



**FORRESTER**

# CX Summit APAC 2024

**Sydney & Digital**

May 28, 2024 – May 28, 2024

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**Tuesday, May 28**

9:00 am – 10:00 am	<b>General Breakfast</b>
10:00 am – 10:15 am	<b>Opening Remarks</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester
10:15 am – 10:45 am	<b>One Strategy To Rule Them All</b> Speakers: Judy Weader, Principal Analyst, Forrester
10:45 am – 11:15 am	<b>Guest Keynote: Empowering Citizens: Service Australia's Customer-Centric Evolution</b> Speakers: Jarrod Howard, Deputy CEO, Customer Service Delivery Group, Services Australia
11:15 am – 11:45 am	<b>Coffee Break &amp; Networking</b>  <b>Analyst-Led Roundtable (Registration Required)   How To Earn And Retain Customer Trust</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Analyst-Led Roundtable (Registration Required)   Raise Your VoC And CX Measurement Maturity</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester
11:45 am – 12:15 pm	<b>Medallia: Turning Voices into Vision - Creating a Voice of Customer program oriented towards growth</b> Speakers: Sabrina Chan, Head of Audience Intelligence, News Corp Australia
12:15 pm – 12:45 pm	<b>Forge Boundless Experiences With Humans + AI</b> Speakers: Sam Higgins, Principal Analyst, Forrester
12:45 pm – 1:45 pm	<b>Networking Lunch</b>  <b>Analyst-Led Roundtable (Registration Required)   Designing The Next Generation Digital Customer Service Experiences</b> Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester Zhi Ying Barry, Principal Analyst, Forrester  <b>Analyst-Led Roundtable (Registration Required)   DBS Bank's Billion Dollar AI Dream</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Advancing Women's Leadership: Driving Change and Breaking Barriers</b> Speakers: Alisha Coates, VP, Principal Consultant, Forrester

**Tuesday, May 28**

12:45 pm – 1:45 pm	<p><b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch featuring Q&amp;A with Judy Weader</b></p> <p>Speakers: Judy Weader, Principal Analyst, Forrester John Brand, VP, Advisor, Forrester</p>
1:45 pm – 2:15 pm	<p><b>Qualtrics: Flight Centre uncovers actionable customer insights with Qualtrics AI</b></p> <p>Speakers: Ashley Taylor, Global Voice of the Customer Program Specialist, Flight Centre Travel Group Vicky Katsabaris, Director of Experience Management Strategy, Qualtrics</p>
2:15 pm – 2:45 pm	<p><b>Guest Keynote: Safe And Secure By Design</b></p> <p>Speakers: Lance Thornswood, Chief Design Officer, National Australia Bank</p>
2:45 pm – 3:15 pm	<p><b>Better Together: CX + Digital + Marketing</b></p> <p>Speakers: Riccardo Pasto, Principal Analyst, Forrester Susan Kelso, Chief Experience Officer, Beyond Blue</p>
3:15 pm – 3:45 pm	<p><b>Coffee Break &amp; Networking</b></p> <p><b>Analyst-Led Roundtable (Registration Required)   Meeting the CX Challenges of 2024</b> Speakers: Judy Weader, Principal Analyst, Forrester</p> <p><b>Analyst-Led Roundtable (Registration Required)   Gen AI Implications For Government Service Delivery</b> Speakers: Sam Higgins, Principal Analyst, Forrester</p>
3:45 pm – 4:15 pm	<p><b>Ogilvy One: Designing impactful customer relationships</b></p> <p>Speakers: Jason Davey, Chief Experience Officer, Ogilvy One</p>
4:15 pm – 4:45 pm	<p><b>Designing Your AI Customer Service Strategy</b></p> <p>Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester</p>
4:45 pm – 5:15 pm	<p><b>2024 Customer-Obsessed Enterprise Award Winner</b></p> <p>Speakers: Dane Anderson, SVP, International Research &amp; Product, Forrester Dr. Peter Chow, Chief Executive Officer, IHH Healthcare Singapore</p>
5:15 pm – 5:20 pm	<p><b>Closing Remarks</b></p>
5:20 pm – 6:20 pm	<p><b>Reception</b></p>