



FORRESTER®

CX Summit North America 2024

Nashville & Digital

June 17, 2024 – June 20, 2024

Agenda downloaded: 2025/06/10 05:39:16

Bold Starts: Monday, Jun 17

2:00 pm – 5:00 pm CDT	<p>Forrester Women's Leadership Program</p> <p>2:00 pm Arrival, Coffee, & Networking</p> <p>2:25 pm Fireside Chat: Innovation, Authenticity, And Leadership In The Age Of AI Speakers: Emily Collins, VP, Research Director, Forrester Cory Munchbach, Chief Executive Officer, BlueConic</p> <p>2:55 pm Roundtable Discussions</p> <p>3:15 pm Panel: Leveraging AI For Enhanced Experiences While Creating Cultures Of Curiosity And Inclusivity Speakers: Kim Herrington, Senior Analyst, Forrester Fadjanie Cadet, Director, Diversity & Inclusion, Forrester Christie Sandoval, Senior Vice President, Customer Experience, T-Mobile Jalen Chaz Baylis, Student, Tennessee State University</p> <p>4:00 pm Break</p> <p>4:15 pm Community Roundtables</p> <p>5:00 pm Program Concludes</p>
2:30 pm – 5:00 pm CDT	<p>Workshop: Make Sure Your CX Capabilities Are Mission-Ready</p> <p>Speakers: Su Doyle, Principal Analyst, Forrester Kara Hoisington, Principal Consultant, Forrester</p>
3:30 pm – 5:00 pm CDT	<p>First Look: The US Health Insurers Customer Experience Index, 2024</p> <p>Speakers: Judy Weader, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester</p>
3:30 pm – 5:00 pm CDT	<p>Forrester CX Summit Certification: Take A Human + AI Approach To CX</p> <p>Speakers: Max Ball, Principal Analyst, Forrester Patrick Hayes, Product Manager, Certification, Forrester</p>
5:15 pm – 6:00 pm CDT	<p>Musical Experience: Team Anthem</p>

Bold Starts: Monday, Jun 17

6:00 pm – 7:00 pm
CDT

Welcome Reception**Tuesday, Jun 18**

8:15 am – 9:15 am
CDT

General Breakfast

9:15 am – 9:40 am
CDT

Opening Remarks

Speakers: George Colony, CEO, Forrester

9:40 am – 10:10 am
CDT

Keynote: Forge Boundless Experiences With Humans + AI

Speakers: J.P. Gownder, VP, Principal Analyst, Forrester

10:10 am – 10:40 am
CDT

Keynote | Fireside Chat: To Make AI Magic (Not Mayhem), Start With Myth Busting And Discipline

Speakers: Mike Proulx, VP, Research Director, Forrester Ajay Kapoor, Global Director, Performance Driven Marketing, General Motors

10:45 am – 11:30 am
CDT

Marketplace Coffee Break & Networking (In-Person Only)**10:50–11:00 am - BlastX: Building Brand Loyalty With Zero-Party Data**

Speakers: Brian McIntosh, Chief Consulting Officer, BlastX Consulting

11:05–11:15 am - Forethought: Driving CX Excellence With AI: Practical Insights For Leaders

Speakers: Deon Nicholas, Co-founder, CEO, Forethought

11:20–11:30 am - SurveyMonkey: How Golden State Warriors Shoot And Score On NPS

Speakers: Sofia Knutson, Senior Solutions Engineer, SurveyMonkey

10:50 am – 12:05 pm
CDT

Skill Building Workshop | The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

Tuesday, Jun 18

11:00 am – 11:30 am
CDT**Analyst-Led Roundtable****Friend Or Foe: How Will AI Impact Experience Design?**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester

Taking Your VoC Program To The Next Level

Speakers: Pete Jacques, Principal Analyst, Forrester

11:30 am – 12:00 pm
CDT**Breakout Sessions****THE FUTURE OF HUMANS + AI****Our Robot Friends: Five Themes For Success In Your AI Adventure**

Speakers: Rowan Curran, Principal Analyst, Forrester

HUMAN-CENTERED, AI-READY LEADERSHIP**Are You A Better Boss Than A Bot? Level Up Your Leadership Skills For An AI-Infused World**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

