b>ANTICIPATE MARKET DISRUPTION</b></p> </td> <td data-bbox="1290 986 2195 1042"></td> </tr> <tr> <td data-bbox="315 1042 1290 1133"> <p><b>Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution</b> Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1290 1042 2195 1133"></td> </tr> </table>		<p><b>MASTERING CX: SCALE, ADAPT, ALIGN</b></p>	<p><b>DELIVER ON THE DIGITAL PROMISE</b></p>	<p><b>Prove The Business Value Of CX And Your Team</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p>	<p><b>Top Tactics To Drive Digital Sales</b> Speakers: William Dahlgren, Analyst, Forrester</p>	<p><b>ANTICIPATE MARKET DISRUPTION</b></p>		<p><b>Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution</b> Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p>	
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<p>12:10 pm – 12:40 pm BST</p>	<p><b>Case Study Sessions (In-Person Only)</b></p> <p><b>TheyDo and Scania: steering CX and business strategy with journeys</b> Speakers: Peter Björk, Chief Product Manager, Scania Jochem van der Veer, CEO, TheyDo</p> <p><b>JourneyTrack: A Framework for Deciding When to Use AI in CX</b> Speakers: Ania Rodriguez, Founder &amp; CEO, JourneyTrack Christin Bowman, Director of Product, JourneyTrack</p>									

Tuesday, Jun 25

<p>12:40 pm – 1:40 pm BST</p>	<p><b>Lunch &amp; Marketplace (In-Person Only)</b></p> <p><b>1:15–1:25 pm - Forrester: Align To Accelerate With Forrester Decisions</b> Speakers: Darrell Hayward, VP regional Sales for UK&amp;I, Forrester David Seamons, Customer Success Manager, Forrester</p>									
<p>12:40 pm – 1:40 pm BST</p>	<p><b>Lunch &amp; Learn Session (In-Person Only)</b></p> <p><b>Medallia: MSC Cruises: Developing a Voice of the Customer Program that drives actions and cultural transformation</b> Speakers: Marco Ottaviani, Head of CRM &amp; Customer Activation, MSC Cruises Eleanor Telling, Principal XP Consultant, Medallia</p>									
<p>12:40 pm – 1:40 pm BST</p>	<p><b>Executive Leadership Exchange (Invite-Only): Networking Lunch   Analyst-Led Topic Tables</b></p> <p><b>AI: You can avoid the “Frankenstack”</b> Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p><b>With GenAI Are You Building Your Own Apps?</b> Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester</p> <p><b>Transform Digital Experiences With AI</b> Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p> <p><b>With The Delays To CSRD Implementation, You Have Plenty Of Time – No Need To Start Now</b> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> <p><b>Never Mind The EU AI Act: Your GenAI Apps May Already Be violating The GDPR</b> Speakers: Laura Koetzle, VP, Group Director, Forrester</p>									
<p>1:40 pm – 2:25 pm BST</p>	<p><b>Breakout Sessions + Ask An Expert</b></p> <table border="1" data-bbox="318 1085 2199 1391"> <tr> <td data-bbox="318 1085 1258 1141"> <p><b>MASTERING CX: SCALE, ADAPT, ALIGN</b></p> </td> <td data-bbox="1258 1085 2199 1141"> <p><b>DELIVER ON THE DIGITAL PROMISE</b></p> </td> </tr> <tr> <td data-bbox="318 1141 1258 1252"> <p><b>Customer Journey’s 2.0: Customer Journey Management And Transformation</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p> </td> <td data-bbox="1258 1141 2199 1252"> <p><b>How AI Fuels New Green Digital Products</b> Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p> </td> </tr> <tr> <td data-bbox="318 1252 1258 1300"> <p><b>ANTICIPATE MARKET DISRUPTION</b></p> </td> <td data-bbox="1258 1252 2199 1300"></td> </tr> <tr> <td data-bbox="318 1300 1258 1391"> <p><b>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 1300 2199 1391"></td> </tr> </table>		<p><b>MASTERING CX: SCALE, ADAPT, ALIGN</b></p>	<p><b>DELIVER ON THE DIGITAL PROMISE</b></p>	<p><b>Customer Journey’s 2.0: Customer Journey Management And Transformation</b> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p>	<p><b>How AI Fuels New Green Digital Products</b> Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p>	<p><b>ANTICIPATE MARKET DISRUPTION</b></p>		<p><b>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>	
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Tuesday, Jun 25

