



FORRESTER®

CX Summit EMEA 2025

London & Digital

June 2, 2025 – June 4, 2025

Agenda downloaded: January 08, 2026 09:55:52 AM ET

Bold Starts: Monday, Jun 2

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| 3:00 pm – 5:30 pm BST | Workshop: AI Unleashed Hackathon: Creating Magic Without Mistakes And Mayhem Speakers: Nicky Briggs, VP, Principal Analyst, Forrester |
| 3:00 pm – 5:30 pm BST | CX Certification Program Journey Innovation: Change Your Understanding Of Value Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Hannah Jachim, Researcher, Forrester |
| 3:00 pm – 5:30 pm BST | Forrester Women Leadership Program: Break The Mold Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester Samantha Merlivat, Founder and CEO, GoLexic Maddy Cooper, CEO & Founder, Flourish Ania Rodriguez, Founder & CEO, JourneyTrack Kristin Holter, Head of HR, Zurich Global Ventures Elena Antonakou, Talent Management & Learning Specialist • EX - L&D, Forrester |
| 5:30 pm – 6:30 pm BST | Welcome Reception |

Tuesday, Jun 3

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|----------------------------|--|
| 8:30 am – 9:30 am BST | General Breakfast |
| 9:30 am – 9:45 am BST | Welcome & Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester |
| 9:45 am – 10:15 am BST | Keynote: Power Growth With Your Total Experience Speakers: Thomas Husson, VP, Principal Analyst, Forrester |
| 10:15 am – 10:45 am BST | Guest Keynote: From Moments to Journeys: Building Seamless, Trusted Experiences Speakers: Jorissa Neutelings, Chief Digital Officer, ABN AMRO Bank N.V |
| 10:45 am – 11:30 am BST | Marketplace Coffee Break & Networking (In-Person Only) |

Tuesday, Jun 3

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|--|---|-------------------------------------|---|--|---|--|--|
| 11:00 am – 11:30 am BST | <p>Analyst-Led Roundtables</p> <p>From Org Charts to Outcomes Speakers: Manuel Geitz, Principal Analyst, Forrester</p> <p>Metrics – Useful Tool Or Culture Killer? Speakers: , , Forrester</p> <p>Leading Change: How To Get People To Want To Do What You Want Them To Do Speakers: Katy Tynan, VP, Principal Analyst, Forrester</p> | | | | | | |
| 11:00 am – 12:15 pm BST | <p>Workshop: Steer Your Digital Strategy With Forrester's Digital Moments Map</p> <p>Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> | | | | | | |
| 11:00 am – 12:50 pm BST | <p>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</p> <p>11:00 - 11:50 AM Group 1 (Reserved for Executive Leadership Exchange attendees) Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> <p>12:00 - 12:50 PM Group 2 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> | | | | | | |
| 11:35 am – 12:05 pm BST | <p>Breakout Sessions</p> <table border="1" data-bbox="325 944 2196 1216"> <tr> <td data-bbox="325 944 1336 992">LEVERAGE TECH FOR STELLAR CX</td> <td data-bbox="1336 944 2196 992">OPTIMIZE JOURNEY VALUE WITH DATA</td> </tr> <tr> <td data-bbox="325 992 1336 1071"> <p>Build Customer Trust In AI Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> </td><td data-bbox="1336 992 2196 1071"> <p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester</p> </td></tr> <tr> <td data-bbox="325 1071 1336 1216" style="background-color: black; color: white;"> <p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p> <p>Develop A Leadership Promise To Match Your CX Mandate Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> </td><td data-bbox="1336 1071 2196 1216"></td></tr> </table> | LEVERAGE TECH FOR STELLAR CX | OPTIMIZE JOURNEY VALUE WITH DATA | <p>Build Customer Trust In AI Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> | <p>Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester</p> | <p>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</p> <p>Develop A Leadership Promise To Match Your CX Mandate Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester</p> | |
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Tuesday, Jun 3

12:15 pm – 12:45 pm
BST**Case Study Sessions****TheyDo: Lufthansa Group: Making Every Mile Count With Unified Journeys**

