



FORRESTER®

CX Summit North America

Nashville & Digital

June 23, 2025 – June 26, 2025

Agenda downloaded: 2025/02/26 05:50:06

Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm CDT	Forrester Women's Leadership Program
2:30 pm – 4:00 pm CDT	Workshop: Scope Your AI Agent Future Speakers: Michele Goetz, VP, Principal Analyst, Forrester Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Senior Analyst, Forrester
2:30 pm – 4:00 pm CDT	Workshop: Make Sure Your CX Capabilities Are Mission-Ready Speakers: Su Doyle, Senior Analyst, Forrester Julie Young, Manager, Senior Consultant, Forrester
4:00 pm – 6:00 pm CDT	Executive Leadership Exchange (Invite-Only): Workshop Lead and Master Change Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester
4:30 pm – 6:00 pm CDT	CX Certification Program: Journey Mapping Fundamentals Speakers: Senem Guler Biyikli, Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester
4:30 pm – 6:00 pm CDT	Workshop: The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
6:00 pm – 7:30 pm CDT	Welcome Reception
6:15 pm – 7:30 pm CDT	Executive Leadership Exchange (Invite-Only): Welcome Reception

Tuesday, Jun 24

8:15 am – 9:15 am CDT	General Breakfast
8:15 am – 9:00 am CDT	Government Leadership Breakfast Speakers: Katy Tynan, VP, Principal Analyst, Forrester
9:15 am – 9:40 am CDT	Opening Remarks Speakers: George Colony, CEO, Forrester

Tuesday, Jun 24

9:40 am – 10:10 am CDT	<p>Keynote: Brand + CX Powers Growth</p> <p>Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester</p>
10:10 am – 10:40 am CDT	<p>Keynote: Win And Retain The Distracted Consumer</p> <p>Speakers: Kelsey Chickering, Principal Analyst, Forrester</p>
10:45 am – 11:30 am CDT	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>10:50-11:00am - Observe.AI Spotlight Session</p> <p>11:05-11:15am - CallMiner Spotlight Session</p> <p>11:20-11:30am - Thematic Spotlight Session</p>
10:50 am – 12:05 pm CDT	<p>Workshop: Build Your CX ROI Story</p> <p>Speakers: Judy Weader, Principal Analyst, Forrester Julie Young, Manager, Senior Consultant, Forrester</p>
10:50 am – 12:05 pm CDT	<p>Workshop: Better Together: Customer Segmentation And Data Strategy</p> <p>Speakers: Stephanie Liu, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester</p>
11:00 am – 11:30 am CDT	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Keynote Q&A: Design For The Future Of Experiences Speakers: AJ Joplin, Senior Analyst, Forrester</p> <p>Keynote Q&A: Adopt An Experience Mindset To Win And Retain The Distracted Consumer Speakers: Kelsey Chickering, Principal Analyst, Forrester</p>

Tuesday, Jun 24

<p>11:30 am – 12:00 pm CDT</p>	<p>Breakout Sessions</p>	
<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	
<p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, , Forrester</p>	<p>The Strategy And Practice Of Journey Centricity Speakers: Senem Guler Biyikli, Analyst, Forrester</p>	
<p>LEVERAGE TECH FOR STELLAR CX – AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	
<p>Optimize Tech Investments To Fuel CX Transformation Speakers: Colleen Fazio, Senior Analyst, Forrester</p>	<p>Develop Your Leadership Promise To Its CX Fulfillment Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	
<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p>	
<p>The Trust Thread: Powering Financial Services Loyalty And Primacy Speakers: Alyson Clarke, Principal Analyst, Forrester</p>	<p>Create A Total Consumer View For Your Brand Speakers: Audrey Chee-Read, Principal Analyst, Forrester</p>	
<p>12:10 pm – 12:40 pm CDT</p>	<p>Case Study Sessions</p> <p>Alchemer Case Study</p> <p>CSG Case Study</p> <p>Medallia Case Study</p> <p>NICE Case Study</p>	
<p>12:50 pm – 1:55 pm CDT</p>	<p>Lunch & Marketplace (In-Person Only)</p>	
<p>12:50 pm – 1:45 pm CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch</p>	

