



FORRESTER

CX Summit North America 2024

Nashville & Digital

June 17, 2024 – June 20, 2024

Agenda downloaded: 2024/09/16 19:49:39

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>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>
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>
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
6:30 pm – 7:30 pm CDT	Executive Leadership Exchange (Invite-Only): Networking Reception: Meet Your Peers

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

<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="315 491 2199 1184"> <tr> <td data-bbox="315 491 1256 552"> <p>THE FUTURE OF HUMANS + AI</p> </td> <td data-bbox="1256 491 2199 552"> <p>ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE</p> </td> </tr> <tr> <td data-bbox="315 552 1256 715"> <p>Our Robot Friends: Five Themes For Success In Your AI Adventure Speakers: Rowan Curran, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 552 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="315 715 1256 775"> <p>HUMAN-CENTERED, AI-READY LEADERSHIP</p> </td> <td data-bbox="1256 715 2199 775"> <p>BETTER TOGETHER: CX + DIGITAL + MARKETING</p> </td> </tr> <tr> <td data-bbox="315 775 1256 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="1256 775 2199 874"> <p>Align And Activate For Amazing Experiences Speakers: AJ Joplin, Senior Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 874 1256 935"> <p>AI EVERYWHERE?</p> </td> <td data-bbox="1256 874 2199 935"> <p>DELIVER EXPERIENCES AT DIGITAL SPEED</p> </td> </tr> <tr> <td data-bbox="315 935 1256 1040"> <p>Impact Customer Outcomes With AI-Powered Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 935 2199 1040"> <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="315 1040 1256 1101"> <p>THE GENAI TRUST IMPERATIVE</p> </td> <td data-bbox="1256 1040 2199 1101"></td> </tr> <tr> <td data-bbox="315 1101 1256 1184"> <p>Don't Get Canceled: Overcoming GenAI Consumer Backlash Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p> </td> <td data-bbox="1256 1101 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

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

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

Tuesday, Jun 18

2:05 pm – 2:35 pm
CDT

Breakout Sessions	
THE FUTURE OF HUMANS + AI	ANALYTICAL ALCHEMY: TRANSFORM DATA INTO VALUE
Design Your AI Customer Service Strategy Speakers: Christina McAllister, Senior Analyst, Forrester	Use Your AI Mojo To Conjure CX ROI Speakers: Pete Jacques, Principal Analyst, Forrester
HUMAN-CENTERED, AI-READY LEADERSHIP	BETTER TOGETHER: CX + DIGITAL + MARKETING
The CMO's Role In Leading AI Adoption Speakers: Mike Proulx, VP, Research Director, Forrester Norm Yustin, Partner, Russell Reynolds Associates	Customer-Focused Orgs Are Aligned, Defined, Fluid, And Fast Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
AI EVERYWHERE?	DELIVER EXPERIENCES AT DIGITAL SPEED
When Machines Get Creative Speakers: David Truog, VP, Principal Analyst, Forrester	When Machines Are More Empathetic Speakers: Senem Guler Biyikli, Analyst, Forrester
THE GENAI TRUST IMPERATIVE	INDUSTRY MEETUP: GOVERNMENT
The Seven Habits Of Highly Trusted Artificial Intelligence Speakers: Brandon Purcell, VP, Principal Analyst, Forrester	How To Win Friends And Influence People As A CX Leader In Government Speakers: Judy Weader, Principal Analyst, Forrester Colleen Fazio, Senior Analyst, Forrester

2:45 pm – 3:15 pm
CDT

Case Study Sessions (In-Person Only)
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
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

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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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

4:00 pm – 4:30 pm
CDT

Executive Leadership Exchange (Invite-Only): Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester
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Tuesday, Jun 18

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>
4:40 pm – 5:10 pm CDT	<p>Keynote: Introducing Your Future AI Consumer</p> <p>Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>
5:15 pm – 5:45 pm CDT	<p>Keynote: 2024 Customer-Obsessed Enterprise Award Winner</p> <p>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</p>
5:45 pm – 6:45 pm CDT	<p>Reception</p>
6:30 pm – 8:30 pm CDT	<p>Executive Leadership Exchange (Invite-Only): Exclusive Dinner</p>

Wednesday, Jun 19

8:30 am – 9:30 am CDT	<p>Forrester Diversity & Inclusion Breakfast</p> <p>Speakers: Fadjanie Cadet, Director, Diversity & Inclusion, Forrester Kim Herrington, Senior Analyst, Forrester Jonathan Roberts, Senior Analyst, Forrester</p>
8:30 am – 9:30 am CDT	<p>General Breakfast</p>
9:30 am – 9:40 am CDT	<p>Welcome Back</p> <p>Speakers: Rick Parrish, VP, Research Director, Forrester</p>
9:40 am – 10:10 am CDT	<p>Keynote: One Strategy To Rule Them All</p> <p>Speakers: Judy Weader, Principal Analyst, Forrester</p>

Wednesday, Jun 19

<p>10:15 am – 10:45 am CDT</p>	<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>
<p>10:50 am – 11:35 am CDT</p>	<p>Marketplace Coffee Break & Coffee Chat (In-Person Only)</p> <p>10:55–11:05 am - NICE: Transforming Customer Experience With NICE Enlighten Suite Speakers: Jason Schoch, Pre-Sales Engineer, NICE</p> <p>11:10–11:20 am - CSG: Targeting Customer Experience "Paper Cuts" For Quick Wins Speakers: Brandon Sailors, Vice President, CX Strategic Accounts, CSG</p> <p>11:25–11:35 am - FullStory: Behavioral Data: Outpace The Competition And Ensure Customer Satisfaction Speakers: Phil Simpson, SVP Global Sales, FullStory</p>
<p>11:00 am – 11:30 am CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Q&A With 2024 Customer-Obsessed Leadership 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>
<p>11:00 am – 11:30 am CDT</p>	<p>Analyst-Led Roundtable</p> <p>Wait, We’re Still Human, Right? Speakers: Betsy Summers, Principal Analyst, Forrester</p> <p>AI: You can avoid the “Frankenstack” Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p>
<p>11:00 am – 12:15 pm CDT</p>	<p>Skill Building Workshop Learn How To Facilitate Workshops That Get Results</p> <p>Speakers: AJ Joplin, Senior Analyst, Forrester</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, 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 – 2:15 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

Wednesday, Jun 191:10 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 19

<p>3:20 pm – 3:50 pm CDT</p>	<p>Case Study Sessions (In-Person Only)</p> <p>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</p> <p>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</p> <p>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</p> <p>Uniphore: Building Your AI Blueprint For Customer Experience Speakers: Sylvain Tremblay, Chief Revenue Officer, Uniphore</p>
<p>3:50 pm – 4:30 pm CDT</p>	<p>Marketplace Coffee Break (In-Person Only)</p> <p>3:55-4:05pm - Medallia: Build Forever Customers with Medallia Speakers: Victoria Harrell, Senior Product Marketing Manager, Customer Experience, Medallia</p> <p>4:15-4:25pm - Zoom CX: AI-Powered Agent Efficiency Demo Speakers: Michelle Couture, Global Lead for Customer Experience Product Marketing, Zoom</p>
<p>4:00 pm – 4:30 pm CDT</p>	<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>
<p>4:35 pm – 5:05 pm CDT</p>	<p>Keynote: Align To Win: CX, Digital, And Marketing</p> <p>Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p>
<p>5:10 pm – 6:00 pm CDT</p>	<p>Reception</p>
<p>6:00 pm – 7:15 pm CDT</p>	<p>Special Entertainment featuring Live Music by Blair's West</p>

Thursday, Jun 20

8:30 am – 9:30 am CDT	General Breakfast	
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, Senior 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, Senior 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