Speakers: Daniel Hoffman, Lead Service Designer, Lufthansa Group Digital Hanger

Medallia: Programme Governance To Enable Success

Speakers: Emma Perkins, Head of CX Strategy APAC & EMEA, Experian Lisa Garthside, Principal CX/ EX Advisor , Medallia

Inbenta: How BBVA & FamilySearch Reimagined Self-Service with AI

Speakers: Jeff Caton, Head of Global Commercial Operations, Inbenta

12:45 pm – 1:45 pm
BST**Lunch & Marketplace Break (In-Person Only)**12:45 pm – 1:30 pm
BST**Lunch & Learn****Lunch and learn with Genesys and Rabobank**

Speakers: Nick Chaillier, Sr. Director - Global CSS GTM Strategy, Genesys Thom Kokhuis, Head of Conversational AI & CRM, Rabobank Daan de Haas, Lead Product Manager, Rabobank

12:45 pm – 1:45 pm
BST**Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch**1:45 pm – 4:35 pm
BST**Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions****1:45 - 2:35 PM | Group 3 (Reserved for Executive Leadership Exchange attendees)**

Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

2:45 - 3:35 PM | Group 4**3:45 - 4:35 PM | Group 5**

Speakers: Edoardo Zavarella, Principal Consultant, Forrester

Tuesday, Jun 3

1:45 pm – 2:30 pm
BST**Breakout Sessions****LEVERAGE TECH FOR STELLAR CX****Build Your Digital Intelligence**

Speakers: Chiara De Gasperin, Analyst, Forrester

EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES**Maximizing Your Talent's Tech Readiness With An Artificial Intelligence Quotient (AIQ)**

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

OPTIMIZE JOURNEY VALUE WITH DATA**How To Measure Journeys Effectively**

Speakers: , , Forrester Hannah Jachim, Researcher, Forrester

2:40 pm – 3:25 pm
BST**Breakout Sessions****LEVERAGE TECH FOR STELLAR CX****Practitioner Stories: Optimize Tech Investments To Fuel CX Transformation**

Speakers: Rusty Warner, VP, Principal Analyst, Forrester Angus Heslop, Head of Digital, Social and Marketing Technology, Rathbones

EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES**Practitioner Stories: CX Career Pathways**

Speakers: Edoardo Zavarella, Principal Consultant, Forrester Craig Goddard, Global Customer Director, BUPA Group Tina Lilje, Head of Philips Customer Experience, Philips International Alberto Ferreira, Experience Design Lead, Lloyds Banking Group

OPTIMIZE JOURNEY VALUE WITH DATA**Practitioner Stories: Measure What Matters Most**

Speakers: Richard Sheahan, VP, Principal Consultant, Forrester Ben Phillips, Former Head of CX Performance Centre, Fujitsu Valentina Britten Holden, Sr Mgr, CX Measurement (Group Business, Digital Transformation), Vodafone Group Business

2:55 pm – 4:10 pm
BST**Workshop: Drive Effective Cross-Functional Collaboration With Powerful Mindset Changing Tools**

Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

3:25 pm – 4:10 pm
BST**Marketplace Coffee Break & Networking (In-Person Only)**

Tuesday, Jun 3

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|--------------------------|---|
| 3:30 pm – 4:00 pm BST | Analyst-Led Roundtables <p>Customer Consent: Do's and Don'ts Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester</p> <p>Delivering CX for B2B customers: it is harder than in B2C? Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p> <p>Financial Services: What Drives Great CX In Financial Services Speakers: Oliwia Berdak, VP, Research Director, Forrester</p> |
| 4:10 pm – 4:40 pm BST | Keynote: Design For The Future Of Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester |
| 4:45 pm – 5:30 pm BST | Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winners Speakers: Rusty Warner, VP, Principal Analyst, Forrester; Malc Magee, Director Customer Experience, Brenntag; Chris Lipman, Chief Customer Experience Officer, e&thaler |
| 5:30 pm – 6:30 pm BST | Reception |
| 6:30 pm – 8:30 pm BST | Executive Leadership Exchange (Invite-Only): Networking Reception At Sky Bar |

