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 with Services Australia** Speakers: Jarrod Howard, Deputy CEO, Customer Service Delivery Group, Services Australia
11:15 am – 11:45 am	**Coffee Break & Networking**
11:45 am – 12:15 pm	**Medallia Case Study**
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**
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 Case Study**
2:15 pm – 2:45 pm	**Guest Keynote with National Australia Bank** 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**
3:50 pm – 4:20 pm	**Designing Your AI Customer Service Strategy** Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester
3:45 pm – 4:15 pm	**Verticurl Case Study**

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Tuesday, May 28

4:45 pm – 5:15 pm	**2024 Customer-Obsessed Enterprise Award Winner** Speakers: Dane Anderson, SVP, International Research & Product, Forrester
5:15 pm – 5:20 pm	**Closing Remarks**
5:20 pm – 6:20 pm	**Reception**