



FORRESTER

CX Summit North America 2024

Nashville & Digital

June 17, 2024 – June 20, 2024

Agenda downloaded: 2025/04/07 11:02:48

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, Senior 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
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Tuesday, Jun 18

8:15 am – 9:15 am CDT	General Breakfast
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9:15 am – 9:40 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester
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9:40 am – 10:10 am CDT	Keynote: Forge Boundless Experiences With Humans + AI Speakers: J.P. Gownder, VP, Principal Analyst, Forrester
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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
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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
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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
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Tuesday, Jun 18

<p>11:00 am – 11:30 am CDT</p>	<p>Analyst-Led Roundtable</p> <p>Friend Or Foe: How Will AI Impact Experience Design? Speakers: Gina Bhawalkar, Principal Analyst, Forrester</p> <p>Taking Your VoC Program To The Next Level Speakers: Pete Jacques, Principal Analyst, Forrester</p>																	
<p>11:30 am – 12:00 pm CDT</p>	<p>Breakout Sessions</p> <table border="1" data-bbox="318 491 2199 1184"> <tr> <td data-bbox="318 491 1258 555"> <p>THE FUTURE OF HUMANS + AI</p> </td> <td data-bbox="1258 491 2199 555"> <p>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</p> </td> </tr> <tr> <td data-bbox="318 555 1258 715"> <p>Our Robot Friends: Five Themes For Success In Your AI Adventure Speakers: Rowan Curran, Senior Analyst, Forrester</p> </td> <td data-bbox="1258 555 2199 715"> <p>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</p> </td> </tr> <tr> <td data-bbox="318 715 1258 778"> <p>HUMAN-CENTERED, AI-READY LEADERSHIP</p> </td> <td data-bbox="1258 715 2199 778"> <p>BETTER TOGETHER: CX + DIGITAL + MARKETING</p> </td> </tr> <tr> <td data-bbox="318 778 1258 874"> <p>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</p> </td> <td data-bbox="1258 778 2199 874"> <p>Align And Activate For Amazing Experiences Speakers: AJ Joplin, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 874 1258 938"> <p>AI EVERYWHERE?</p> </td> <td data-bbox="1258 874 2199 938"> <p>DELIVER EXPERIENCES AT DIGITAL SPEED</p> </td> </tr> <tr> <td data-bbox="318 938 1258 1042"> <p>Impact Customer Outcomes With AI-Powered Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 938 2199 1042"> <p>No Experience Is The Most Convenient Experience Speakers: Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 1042 1258 1106"> <p>THE GENAI TRUST IMPERATIVE</p> </td> <td data-bbox="1258 1042 2199 1106"></td> </tr> <tr> <td data-bbox="318 1106 1258 1184"> <p>Don't Get Canceled: Overcoming GenAI Consumer Backlash Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p> </td> <td data-bbox="1258 1106 2199 1184"></td> </tr> </table>		<p>THE FUTURE OF HUMANS + AI</p>	<p>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</p>	<p>Our Robot Friends: Five Themes For Success In Your AI Adventure Speakers: Rowan Curran, Senior Analyst, Forrester</p>	<p>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</p>	<p>HUMAN-CENTERED, AI-READY LEADERSHIP</p>	<p>BETTER TOGETHER: CX + DIGITAL + MARKETING</p>	<p>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</p>	<p>Align And Activate For Amazing Experiences Speakers: AJ Joplin, Senior Analyst, Forrester</p>	<p>AI EVERYWHERE?</p>	<p>DELIVER EXPERIENCES AT DIGITAL SPEED</p>	<p>Impact Customer Outcomes With AI-Powered Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p>No Experience Is The Most Convenient Experience Speakers: Joe Stanhope, VP, Principal Analyst, Forrester Jessica Liu, Principal Analyst, Forrester</p>	<p>THE GENAI TRUST IMPERATIVE</p>		<p>Don't Get Canceled: Overcoming GenAI Consumer Backlash Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>	
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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, Senior 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

<p>12:50 pm – 1:45 pm CDT</p>	<p>Networking Lunch: Forrester Women's Leadership Program</p> <p>Speakers: Emily Collins, VP, Research Director, Forrester Dr. Nicole Kendall Arrighi, Assistant Dean, Tennessee State University</p>																	
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<p>3:55 pm – 4:35 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:00–4:10 pm - Qualtrics: Leveraging AI In CX For Personalized Customer Journeys Speakers: Manesha Powar, Head of Product Management, Qualtrics</p> <p>4:15–4:25 pm - Genesys: Art Of The Possible With AI-Powered Strategies Speakers: Brett Wiegl, SVP Product Management, AI, Genesys</p>																	

Tuesday, Jun 18

2:45 pm – 3:15 pm
CDT**Case Study Sessions (In-Person Only)****Callminer: Calibrating NPS With AI To *Really* Understand Customers**

Speakers: Jim Conner, Director of Operations, Gant Travel M.J. Johnson, Sr Director of Product Marketing , CallMiner

CSG: Navigating The New CX Landscape: Experience-Led Growth

Speakers: Mark Smith, SVP of Customer Experience, CSG Todd Sale, Senior Vice President of Customer Experience, Corpay Ryan Serpan, United States Head of Consumer Experience Consulting, Blend 360

Fullstory: Chipotle Chips Away at Digital Experience Issues

Speakers: Jason Wolf, President, Fullstory Irv Salisbury, Director of Solutions Architecture, Fullstory

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

Zoom: AI-Powered Growth: Vensure's Success Story

Speakers: Amy Roberge, Head of Global CX Solutions Engineering, Zoom

4:00 pm – 4:30 pm
CDT**Executive Leadership Exchange (Invite-Only): Organizational Effectiveness Workshop**

Speakers: Betsy Summers, Principal Analyst, Forrester

4:05 pm – 4:35 pm
CDT**Analyst-Led Roundtable****Will AI Agents Steal My Job?**

Speakers: Mike Proulx, VP, Research Director, Forrester

Personalization: One-Size-Never-Fits-All

Speakers: Zeid Khater, Analyst, Forrester

5:45 pm – 6:45 pm
CDT**Reception**

Tuesday, Jun 18

3:25 pm – 3:55 pm
CDT

Breakout Sessions	
THE FUTURE OF HUMANS + AI	ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE
Humans + AI Will Make You More Customer-Focused Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester	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	BETTER TOGETHER: CX + DIGITAL + MARKETING
Embedding AI? First, Get Your House In Order With Org Effectiveness Speakers: Betsy Summers, Principal Analyst, Forrester	Optimize Your Tech Stack For Customer Outcomes Speakers: Colleen Fazio, Senior Analyst, Forrester Rusty Warner, VP, Principal Analyst, Forrester
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
Generative AI in Customer Self-Service Speakers: Max Ball, Principal Analyst, Forrester	GenAI Experiences In The Real World Speakers: David Truog, VP, Principal Analyst, Forrester Chris Valleskey, Group Director, Creative Technology, Eversana
THE GENAI TRUST IMPERATIVE	INDUSTRY MEETUP: FINANCIAL SERVICES
Privacy Now, Not Later: GenAI Consumer Privacy By Design Speakers: Stephanie Liu, Senior Analyst, Forrester	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
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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
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6:30 pm – 8:30 pm
CDT

Executive Leadership Exchange (Invite-Only): Exclusive Dinner
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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

Lunch & Marketplace (In-Person Only)

1:20–1:30 pm - Cognigy: CX Snapshot: What Is The AI Workforce Of The Future?

Speakers: Kelly Zunker, Conversational AI Consultant, Cognigy

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

1:50–2:00 pm - Forrester: Tap Forrester’s Survey Data To Guide Business Decisions

Speakers: Christopher Kelley, VP, Research Analytics, Forrester

2:05–2:15pm - Forrester: Meet Izola, The GenAI Tool For Trusted Answers

Speakers: Doug Washburn, VP, Research Products, Forrester

4:35 pm – 5:05 pm
CDT

Keynote: Align To Win: CX, Digital, And Marketing

Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester

4:00 pm – 4:30 pm
CDT

Analyst-Led Roundtable

Unstructured Data — So Hot Right Now

Speakers: Brandon Purcell, VP, Principal Analyst, Forrester

The Rise Of Digital Doubles

Speakers: Stephanie Liu, Senior Analyst, Forrester

10:15 am – 10:45 am
CDT

Keynote Panel: Forrester’s 2024 Customer-Obsessed Leadership Award 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

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, Senior 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 Wiegler, 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, Senior 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, Senior Analyst, Forrester Naj Uddin, Senior Vice President & Chief Information Officer, AARP Sami Hassanyeh, SVP of Digital Strategy and Membership, AARP Abder Benganem, 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 193:20 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, SVP 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
<p>Put Humans In Charge Of Your AI Minions Speakers: Michele Goetz, VP, Principal Analyst, Forrester</p>	<p>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</p>
HUMAN-CENTERED, AI-READY LEADERSHIP	BETTER TOGETHER: CX + DIGITAL + MARKETING
<p>Cracking The Code Of Employee-Led AI Adoption Speakers: David Johnson, Principal Analyst, Forrester</p>	<p>Craft Your Culture For Collaboration Speakers: Jonathan Roberts, Senior Analyst, Forrester Betsy Summers, Principal Analyst, Forrester</p>
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
<p>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</p>	<p>The Humans Behind AI Experiences Speakers: Christina McAllister, Senior Analyst, Forrester</p>
THE GENAI TRUST IMPERATIVE	
<p>Authenticity Reframed: How GenAI Challenges What's "Real" Speakers: Mo Allibhai, Senior Analyst, Forrester</p>	

Thursday, Jun 20

10:10 am – 10:40 am
CDT

Breakout Sessions

THE FUTURE OF HUMANS + AI	ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE
<p>The AI Arms Race In Recruiting Speakers: Betsy Summers, Principal Analyst, Forrester</p>	<p>Fake It Till You Make It With Synthetic Data Speakers: Zeid Khater, Analyst, Forrester</p>
HUMAN-CENTERED, AI-READY LEADERSHIP	BETTER TOGETHER: CX + DIGITAL + MARKETING
<p>How To Build An AI Culture Speakers: Angelina Gennis, Senior Analyst, Forrester</p>	<p>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</p>
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
<p>Leveraging Predictive AI To Transform Customer Experiences Speakers: Rich Saunders, Senior Analyst, Forrester</p>	<p>Design With AI Responsibly Speakers: Gina Bhawalkar, Principal Analyst, Forrester</p>
THE GENAI TRUST IMPERATIVE	
<p>Hit Or Miss? GenAI Brand Activation Showcase Speakers: Emily Collins, VP, Research Director, Forrester Mike Proulx, VP, Research Director, Forrester</p>	

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