AI EVERYWHERE?**Impact Customer Outcomes With AI-Powered Digital Experiences**

Speakers: Chuck Gahun, Principal Analyst, Forrester

THE GENAI TRUST IMPERATIVE**Don't Get Canceled: Overcoming GenAI Consumer Backlash**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**Panel: Analytically Driven CX Improvement**

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Dr. Brita Andercheck, Chief Data Officer, City of Dallas Aniket Navalkar, Vice President, Survey & Insights, Advocate Health Kerry Sette, Vice President of Consumer Research and Insights, Voya Financial Julie Rickis, Head of Market Research, MassMutual

BETTER TOGETHER: CX + DIGITAL + MARKETING**Align And Activate For Amazing Experiences**

Speakers: AJ Joplin, Senior Analyst, Forrester

DELIVER EXPERIENCES AT DIGITAL SPEED**No Experience Is The Most Convenient Experience**

Speakers: Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester

Tuesday, Jun 18

12:10 pm – 12:40 pm
CDT**Case Study Sessions (In-Person Only)****Acxiom: Feeding The Machine Responsibly: Consent As The Key To Ethical AI**

Speakers: Dustin Raney, Director of Identity Innovation, Acxiom Dave Warfield, Vice President of Sales for the Financial Services sector, Acxiom

Concentrix: Learning From Leaders: Solving Persistent CX Challenges

Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Charles Bates, Manager, Business Operations Services (BOS) Customer Care Group, American Honda Finance Corporation (AHFC) Andy Rieger, Sr. CX Manager, Hill's Pet Nutrition Gina Massa, Sr. Director, Voice of the Customer Programs, Concentrix

Fullstory: The Behavioral Data Benchmark: How Do You Compare?

Speakers: Emily Walker, Head of Commercial Customer Success, Fullstory

NICE: AI In Action: Real Results And Innovation In ONE's CX Strategy

Speakers: Kristie O'Donnell, Director, Product Pre-Sales, Nice

Observe.AI: GenAI-Based Conversation Intelligence With Human-Centric Controls

Speakers: Milind Pansare, VP Product, Observe.AI Claudia Lee, Sr.Product Manager, Observe.AI

12:50 pm – 1:55 pm
CDT**Lunch & Marketplace (In-Person Only)****12:55–1:05 pm - Forrester: Align To Accelerate With Forrester Decisions**

Speakers: Brigitte Majewski, VP, Research Director, Forrester Carter McCrory, VP, New Business Sales and Revenue Development, Forrester

1:10–1:20 pm - Forrester: Tap Forrester's Survey Data to Guide Business Decisions

Speakers: Christopher Kelley, VP, Research Analytics, Forrester

1:25–1:35 pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers

Speakers: Doug Washburn, VP, Research Products, Forrester

1:40–1:50 pm - Forrester: Expand Your CX Program Impact With Certification

Speakers: Elisabeth Medaris, Certification Platform and Operations Director, Forrester Patrick Hayes, Product Manager, Certification, Forrester

Tuesday, Jun 18

12:50 pm – 1:45 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Lunch With Analyst-Led Topic Tables****Leadership: Role of Belonging in Workplace**

Speakers: Jonathan Roberts, Senior Analyst, Forrester

Keys to Improve Employee Engagement

Speakers: David Johnson, Principal Analyst, Forrester

Leadership: Building Change Resilience with Your Team

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

Tomorrow's Consumer: Behavior and Insights

Speakers: Audrey Chee-Read, Principal Analyst, Forrester

AI and Digital Business Strategy

Speakers: Fiona Swerdlow, VP, Research Director, Forrester

AI Alignment And Trust

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

Alignment is Your Competitive Advantage

Speakers: Su Doyle, Principal Analyst, Forrester

Leading Through Change

Speakers: Melissa Parrish, VP, Group Director, Forrester

Governance & Prioritization

Speakers: Katerina Gryparis, VP, Executive Partner, Forrester

Journey-Centric Transformation

Speakers: Katy Cobian, VP, Executive Partner, Forrester

12:50 pm – 1:40 pm
CDT**12:50-1:40 pm CDT | Lunch & Learn Session (In-Person Only)****Medallia: Maximizing The Impact Of AI In Experience Programs With Medallia**