<p>2:30 pm – 3:00 pm BST</p>	<p><b>Case Study Sessions (In-Person Only)</b></p> <p><b>CSG: Navigating the New CX Landscape: Experience-led Growth</b> Speakers: Rona Cameron, Head of Customer Engagement, Standard Life Assurance Ben Gott, Data &amp; Technology President, UK&amp;I, Merkle Mark Smith, SVP, Customer Experience, CSG</p> <p><b>Medallia: CX Central - "Experience, Now Next and Beyond"</b> Speakers: Ben Riding, Head of Marketplace &amp; Experience Insights, Deliveroo Eleanor Telling, Principal XP Consultant, Medallia</p>									
<p>3:00 pm – 3:35 pm BST</p>	<p><b>Marketplace Coffee Break &amp; Networking (In-Person Only)</b></p> <p><b>3:05–3:15 pm - Forrester: Meet Izola, the GenAI Tool for Trusted Answers</b> Speakers: Keisha Thomas, VP, Marketing, Forrester David Wheable, VP, Principal Consultant, Forrester</p>									
<p>3:00 pm – 4:10 pm BST</p>	<p><b>Skill Building Workshop   A Strategic Approach To Prioritizing Digital Initiatives</b></p> <p>Speakers: William Dahlgren, Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>									
<p>3:00 pm – 3:35 pm BST</p>	<p><b>Executive Leadership Exchange (Invite-Only): ELE Networking: Q&amp;A with Enza Iannopollo and Laura Koetzle</b></p> <p>Speakers: Enza Iannopollo, Principal Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester</p>									
<p>3:00 pm – 3:30 pm BST</p>	<p><b>Analyst-Led Roundtable</b></p> <p><b>GenAI Will Change Your Team</b> Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> <p><b>(Gen)AI and CX</b> Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>									
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**Tuesday, Jun 25**

4:15 pm – 4:45 pm BST	<p><b>Keynote: How To Diagnose And Cure CX Fatigue</b></p> <p>Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International</p>
4:45 pm – 5:30 pm BST	<p><b>Keynote: Forrester 2024 Customer-Obsessed Enterprise Award Winner</b></p> <p>Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking</p>
5:30 pm – 5:30 pm BST	<p><b>Closing Remarks</b></p>
5:30 pm – 6:50 pm BST	<p><b>Reception - Sponsored by Medallia</b></p>

**Wednesday, Jun 26**

8:30 am – 9:30 am BST	<p><b>General Breakfast</b></p>
9:30 am – 9:35 am BST	<p><b>Welcome Back</b></p> <p>Speakers: Martin Gill, VP, Research Director, Forrester</p>
9:35 am – 10:05 am BST	<p><b>Keynote: Harness Mental Models To Create Strategic Alignment</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p>
10:10 am – 10:40 am BST	<p><b>Guest Keynote: E.ON's Customer Journey Excellence Amid Transformation</b></p> <p>Speakers: Keith Fletcher, Head of Customer Journeys, E.ON Richard Sheahan, VP, Principal Consultant, Forrester</p>
10:45 am – 11:30 am BST	<p><b>Marketplace Break &amp; Networking (In-Person Only)</b></p>

Wednesday, Jun 26

<p>10:50 am – 11:20 am BST</p>	<p><b>Analyst-Led Roundtable</b></p> <p><b>Registers Are Derailing Your Transformation</b> Speakers: Manuel Geitz, Principal Analyst, Forrester</p> <p><b>Proving CX Business Value</b> Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester</p>									
<p>11:00 am – 12:15 pm BST</p>	<p><b>Skill Building Workshop   Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers' Problems</b></p> <p>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jana Gül, Researcher, Forrester</p>									
<p>10:50 am – 11:20 am BST</p>	<p><b>Executive Leadership Exchange (Invite-Only): Morning Networking Break   Q&amp;A with Customer Obsessed Enterprise Award Winner, Nedbank</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking</p>									
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<p>12:20 pm – 12:50 pm BST</p>	<p><b>B2B Meetup: Elevate The Experiences Of Your Customers And Partners</b></p> <p>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Richard Sheahan, VP, Principal Consultant, Forrester</p>						
<p>12:50 pm – 1:50 pm BST</p>	<p><b>Lunch &amp; Marketplace (In-Person Only)</b></p>						
<p>12:50 pm – 1:50 pm BST</p>	<p><b>Executive Leadership Exchange (Invite-Only): Networking Lunch   Key Takeaways Wrap-Up</b></p> <p>Speakers: Laura Koetzle, VP, Group Director, Forrester</p>						
<p>1:55 pm – 2:25 pm BST</p>	<p><b>Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI</b></p> <p>Speakers: Dan Bieler, Principal Analyst, Forrester</p>						
<p>2:25 pm – 2:30 pm BST</p>	<p><b>Closing Remarks</b></p>						