



FORRESTER®

CX Summit EMEA

London & Digital

June 24, 2024 – June 26, 2024

In-Person Agenda

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Bold Starts: Monday, Jun 24

3:00 pm – 5:00 pm BST	Forrester Women's Leadership Program Speakers: Laura Koetzle, VP, Group Director, Forrester
3:00 pm – 5:00 pm BST	GenAI Hackathon: Experiment, Network, And Learn Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester
3:00 pm – 5:00 pm BST	Level-Up Workshop Build Your Journey Business Case Now Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester
5:00 pm – 6:00 pm BST	Welcome Reception

Tuesday, Jun 25

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:40 am BST	Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester
9:40 am – 10:20 am BST	Guest Keynote with Tarv Nijjar, McDonald's Speakers: Tarv Nijjar, Global Senior Director, Data Analytics and AI, McDonald's
10:20 am – 10:50 am BST	Keynote: Solve The AI Customer's Dilemma: To Be Or Not To Be? Speakers: Enza Iannopollo, Principal Analyst, Forrester
10:50 am – 11:35 am BST	Marketplace Break & Networking (In-Person Only) 10:55-11:05am - Celtra: Embracing AI to optimize ad experiences for customers Speakers: Oliver Stewart, VP of Sales, EMEA & APAC, Celtra 11:10-11:20am - Treasure Data: Condé Nast: customer-centric journeys that drive business value Speakers: Diana Comsa, Global Director, Customer Data Products, Condé Nast

Tuesday, Jun 25

11:00 am – 12:15 pm BST	Skill Building Workshop AI Unleashed: Creating Magic Without Mistakes And Mayhem Speakers: Lorenzo Introna, Principal Consultant, Forrester David Wheable, VP, Principal Consultant, Forrester		
11:35 pm – 12:05 pm BST	Breakout Sessions		
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION
	Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester	Sustainability Now, Not Later: AI Will Supercharge The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester
12:10 pm – 12:40 pm BST	Case Study Sessions (In-Person Only) TheyDo Case Study		
12:50 pm – 1:50 pm BST	Lunch & Marketplace (In-Person Only)		
12:40 pm – 1:40 pm BST	Lunch & Learn Session (In-Person Only) Lunch & Learn with Medallia		
12:40 pm – 1:40 pm BST	Executive Leadership Exchange (Invite-Only): Networking Lunch Analyst-Led Topic Tables Speakers: Rusty Warner, VP, Principal Analyst, Forrester Aurelie L'Hostis, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester Thomas Husson, VP, Principal Analyst, Forrester		
1:40 pm – 2:25 pm BST	Breakout Sessions + Ask An Expert		
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	ANTICIPATE MARKET DISRUPTION
	CX Organization & Culture Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International	How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA	Ignore The Hype And Focus On How You Get The Most Out Of (Gen)AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester

Tuesday, Jun 25

2:30 pm – 3:00 pm BST	Case Study Sessions (In-Person Only) CSG Case Study Medallia Case Study		
3:00 pm – 3:45 pm BST	Marketplace Coffee Break & Networking (In-Person Only)		
3:05 pm – 4:20 pm BST	Skill Building Workshop A Strategic Approach To Prioritizing Digital Initiatives Speakers: William Dahlgren, Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester		
3:15 pm – 3:45 pm BST	Executive Leadership Exchange (Invite-Only): Afternoon Networking Break Guest Speaker		
3:50 pm – 4:20 pm BST	Breakout Sessions		
	MASTERING CX: SCALE, ADAPT, ALIGN Customer Journey's 2.0: Customer journey management and transformation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan	DELIVER ON THE DIGITAL PROMISE Establish A Change-Confident Culture For Sustained Value Creation Speakers: Manuel Geitz, Principal Analyst, Forrester	ANTICIPATE MARKET DISRUPTION B2B Buyer Behavior Shifts And What To Do About It Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
4:30 pm – 5:15 pm BST	Keynote: Forrester 2024 Customer-Obsessed Enterprise Award Winner Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester		
5:15 pm – 5:20 pm BST	Closing Remarks		
5:20 pm – 6:20 pm BST	Reception		

Wednesday, Jun 26

8:30 am – 9:30 am BST	General Breakfast		
9:30 am – 9:35 am BST	Welcome Back Speakers: Martin Gill, VP, Research Director, Forrester		
9:35 am – 10:05 am BST	Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
10:10 am – 10:40 am BST	Guest Keynote Meet A(H)I: Artificial & Human Intelligent CX Speakers: Tina Lilje, Head of Philips Customer Experience, Philips International		
10:45 am – 11:30 am BST	Marketplace Break & Networking (In-Person Only)		
11:00 am – 12:15 pm BST	Skill Building Workshop Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers' Problems Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester		
11:00 am – 11:30 am BST	Executive Leadership Exchange (Invite-Only): Morning Networking Break Q&A with Customer Obsessed Leadership Award Winners Speakers: Laura Koetzle, VP, Group Director, Forrester		
11:30 am – 12:15 pm BST	Breakout Sessions + Ask An Expert		
	MASTERING CX: SCALE, ADAPT, ALIGN E.ON's Customer Journey Excellence Amid Transformation Speakers: Richard Sheahan, VP, Principal Consultant, Forrester Keith Fletcher, Head of Customer Journeys, E.ON	DELIVER ON THE DIGITAL PROMISE Align CX, Digital, And Tech With Metrics That Matter Speakers: Oliwia Berdak, VP, Research Director, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester	ANTICIPATE MARKET DISRUPTION Optimize Your Tech Ecosystem With AI Speakers: Rusty Warner, VP, Principal Analyst, Forrester
12:20 pm – 12:50 pm BST	Case Study Sessions (In-Person Only)		
12:50 pm – 1:35 pm BST	Lunch & Marketplace (In-Person Only)		

Wednesday, Jun 26

12:50 pm – 1:35 pm BST	Executive Leadership Exchange (Invite-Only): Networking Lunch Key Takeaways Wrap-Up Speakers: Laura Koetzle, VP, Group Director, Forrester		
1:50 pm – 2:20 pm BST	Breakout Sessions		
	MASTERING CX: SCALE, ADAPT, ALIGN Segmentation And Personalization Strategies for Enhanced Digital CX Speakers: Chiara De Gasperin, Analyst, Forrester	DELIVER ON THE DIGITAL PROMISE Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester	ANTICIPATE MARKET DISRUPTION Use The CSRD As A Springboard, Not A Straitjacket! Speakers: Aurelie L'Hostis, Principal Analyst, Forrester
2:25 pm – 2:55 pm BST	Case Study Sessions (In-Person Only)		
3:05 pm – 3:35 pm BST	Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI Speakers: Dan Bieler, Principal Analyst, Forrester		
3:20 pm – 3:25 pm BST	Closing Remarks		