



FORRESTER®

CX Summit APAC

Sydney & Digital

May 28, 2024 – May 28, 2024

In-Person Agenda

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Tuesday, May 28

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

Tuesday, May 28

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