



# **CX Summit EMEA 2025**

## **London & Digital**

June 2, 2025 – June 4, 2025

Agenda downloaded: November 03, 2025 09:03:40 PM ET



### Bold Starts: Monday, Jun 2

3:00 pm – 5:30 pm BST	Workshop: Al 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 lannopollo, 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	

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



11:00 am — 11:30 am BST	Analyst-Led Roundtables	
	From Org Charts to Outcomes Speakers: Manuel Geitz, Principal Analyst, Forrester	
	Metrics – Useful Tool Or Culture Killer? Speakers: , , Forrester	
	Leading Change: How To Get People To Want To Do What You Want Them To Do Speakers: Katy Tynan, VP, Principal Analyst, Forrester	
11:00 am – 12:15 pm BST	Workshop: Steer Your Digital Strategy With Forrester's Digital Moments Map	
	Speakers: Aurelie L'Hostis, Principal Analyst, Forrester	
11:00 am — 12:50 pm BST	Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions	
	11:00 - 11:50 AM   Group 1 (Reserved for Executive Leadership Exchange attendees) Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester	
	12:00 - 12:50 PM   Group 2 Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester	
11:35 am – 12:05 pm BST	Breakout Sessions	
	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA
	Build Customer Trust In Al Speakers: Enza lannopollo, VP, Principal Analyst, Forrester	Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester
	EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES	
	Develop A Leadership Promise To Match Your CX Mandate Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester	



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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 Al
	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
551	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



1:45 pm – 2:30 pm BST	Breakout Sessions		
	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA	
	Build Your Digital Intelligence Speakers: Chiara De Gasperin, Analyst, Forrester	How To Measure Journeys Effectively Speakers: , , Forrester Hannah Jachim, Researcher, 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		
2:40 pm – 3:25 pm BST	Breakout Sessions		
	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA	
	Practioner 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	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	
	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		
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)		



3:30 pm – 4:00 pm BST	Analyst-Led Roundtables
	Customer Consent: Do's and Don'ts
	Speakers: Enza lannopollo, VP, Principal Analyst, Forrester
	Delivering CX for B2B customers: it is harder than in B2C?
	Speakers: Nicky Briggs, VP, Principal Analyst, Forrester
	Financial Services: What Drives Great CX In Financial Services
	Speakers: Oliwia Berdak, VP, Research Director, Forrester
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&
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

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	



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 lannopollo, 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



11:30 am – 12:15 pm BST	Breakout Session		
	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA	
	Hands-On: Design For Positive Emotion In Digital Experiences Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester	Hands-On: How To Optimize Journey Value Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester	
	EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES		
	Hands-On: Design Learning Programs That Boost Your Team's GenAl Skills Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester		
12:25 pm – 1:05 pm BST	Breakout Sessions		
	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA	
	Practioner Stories: Deliver Great Conversational Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester Siddhartha Chatterjee, Global Chief Data & Al Officer, Club Med	Practioner Stories: CX Metrics & CX Governance Speakers: Dane Anderson, SVP, International Research & Product, Forrester Magdalena Suchanek, Quality Director,, Bank Millennium	
	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&		
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	Executive Leadership Exchange (Invite-Only): Lunch Featuring Q&A with Award Winners		
BST	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	Keynote: Aligning Cross-Functionally To Deliver A Total Experience		
BST	Speakers: Oliwia Berdak, VP, Research Director, Forrester Aurelie L'Hostis, Principal Ana	alyst, Forrester Keith Johnston, VP, Group Director, Forrester , , Forrester	

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2:50 pm – 3:20 pm BST	Keynote: Lead And Master Change
	Speakers: Manuel Geitz, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester