



FORRESTER®

# CX Summit EMEA 2025

## London & Digital

June 2, 2025 – June 4, 2025

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**Bold Starts: Monday, Jun 2**

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| 3:00 pm – 5:30 pm<br>BST | <b>Workshop: AI Unleashed Hackathon: Creating Magic Without Mistakes And Mayhem</b><br><br>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester                                                                                                                                                                                                                                          |
| 3:00 pm – 5:30 pm<br>BST | <b>CX Certification Program   Journey Innovation: Change Your Understanding Of Value</b><br><br>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Hannah Jachim, Researcher, Forrester                                                                                                                                                                                        |
| 3:00 pm – 5:30 pm<br>BST | <b>Forrester Women Leadership Program: Break The Mold</b><br><br>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<br>BST | <b>Welcome Reception</b>                                                                                                                                                                                                                                                                                                                                                                     |

**Tuesday, Jun 3**

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

Tuesday, Jun 3

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

**Tuesday, Jun 3**

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| 12:15 pm – 12:45 pm<br>BST | <p><b>Case Study Sessions</b></p> <p><b>TheyDo: Lufthansa Group: Making Every Mile Count With Unified Journeys</b><br/>Speakers: Daniel Hoffman, Lead Service Designer, Lufthansa Group Digital Hanger</p> <p><b>Medallia: Programme Governance To Enable Success</b><br/>Speakers: Emma Perkins, Head of CX Strategy APAC &amp; EMEA, Experian Lisa Garthside, Principal CX/ EX Advisor , Medallia</p> <p><b>Inbenta: How BBVA &amp; FamilySearch Reimagined Self-Service with AI</b><br/>Speakers: Jeff Caton, Head of Global Commercial Operations, Inbenta</p> |
| 12:45 pm – 1:45 pm<br>BST  | <b>Lunch &amp; Marketplace Break (In-Person Only)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 12:45 pm – 1:30 pm<br>BST  | <p><b>Lunch &amp; Learn</b></p> <p><b>Lunch and learn with Genesys and Rabobank</b><br/>Speakers: Nick Chaillier, Sr. Director - Global CSS GTM Strategy, Genesys Thom Kokhuis, Head of Conversational AI &amp; CRM, Rabobank Daan de Haas, Lead Product Manager, Rabobank</p>                                                                                                                                                                                                                                                                                     |
| 12:45 pm – 1:45 pm<br>BST  | <b>Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 1:45 pm – 4:35 pm<br>BST   | <p><b>Immersive Experience (Registration Required): Drive Customer-Obsessed Decisions</b></p> <p><b>1:45 - 2:35 PM   Group 3 (Reserved for Executive Leadership Exchange attendees)</b><br/>Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester</p> <p><b>2:45 - 3:35 PM   Group 4</b></p> <p><b>3:45 - 4:35 PM   Group 5</b><br/>Speakers: Edoardo Zavarella, Principal Consultant, Forrester</p>                                                                                                                                                    |

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

**Wednesday, Jun 4**

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

## Wednesday, Jun 4

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

## Wednesday, Jun 4

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| 11:30 am – 12:15 pm<br>BST | <div>Breakout Session</div> <div> <div>LEVERAGE TECH FOR STELLAR CX</div> <div> <b>Hands-On: Design For Positive Emotion In Digital Experiences</b><br/> Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester </div> </div> <div> <div>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</div> <div> <b>Hands-On: Design Learning Programs That Boost Your Team's GenAI Skills</b><br/> Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Katy Tynan, VP, Principal Analyst, Forrester </div> </div> <div> <div>OPTIMIZE JOURNEY VALUE WITH DATA</div> <div> <b>Hands-On: How To Optimize Journey Value</b><br/> Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester </div> </div>                                                                                                                                   |
| 12:25 pm – 1:05 pm<br>BST  | <div>Breakout Sessions</div> <div> <div>LEVERAGE TECH FOR STELLAR CX</div> <div> <b>Practitioner Stories: Deliver Great Conversational Experiences</b><br/> Speakers: Aurelie L'Hostis, Principal Analyst, Forrester Siddhartha Chatterjee, Global Chief Data &amp; AI Officer, Club Med </div> </div> <div> <div>EMPOWER THE PEOPLE WHO MAKE GREAT EXPERIENCES</div> <div> <b>Practitioner Stories: Driving Action With CX</b><br/> Speakers: Martin Gill, VP, Research Director, Forrester Prince Thomas, Vice President – Head of CX and Digital Design &amp; Transformation, e&amp; </div> </div> <div> <div>OPTIMIZE JOURNEY VALUE WITH DATA</div> <div> <b>Practitioner Stories: CX Metrics &amp; CX Governance</b><br/> Speakers: Dane Anderson, SVP, International Research &amp; Product, Forrester Magdalena Suchanek, Quality Director,, Bank Millennium </div> </div> |
| 1:05 pm – 2:05 pm<br>BST   | <div>Lunch &amp; Marketplace Break (In-Person Only)</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 1:05 pm – 2:05 pm<br>BST   | <div>Certification Lunch: Wrap-Up</div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 1:05 pm – 2:05 pm<br>BST   | <div>Executive Leadership Exchange (Invite-Only): Lunch Featuring Q&amp;A with Award Winners</div> <div> Speakers: Rusty Warner, VP, Principal Analyst, Forrester Paul Ferron, VP, Research Director, Forrester Chris Lipman, Chief Customer Experience Officer, e&amp; Malc Magee, Director Customer Experience, Brenntag </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2:05 pm – 2:45 pm<br>BST   | <div>Keynote: Aligning Cross-Functionally To Deliver A Total Experience</div> <div> Speakers: Oliwia Berdak, VP, Research Director, Forrester Aurelie L'Hostis, Principal Analyst, Forrester Keith Johnston, VP, Group Director, Forrester , , Forrester </div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |



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