Speakers: Hadley Spadaccini, Sr. Product Marketing Manager, AI & Analytics, Medallia Simon Gough, VP Product Management, Medallia

Tuesday, Jun 18

12:50 pm – 1:45 pm
CDT**Networking Lunch: Forrester Women's Leadership Program**

Speakers: Emily Collins, VP, Research Director, Forrester Dr. Nicole Kendall Arrighi, Assistant Dean, Tennessee State University

2:05 pm – 2:35 pm
CDT**Breakout Sessions****THE FUTURE OF HUMANS + AI****Design Your AI Customer Service Strategy**

Speakers: Christina McAllister, Principal Analyst, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**Use Your AI Mojo To Conjure CX ROI**

Speakers: Pete Jacques, Principal Analyst, Forrester

HUMAN-CENTERED, AI-READY LEADERSHIP**The CMO's Role In Leading AI Adoption**

Speakers: Mike Proulx, VP, Research Director, Forrester Norm Yustin, Partner, Russell Reynolds Associates

BETTER TOGETHER: CX + DIGITAL + MARKETING**Customer-Focused Orgs Are Aligned, Defined, Fluid, And Fast**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

AI EVERYWHERE?**When Machines Get Creative**

Speakers: David Truog, VP, Principal Analyst, Forrester

DELIVER EXPERIENCES AT DIGITAL SPEED**When Machines Are More Empathetic**

Speakers: Senem Guler Biyikli, Analyst, Forrester

THE GENAI TRUST IMPERATIVE**The Seven Habits Of Highly Trusted Artificial Intelligence**

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

INDUSTRY MEETUP: GOVERNMENT**How To Win Friends And Influence People As A CX Leader In Government**

Speakers: Judy Weader, Principal Analyst, Forrester Colleen Fazio, Senior Analyst, Forrester

3:55 pm – 4:35 pm
CDT**Marketplace Coffee Break & Networking (In-Person Only)****4:00–4:10 pm - Qualtrics: Leveraging AI In CX For Personalized Customer Journeys**

Speakers: Manesha Powar, Head of Product Management, Qualtrics

4:15–4:25 pm - Genesys: Art Of The Possible With AI-Powered Strategies

Speakers: Brett Wieg, SVP Product Management, AI, Genesys

Tuesday, Jun 18

2:45 pm – 3:15 pm CDT	<p>Case Study Sessions (In-Person Only)</p> <p>Callminer: Calibrating NPS With AI To <i>Really</i> Understand Customers Speakers: Jim Conner, Director of Operations, Gant Travel M.J. Johnson, Sr Director of Product Marketing , CallMiner</p> <p>CSG: Navigating The New CX Landscape: Experience-Led Growth Speakers: Mark Smith, Co-Founder, Institute for Journey Management Todd Sale, Senior Vice President of Customer Experience, Corpay Ryan Serpan, United States Head of Consumer Experience Consulting, Blend 360</p> <p>Fullstory: Chipotle Chips Away at Digital Experience Issues Speakers: Jason Wolf, President, Fullstory Irv Salisbury, Director of Solutions Architecture, Fullstory</p> <p>Qualtrics: The Truth About Building an Omni-Channel CX Program Speakers: Brandon Hanson, Global Contact Center CX GTM + Product Marketing, Qualtrics Victoria Gnatoka, Customer Experience Manager, Expedia</p> <p>Zoom: AI-Powered Growth: Vensure's Success Story Speakers: Amy Roberge, Head of Global CX Solutions Engineering, Zoom</p>
4:00 pm – 4:30 pm CDT	<p>Executive Leadership Exchange (Invite-Only): Organizational Effectiveness Workshop</p> <p>Speakers: Betsy Summers, Principal Analyst, Forrester</p>
4:05 pm – 4:35 pm CDT	<p>Analyst-Led Roundtable</p> <p>Will AI Agents Steal My Job? Speakers: Mike Proulx, VP, Research Director, Forrester</p> <p>Personalization: One-Size-Never-Fits-All Speakers: Zeid Khater, Analyst, Forrester</p>
5:45 pm – 6:45 pm CDT	<p>Reception</p>

Tuesday, Jun 18

3:25 pm – 3:55 pm
CDT**Breakout Sessions****THE FUTURE OF HUMANS + AI****Humans + AI Will Make You More Customer-Focused**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**Capture The Value Of Customer Lifetime Value**