Wednesday, Jun 4

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|--------------------------|---|
| 8:30 am – 9:30 am BST | General Breakfast |
| 8:30 am – 9:20 am BST | Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions 8:30 - 9:20 AM Group 6 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester; Edoardo Zavarella, Principal Consultant, Forrester; Richard Sheahan, Principal Consultant, Forrester |
| 9:30 am – 9:35 am BST | Welcome Back |

Wednesday, Jun 4

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| 9:35 am – 10:05 am BST | Keynote: Navigate The Culture Risks Of Metrics Speakers: , , Forrester |
| 10:10 am – 10:40 am BST | Guest Keynote: Leading Customer-First: Culture, Change & Impact Speakers: Áine McCleary, Chief Customer Officer, Bank of Ireland |
| 10:45 am – 11:30 am BST | Marketplace Coffee Break & Networking (In-Person Only) |
| 10:50 am – 11:20 am BST | Analyst-Led Roundtables MarTech and CX Alignment Speakers: Rusty Warner, VP, Principal Analyst, Forrester Redefining Leadership: Breaking The Mold For Women Leaders Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester Clare Muscutt, Founder and CEO, Women in CX Journey Management: From Nice-to-Have to Business Imperative Speakers: Martin Gill, VP, Research Director, Forrester Mark Smith, Co-Founder, Institute for Journey Management Raymond Gerber, Co-Founder, Institute for Journey Management |
| 11:00 am – 12:15 pm BST | Workshop: Metrics – Useful Tool Or Culture Killer? Speakers: , , Forrester |
| 11:00 am – 12:50 pm BST | Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions 11:00 - 11:50 PM Group 7 Speakers: Richard Sheahan, VP, Principal Consultant, Forrester 12:00 - 12:50 PM Group 8 Speakers: Edoardo Zavarella, Principal Consultant, Forrester |

Wednesday, Jun 4

11:30 am – 12:15 pm
BST**Breakout Session****LEVERAGE TECH FOR STELLAR CX****Hands-On: Design For Positive Emotion In Digital Experiences**

Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester

EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES**Hands-On: Design Learning Programs That Boost Your Team's GenAI Skills**

Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester

OPTIMIZE JOURNEY VALUE WITH DATA**Hands-On: How To Optimize Journey Value**

Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester

12:25 pm – 1:05 pm
BST**Breakout Sessions****LEVERAGE TECH FOR STELLAR CX****Practitioner Stories: Deliver Great Conversational Experiences**

Speakers: Aurelie L'Hostis, Principal Analyst, Forrester Siddhartha Chatterjee, Global Chief Data & AI Officer, Club Med

EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES**Practitioner Stories: Driving Action With CX**

Speakers: Martin Gill, VP, Research Director, Forrester Prince Thomas, Vice President – Head of CX and Digital Design & Transformation, e&

OPTIMIZE JOURNEY VALUE WITH DATA**Practitioner Stories: CX Metrics & CX Governance**

Speakers: Dane Anderson, SVP, International Research & Product, Forrester Magdalena Suchanek, Quality Director, Bank Millennium

1:05 pm – 2:05 pm
BST**Lunch & Marketplace Break (In-Person Only)**1:05 pm – 2:05 pm
BST**Certification Lunch: Wrap-Up**1:05 pm – 2:05 pm
BST**Executive Leadership Exchange (Invite-Only): Lunch Featuring Q&A with Award Winners**

Speakers: Rusty Warner, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Chris Lipman, Chief Customer Experience Officer, e& Malc Magee, Director Customer Experience, Brenntag

2:05 pm – 2:45 pm
BST**Keynote: Aligning Cross-Functionally To Deliver A Total Experience**

Speakers: Oliwia Berdak, VP, Research Director, Forrester Aurelie L'Hostis, Principal Analyst, Forrester Keith Johnston, VP, Group Director, Forrester , , Forrester

Wednesday, Jun 4

2:50 pm – 3:20 pm
BST

Keynote: Lead And Master Change

Speakers: Manuel Geitz, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester