



FORRESTER®

CX Summit EMEA

London & Digital

June 2, 2025 – June 4, 2025

Agenda downloaded: 2025/05/19 04:16:36

Bold Starts: Monday, Jun 2

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
5:30 pm – 6:30 pm BST	Welcome Reception

Tuesday, Jun 3

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

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: Maxie Schmidt, VP, Principal Analyst, 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 AI Speakers: Enza Iannopollo, 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	

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: FamilySearch & Inbenta AI: Scaling Multilingual AI To 95%+ Accuracy Speakers: Jeff Canton, 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: Maxie Schmidt, VP, Principal Analyst, 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

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, 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

3:30 pm – 4:00 pm BST	Analyst-Led Roundtables Customer Consent: Do's and Don'ts Speakers: Enza Iannopollo, 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 Winner Speakers: Rusty Warner, VP, Principal Analyst, Forrester
5:30 pm – 6:30 pm BST	Reception
7:00 pm – 10:00 pm BST	Executive Leadership Exchange (Invite-Only): Networking Reception At Sky Bar

Wednesday, Jun 4

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

9:35 am – 10:05 am BST	Keynote: Navigate The Culture Risks Of Metrics Speakers: Maxie Schmidt, VP, Principal Analyst, 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: Maxie Schmidt, VP, Principal Analyst, 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 <table><tr><th>LEVERAGE TECH FOR STELLAR CX</th><th>OPTIMIZE JOURNEY VALUE WITH DATA</th></tr><tr><td>Hands-On: Design For Positive Emotion In Digital Experiences Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester</td><td>Hands-On: How To Optimize Journey Value Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</td></tr><tr><th>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</th><td></td></tr><tr><td>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</td><td></td></tr></table>	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 GenAI Skills Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester	
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 GenAI Skills Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester									
12:25 pm – 1:05 pm BST	Breakout Sessions <table><tr><th>LEVERAGE TECH FOR STELLAR CX</th><th>OPTIMIZE JOURNEY VALUE WITH DATA</th></tr><tr><td>Practitioner Stories: Deliver Great Conversational Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</td><td>Practitioner Stories: CX Metrics & CX Governance Speakers: Dane Anderson, SVP, International Research & Product, Forrester</td></tr><tr><th>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</th><td></td></tr><tr><td>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& UAE</td><td></td></tr></table>	LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA	Practitioner Stories: Deliver Great Conversational Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester	Practitioner Stories: CX Metrics & CX Governance Speakers: Dane Anderson, SVP, International Research & Product, Forrester	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& UAE	
LEVERAGE TECH FOR STELLAR CX	OPTIMIZE JOURNEY VALUE WITH DATA								
Practitioner Stories: Deliver Great Conversational Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester	Practitioner Stories: CX Metrics & CX Governance Speakers: Dane Anderson, SVP, International Research & Product, Forrester								
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& UAE									
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								
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 Maxie Schmidt, VP, Principal Analyst, 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