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester Barbara Lincoln, Director of Customer Satisfaction & Integration, Erie Insurance

HUMAN-CENTERED, AI-READY LEADERSHIP**Embedding AI? First, Get Your House In Order With Org Effectiveness**

Speakers: Betsy Summers, Principal Analyst, Forrester

BETTER TOGETHER: CX + DIGITAL + MARKETING**Optimize Your Tech Stack For Customer Outcomes**

Speakers: Colleen Fazio, Senior Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester

AI EVERYWHERE?**Generative AI in Customer Self-Service**

Speakers: Max Ball, Principal Analyst, Forrester

DELIVER EXPERIENCES AT DIGITAL SPEED**GenAI Experiences In The Real World**

Speakers: David Truog, VP, Principal Analyst, Forrester Chris Valleskey, Group Director, Creative Technology, Eversana

THE GENAI TRUST IMPERATIVE**Privacy Now, Not Later: GenAI Consumer Privacy By Design**

Speakers: Stephanie Liu, Senior Analyst, Forrester

INDUSTRY MEETUP: FINANCIAL SERVICES**Identify And Build New Digital Experiences.**

Speakers: Peter Wannemacher, Principal Analyst, Forrester

3:25 pm – 4:40 pm
CDT**Skill Building Workshop | Storytelling Essentials: Discovering Your Roles, Goals, And Values**

Speakers: Kim Herrington, Senior Analyst, Forrester Julie Young, Senior Consultant, Forrester

4:40 pm – 5:10 pm
CDT**Keynote: Introducing Your Future AI Consumer**

Speakers: Audrey Chee-Read, Principal Analyst, Forrester

5:15 pm – 5:45 pm
CDT**Keynote: 2024 Customer-Obsessed Enterprise Award Winner**

Speakers: Sharyn Leaver, Chief Research Officer, Forrester Abhii Parakh, Vice President, Head of Enterprise Experience, Prudential Financial Hema Widhani, Chief Digital and Marketing Officer, Prudential Carolynn Smith, Vice President, Head of USB Service, Prudential

6:30 pm – 8:30 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Dinner**

Wednesday, Jun 19

8:30 am – 9:30 am CDT	General Breakfast
8:30 am – 9:30 am CDT	Forrester Diversity & Inclusion Breakfast Speakers: Fadjanie Cadet, Director, Diversity & Inclusion, Forrester Kim Herrington, Senior Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester
9:30 am – 9:40 am CDT	Welcome Back Speakers: Rick Parrish, VP, Research Director, Forrester
9:40 am – 10:10 am CDT	Keynote: One Strategy To Rule Them All Speakers: Judy Weader, Principal Analyst, Forrester
10:50 am – 11:35 am CDT	Marketplace Coffee Break & Coffee Chat (In-Person Only) 10:55–11:05 am - NICE: Transforming Customer Experience With NICE Enlighten Suite Speakers: Jason Schoch, Pre-Sales Engineer, NICE 11:10–11:20 am - CSG: Targeting Customer Experience "Paper Cuts" For Quick Wins Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG 11:25–11:35 am - FullStory: Behavioral Data: Outpace The Competition And Ensure Customer Satisfaction Speakers: Phil Simpson, SVP Global Sales, FullStory
11:00 am – 11:30 am CDT	Executive Leadership Exchange (Invite-Only): Q&A With 2024 Customer-Obsessed Leadership Winners Speakers: Jen Sanning, Executive Partner, Forrester Jon Freier, President of Consumer Group, T-Mobile Jill Pavlovich, Senior Vice-President of Digital Shopping Experiences, Albertsons Companies
11:00 am – 12:15 pm CDT	Skill Building Workshop Learn How To Facilitate Workshops That Get Results Speakers: AJ Joplin, Senior Analyst, Forrester
11:00 am – 11:30 am CDT	Analyst-Led Roundtable Wait, We're Still Human, Right? Speakers: Betsy Summers, Principal Analyst, Forrester AI: You can avoid the "Frankenstack" Speakers: Rusty Warner, VP, Principal Analyst, Forrester

Wednesday, Jun 19

1:10 pm – 2:15 pm CDT	<p>Lunch & Marketplace (In-Person Only)</p> <p>1:20–1:30 pm - Cognigy: CX Snapshot: What Is The AI Workforce Of The Future? Speakers: Kelly Zunker, Conversational AI Consultant, Cognigy</p> <p>1:35–1:45pm - Forrester: Align To Accelerate With Forrester Decisions Speakers: Brigitte Majewski, VP, Research Director, Forrester Carter McCrory, VP, New Business Sales and Revenue Development, Forrester</p> <p>1:50–2:00 pm - Forrester: Tap Forrester’s Survey Data To Guide Business Decisions Speakers: Christopher Kelley, VP, Research Analytics, Forrester</p> <p>2:05–2:15pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers Speakers: Doug Washburn, VP, Research Products, Forrester</p>
4:35 pm – 5:05 pm CDT	<p>Keynote: Align To Win: CX, Digital, And Marketing</p> <p>Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p>
4:00 pm – 4:30 pm CDT	<p>Analyst-Led Roundtable</p> <p>Unstructured Data — So Hot Right Now Speakers: Brandon Purcell, VP, Principal Analyst, Forrester</p> <p>The Rise Of Digital Doubles Speakers: Stephanie Liu, Senior Analyst, Forrester</p>
10:15 am – 10:45 am CDT	<p>Keynote Panel: Forrester’s 2024 Customer-Obsessed Leadership Award Winners</p> <p>Speakers: Jen Sanning, Executive Partner, Forrester Jon Freier, President of Consumer Group, T-Mobile Jill Pavlovich, Senior Vice-President of Digital Shopping Experiences, Albertsons Companies</p>

Wednesday, Jun 19

11:35 am – 12:20 pm
CDT

Breakout Sessions + Ask An Expert	
THE FUTURE OF HUMANS + AI	ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE
The Algorithm Of You: Meet Your Digital Double Speakers: Stephanie Liu, Senior Analyst, Forrester	Embrace The Three Pillars Of Personalization And A Measurement Plan Speakers: Jessica Liu, Principal Analyst, Forrester
HUMAN-CENTERED, AI-READY LEADERSHIP	BETTER TOGETHER: CX + DIGITAL + MARKETING
Panel: Unlocking GenAI For CX Transformation Speakers: Katy Cobian, VP, Executive Partner, Forrester Abhii Parakh, Vice President, Head of Enterprise Experience, Prudential Financial Aniket Navalkar, Vice President, Survey & Insights, Advocate Health	How To Align Metrics To Drive Business Value Speakers: Pete Jacques, Principal Analyst, Forrester
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
The AI Solutions That Are Transforming Retail Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Tom Hutchins, Vice President - Technology Governance, Strategy & Business Operations, Tractor Supply	Let's Dissect Real Chatbot Experiences Speakers: David Truog, VP, Principal Analyst, Forrester Max Ball, Principal Analyst, Forrester
THE GENAI TRUST IMPERATIVE	INDUSTRY MEETUP: HEALTHCARE
Engage Consumers With AI-Integrated Creativity Speakers: Nikhil Lai, Principal Analyst, Forrester Guy Friedel, Head of Creative Building, Amazon Ads	Navigating The Digital Future Of Healthcare Speakers: Arielle Trzcinski, Principal Analyst, Forrester

Wednesday, Jun 19

12:30 pm – 1:00 pm
CDT**Case Study Sessions (In-Person Only)****Bynder™: Bynder DAM Fueling Content Growth At Hensel Phelps**

Speakers: Brian Kavanaugh, Director, Global Field & Customer Marketing, Bynder Heather Ward, Director of Marketing , Hensel Phelps

Calendly: How Docusign Accelerates Customer Value With Automation

Speakers: Brad Thomas, Senior Customer Onboarding Program Manager, Docusign Joel Knight, Head of Customer Success, Calendly

Genesys: Harnessing The Power Of Genesys AI

Speakers: Brett Wiegl, SVP Product Management, AI, Genesys Aron Meyer, Portfolio Management | Digital Workplace Solutions, Unisys Kyle Johnson, President & CEO, Lighthouse Works

IntouchCX: Leveraging AI & Automation to Empower The Agent and Customer Experience

Speakers: Chris Wallace, SVP, Global Growth, IntouchCX Jeff Fettes, Founder, IntouchCX

Thematic: Fast And Flexible: How Research At DoorDash Delivers More With Less

Speakers: Zach Schendel, Head of Research, DoorDash

1:10 pm – 2:00 pm
CDT**Lunch & Learn Session (In-Person Only)****FullStory: An Expert's Guide To Proactive Monitoring And Optimization**

Speakers: Irv Salisbury, Director of Solutions Architecture, Fullstory

Medallia: Unlock Orchestration With AT&T, Deloitte, & Agile Brand

Speakers: Sulabh Saxena, Director of Technology, AT&T Greg Kihlstrom, Consultant & Advisor, The Agile Brand Tim Greulich, Managing Director, Deloitte Digital Steve Loyka, Principal CX Advisor, Medallia

1:10 pm – 2:00 pm
CDT**Executive Leadership Exchange (Invite-Only): Networking Lunch | Turning Insight Into Leadership**

Speakers: Angelina Gennis, Principal Analyst, Forrester

1:10 pm – 2:15 pm
CDT**Lunch (Invite-Only): Certification Program Wrap-Up**

Wednesday, Jun 19

2:25 pm – 3:10 pm
CDT**Breakout Sessions + Ask An Expert****THE FUTURE OF HUMANS + AI****Generate Real Value With GenAI**

Speakers: Rowan Curran, Principal Analyst, Forrester Naj Uddin, Senior Vice President & Chief Information Officer, AARP Sami Hassanyeh, SVP of Digital Strategy and Membership, AARP Abder Benghanem, Head of Global Marketing Operations, General Motors

HUMAN-CENTERED, AI-READY LEADERSHIP**Look Both Ways At The Intersection Of AI And Belonging**

Speakers: Jonathan Roberts, Senior Analyst, Forrester Kamilah Sanders, Founder/CEO, Greater Than Equal® Missy Dunagan, Director, AI Strategy and Solutions, tekcity.ai Tarshena Armstrong, Director of Diversity Marketing & Development, General Motors

AI EVERYWHERE?**Customer Feedback And The Age Of AI**

Speakers: Colleen Fazio, Senior Analyst, Forrester Sera Tanner, Customer Experience Director, Delta Dental of New Jersey and Connecticut

THE GENAI TRUST IMPERATIVE**Develop Trust In AI-Powered Martech Capabilities**

Speakers: Joe Stanhope, VP, Principal Analyst, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**Communicate And Capture Value With Data Storytelling**

Speakers: Kim Herrington, Senior Analyst, Forrester

BETTER TOGETHER: CX + DIGITAL + MARKETING**Panel: Customer-Focused Alignment At Dairy Queen, Ardent Health, And Bank Of Montreal (BMO)**

Speakers: Kelsey Chickering, Principal Analyst, Forrester Reed Smith, Ardent Health, Chief Consumer Officer Maria Hokanson, EVP - US & Canada Marketing, Dairy Queen Mary Rose Bufalino, Head of Customer Loyalty for Canadian Personal & Business Banking, Bank of Montreal

DELIVER EXPERIENCES AT DIGITAL SPEED**When Experiences Meet Regulations**

Speakers: Ian Jacobs, VP, Research Director, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester

Wednesday, Jun 19

3:20 pm – 3:50 pm
CDT

Case Study Sessions (In-Person Only)**Alchemer: How AI and cutting-edge OTA technology are driving the future of the Cracker Barrel Digital Guest Experience**

Speakers: Lauren Lovelady, Manager of UX Strategy, Cracker Barrel Ryan Tamminga, Senior Vice President of Product and Services, Alchemer

Carenet Health: Healthcare CX Rewired: Leveraging The Power Of Customer Centricity And AI

Speakers: Holly McCann, Executive Vice President, Enterprise Sales, Carenet Health Shelton Hook, Vice President of Applications & Solutions, Carenet Health

InMoment: Foot Locker Drives Loyalty Through Integrated CX

Speakers: Tyler Saxey, Sr. Director OMNI Global VOC and Care Solutions, Foot Locker Jim Katzman, Principal CX Strategy & Enablement, InMoment