Tuesday, Jun 24

2:05 pm – 2:35 pm
CDT

Breakout Sessions	
MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
Work Smarter: Drive Growth With Customer Lifetime Value Speakers: Zeid Khater, Analyst, Forrester	CX Superpowers: Link Experience Quality To Business Performance Speakers: Rich Saunders, Senior Analyst, Forrester
LEVERAGE TECH FOR STELLAR CX – AND EX	POWER CX WITH LEADERSHIP AND CULTURE
Your Billing And Payment Tech Is Crucial To CX Speakers: Lily Varon, Principal Analyst, Forrester	Build Your EX-To-CX Strategy Now Speakers: Angelina Gennis, Senior Analyst, Forrester
DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
Intelligent Healthcare Organizations Breathe Life Into CX Speakers: Shannon Germain Farragher, Senior Analyst, Forrester	Prepare Your Full-Funnel Creative Strategy Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
INDUSTRY MEETUP: GOVERNMENT	INDUSTRY MEETUP: FINANCIAL SERVICES
Government Meetup Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	Financial Services Meetup Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester

2:45 pm – 3:15 pm
CDT

Case Study Sessions
Genesys Case Study
Qualtrics Case Study
TheyDo Case Study
Dialpad Case Study

Tuesday, Jun 24

<p>3:25 pm – 3:55 pm CDT</p>	<p>Breakout Sessions</p> <table border="1"> <tr> <td data-bbox="315 245 1256 301"> <p>MEASURE YOUR WAY TO JOURNEY MASTERY</p> </td> <td data-bbox="1256 245 2199 301"> <p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p> </td> </tr> <tr> <td data-bbox="315 301 1256 411"> <p>Know Your Customers With Full-Funnel Advertising Speakers: Nikhil Lai, Senior Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.</p> </td> <td data-bbox="1256 301 2199 411"> <p>It's Time For B2C Marketing Operations To Shine Speakers: Jessica Liu, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="315 411 1256 467"> <p>LEVERAGE TECH FOR STELLAR CX — AND EX</p> </td> <td data-bbox="1256 411 2199 467"> <p>POWER CX WITH LEADERSHIP AND CULTURE</p> </td> </tr> <tr> <td data-bbox="315 467 1256 547"> <p>AI Agents: Hype Vs. Reality And What It Means Speakers: Stephanie Liu, Senior Analyst, Forrester</p> </td> <td data-bbox="1256 467 2199 547"> <p>Lead Your People To Maximum Tech Readiness With AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td> </tr> <tr> <td data-bbox="315 547 1256 746"> <p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> <p>Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions , T-Mobile</p> </td> <td data-bbox="1256 547 2199 746"> <p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> <p>Supercharge Dynamic Commerce With The Future of Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> </tr> </table>	<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	<p>Know Your Customers With Full-Funnel Advertising Speakers: Nikhil Lai, Senior Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.</p>	<p>It's Time For B2C Marketing Operations To Shine Speakers: Jessica Liu, Principal Analyst, Forrester</p>	<p>LEVERAGE TECH FOR STELLAR CX — AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	<p>AI Agents: Hype Vs. Reality And What It Means Speakers: Stephanie Liu, Senior Analyst, Forrester</p>	<p>Lead Your People To Maximum Tech Readiness With AIQ Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p>	<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> <p>Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions , T-Mobile</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> <p>Supercharge Dynamic Commerce With The Future of Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester</p>
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<p>3:25 pm – 4:40 pm CDT</p>	<p>Workshop: Build Effective Personas To Drive Empathy</p> <p>Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester</p>										
<p>3:55 pm – 4:40 pm CDT</p>	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:00-4:10pm - NICE Spotlight Session</p> <p>4:15-4:25pm - Qualtrics Spotlight Session</p> <p>4:30-4:40pm - Zoho Spotlight Session</p>										

Tuesday, Jun 24

4:05 pm – 4:35 pm
CDT

Analyst-Led Roundtables (Pre-Registration Required)

How Do You Do Self-Service Right?

Speakers: Max Ball, Principal Analyst, Forrester

Sharing Leadership Best Practices And Honest Pitfalls

Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester

4:05 pm – 4:35 pm
CDT

CX Summit Certification Roundtables (Pre-Registration Required)

Ground Your Journeys In Measurement

Speakers: Pete Jacques, Principal Analyst, Forrester

Make Your Journeys Accessible

Speakers: Julie Young, Manager, Senior Consultant, Forrester

Design Future-State Journeys

Journey Mapping Tips And Tricks

Speakers: Senem Guler Biyikli, Analyst, Forrester

Design Employee Journeys

Inform Journeys With Customer Insights

Speakers: Zeid Khater, Analyst, Forrester

4:40 pm – 5:10 pm
CDT

Keynote: 2025 Customer-Obsessed Enterprise Award

Speakers: Sharyn Leaver, Chief Research Officer, Forrester

5:15 pm – 5:45 pm
CDT

Keynote: Design For The Future Of Experiences

Speakers: AJ Joplin, Senior Analyst, Forrester

5:45 pm – 5:45 pm
CDT

Closing Remarks

Speakers: Rick Parrish, VP, Research Director, Forrester

Tuesday, Jun 245:45 pm – 6:45 pm
CDT**Reception**6:30 pm – 8:30 pm
CDT**Executive Leadership Exchange (Invite-Only): Exclusive Dinner****Wednesday, Jun 25**8:30 am – 9:30 am
CDT**General Breakfast**8:30 am – 9:15 am
CDT**Breakfast Boardroom****Medallia Breakfast Boardroom**9:30 am – 9:40 am
CDT**Welcome Back**

Speakers: Rick Parrish, VP, Research Director, Forrester

9:40 am – 10:10 am
CDT**Keynote: No More Excuses: Practice Customer Obsession The Right Way**

Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester

10:15 am – 10:45 am
CDT**Keynote: 2025 Customer-Obsessed Leadership Award**

Speakers: Keith Johnston, VP, Group Director, Forrester

10:50 am – 11:35 am
CDT**Marketplace Coffee Break & Networking (In-Person Only)****10:55-11:05am - CSG Spotlight Session****11:10-11:20am - Grammarly Spotlight Session****11:25-11:35am - Genesys Spotlight Session**

Wednesday, Jun 25

<p>11:00 am – 11:30 am CDT</p>	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Sticky Data Storytelling Solutions Speakers: Kim Herrington, Senior Analyst, Forrester</p> <p>Combining Brand + CX Is Hard But Possible Speakers: Mike Proulx, VP, Research Director, Forrester</p>													
<p>11:00 am – 12:15 pm CDT</p>	<p>Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers</p> <p>Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester</p>													
<p>11:00 am – 12:15 pm CDT</p>	<p>Workshop: Condition Your Culture For Collaboration</p> <p>Speakers: Betsy Summers, Principal Analyst, Forrester</p>													
<p>11:35 am – 12:20 pm CDT</p>	<p>Breakout Sessions + Ask The Expert</p> <table border="1" data-bbox="318 715 2199 1128"> <tr> <td data-bbox="318 715 1249 770"> <p>MEASURE YOUR WAY TO JOURNEY MASTERY</p> </td> <td data-bbox="1249 715 2199 770"> <p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p> </td> </tr> <tr> <td data-bbox="318 770 1249 850"> <p>How The AI Revolution Impacts Customer Analytics Speakers: Rowan Curran, Senior Analyst, Forrester</p> </td> <td data-bbox="1249 770 2199 850"> <p>The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 850 1249 906"> <p>LEVERAGE TECH FOR STELLAR CX – AND EX</p> </td> <td data-bbox="1249 850 2199 906"> <p>POWER CX WITH LEADERSHIP AND CULTURE</p> </td> </tr> <tr> <td data-bbox="318 906 1249 986"> <p>The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester</p> </td> <td data-bbox="1249 906 2199 986"> <p>How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> </td> </tr> <tr> <td data-bbox="318 986 1249 1042"> <p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p> </td> <td data-bbox="1249 986 2199 1042"> <p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p> </td> </tr> <tr> <td data-bbox="318 1042 1249 1128"> <p>Making CX Practical For Technology Firms Speakers: Su Doyle, Senior Analyst, Forrester</p> </td> <td data-bbox="1249 1042 2199 1128"> <p>Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester</p> </td> </tr> </table>		<p>MEASURE YOUR WAY TO JOURNEY MASTERY</p>	<p>WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS</p>	<p>How The AI Revolution Impacts Customer Analytics Speakers: Rowan Curran, Senior Analyst, Forrester</p>	<p>The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester</p>	<p>LEVERAGE TECH FOR STELLAR CX – AND EX</p>	<p>POWER CX WITH LEADERSHIP AND CULTURE</p>	<p>The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester</p>	<p>How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p>	<p>DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES</p>	<p>DESIGN FOR CONSUMERS' TOTAL EXPERIENCE</p>	<p>Making CX Practical For Technology Firms Speakers: Su Doyle, Senior Analyst, Forrester</p>	<p>Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester</p>
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Wednesday, Jun 25

<p>12:30 pm – 1:00 pm CDT</p>	<p>Case Study Sessions</p> <p>Cresta Case Study</p> <p>Inbenta Case Study</p> <p>Treasure Data Case Study</p>																	
<p>1:10 pm – 1:55 pm CDT</p>	<p>Lunch & Marketplace (In-Person Only)</p>																	
<p>1:10 pm – 2:00 pm CDT</p>	<p>Executive Leadership Exchange (Invite-Only): Q&A with 2025 Customer-Obsessed Leadership Winners</p>																	
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Wednesday, Jun 25

3:20 pm – 3:40 pm CDT	<p>Case Study Sessions</p> <p>Dovetail Case Study</p> <p>OP360 Case Study</p> <p>SundaySky Case Study</p>
3:50 pm – 4:35 pm CDT	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>4:10-4:20pm - Trustpilot Spotlight Session</p> <p>4:25-4:35pm - Qualtrics Spotlight Session</p>
4:00 pm – 4:30 pm CDT	<p>Analyst-Led Roundtables (Pre-Registration Required)</p> <p>Keynote Q&A: Brand + CX Powers Growth Speakers: Pete Jacques, Principal Analyst, Forrester Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester</p> <p>Creating Strategy From The Outside In Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester</p>
4:45 pm – 5:15 pm CDT	<p>Keynote: The Network Effects Of AI Create Powerful Experiences</p> <p>Speakers: Jay Pattisall, VP, Principal Analyst, Forrester</p>
5:15 pm – 5:15 pm CDT	<p>Closing Remarks</p> <p>Speakers: Rick Parrish, VP, Research Director, Forrester</p>
5:15 pm – 6:05 pm CDT	<p>Reception</p>
6:05 pm – 7:20 pm CDT	<p>Live Music Performance</p>

Thursday, Jun 26

8:30 am – 9:30 am CDT	General Breakfast	
9:30 am – 10:45 am CDT	Forrester Workshops	
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
	Boost Your Experience Measurement Mastery Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester	Where Should Your CX Function Sit? Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruett, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas
	LEVERAGE TECH FOR STELLAR CX – AND EX	POWER CX WITH LEADERSHIP AND CULTURE
	It's Time For Chatbot 2.0 Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester	Optimize Your Team Or Function: Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES From Transactional To Trustworthy: Engaging Healthcare Customers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Greg Barber, Senior Advisor, Forrester	GOVERNMENT Transforming Public Service Experiences: Case Studies Speakers: Julie Young, Manager, Senior Consultant, Forrester
9:30 am – 10:00 am CDT	Breakout Session DESIGN FOR CONSUMERS' TOTAL EXPERIENCE Drive Brand Loyalty With A Total Experience Speakers: John Pedini, Principal Analyst, Forrester	
10:50 am – 11:20 am CDT	Marketplace Coffee Break & Networking (In-Person Only)	
10:50 am – 11:20 am CDT	Analyst-Led Roundtables (Pre-Registration Required) Effectively Engaging Loyal Customers In Retail/Financial Services Speakers: John Pedini, Principal Analyst, Forrester Keynote Q&A: The Network Effect Of AI Innovations Speakers: Jay Pattisall, VP, Principal Analyst, Forrester	

Thursday, Jun 26

11:25 am – 11:55 am CDT	Case Study Sessions	
12:05 pm – 12:35 pm CDT	Breakout Sessions	
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
	A Deeper Dive Into Forrester's New Brand Experience (BX) Index Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester	Diagnose What's Slowing Your Product Consumption Speakers: Kim Herrington, Senior Analyst, Forrester
	LEVERAGE TECH FOR STELLAR CX – AND EX	POWER CX WITH LEADERSHIP AND CULTURE
	Emerging Technology Dissolves The Barriers Between You And Your Customer Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester	The Network Effects Of AI Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES Make The Case For CX In Government Organizations Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	
12:45 pm – 1:15 pm CDT	Keynote: Navigate The Culture Risks Of Metrics Speakers: Angelina Gennis, Senior Analyst, Forrester	
1:15 pm – 1:15 pm CDT	Closing Speakers: Rick Parrish, VP, Research Director, Forrester	