Uniphore: Building Your AI Blueprint For Customer Experience

Speakers: Sylvain Tremblay, Chief Revenue Officer, Uniphore

3:50 pm – 4:30 pm
CDT

Marketplace Coffee Break (In-Person Only)**3:55-4:05pm - Medallia: Build Forever Customers with Medallia**

Speakers: Victoria Harrell, Senior Product Marketing Manager, Customer Experience, Medallia

4:15-4:25pm - Zoom CX: AI-Powered Agent Efficiency Demo

Speakers: Michelle Couture, Global Lead for Customer Experience Product Marketing, Zoom

5:10 pm – 6:00 pm
CDT

Reception

6:00 pm – 7:15 pm
CDT

Special Entertainment featuring Live Music by Blair's West**Thursday, Jun 20**

8:30 am – 9:30 am
CDT

General Breakfast

Thursday, Jun 20

9:30 am – 10:00 am
CDT

Breakout Sessions	
THE FUTURE OF HUMANS + AI	ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE
Put Humans In Charge Of Your AI Minions Speakers: Michele Goetz, VP, Principal Analyst, Forrester	Making Sense Of Data Madness: Industry Best Practices From The Data Rich And Data Challenged Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Peter Wannemacher, Principal Analyst, Forrester Arielle Trzcinski, Principal Analyst, Forrester
HUMAN-CENTERED, AI-READY LEADERSHIP	BETTER TOGETHER: CX + DIGITAL + MARKETING
Cracking The Code Of Employee-Led AI Adoption Speakers: David Johnson, Principal Analyst, Forrester	Craft Your Culture For Collaboration Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
Leveraging AI To Drive Customer Loyalty Speakers: Mary Pilecki, VP, Principal Analyst, Forrester Chima Ogbuokiri, Senior Vice President of Growth and Partner Marketing Strategy, AMC Networks Phil Rubin, Founder & Principal, Grey Space Matters Dwayne Francis, Sr Manager, CRM & Loyalty, Curaleaf	The Humans Behind AI Experiences Speakers: Christina McAllister, Principal Analyst, Forrester
THE GENAI TRUST IMPERATIVE	
Authenticity Reframed: How GenAI Challenges What’s “Real” Speakers: Mo Allibhai, Senior Analyst, Forrester	

Thursday, Jun 20

10:10 am – 10:40 am
CDT**Breakout Sessions****THE FUTURE OF HUMANS + AI****The AI Arms Race In Recruiting**

Speakers: Betsy Summers, Principal Analyst, Forrester

HUMAN-CENTERED, AI-READY LEADERSHIP**How To Build An AI Culture**

Speakers: Angelina Gennis, Principal Analyst, Forrester

AI EVERYWHERE?**Leveraging Predictive AI To Transform Customer Experiences**

Speakers: Rich Saunders, Senior Analyst, Forrester

THE GENAI TRUST IMPERATIVE**Hit Or Miss? GenAI Brand Activation Showcase**

Speakers: Emily Collins, VP, Research Director, Forrester Mike Proulx, VP, Research Director, Forrester

ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE**Fake It Till You Make It With Synthetic Data**

Speakers: Zeid Khater, Analyst, Forrester

BETTER TOGETHER: CX + DIGITAL + MARKETING**Panel: Cross-Functional Customer Focus At BCBS MN And Sony**

Speakers: Katerina Gryparis, VP, Executive Partner, Forrester Matt Hunt, CXO, VP Customer, Blue Cross Blue Shield of Minnesota Sanjay Venkatesh, VP of Marketing Technology, Sony Corp of America

DELIVER EXPERIENCES AT DIGITAL SPEED**Design With AI Responsibly**

Speakers: Gina Bhawalkar, Principal Analyst, Forrester

10:40 am – 11:15 am
CDT**Marketplace Coffee Break (In-Person Only)**10:45 am – 11:15 am
CDT**Analyst-Led Roundtable****How Much GenAI Is Really In Vendor Solutions?**

Speakers: Aaron Katz, VP, Research Director, Forrester

11:15 am – 11:45 am
CDT**Keynote: Buy Build Borrow Bot Your Way To A Successful Talent Strategy**

Speakers: Katy Tynan, VP, Principal Analyst, Forrester

11:45 am – 11:45 am
CDT**Closing Remarks**

Speakers: Rick Parrish, VP, Research Director, Forrester