



FORRESTER®

CX Summit APAC

Sydney & Digital

August 18, 2025 – August 18, 2025

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Monday, Aug 18

9:00 am – 10:00 am	General Breakfast
10:00 am – 10:15 am	Acknowledgement Of Country & Opening Remarks Speakers: Riccardo Pasto, Principal Analyst, Forrester Martin Gill, VP, Research Director, Forrester
10:15 am – 10:45 am	Keynote: Power Growth With Your Total Experience Speakers: Tom Mouhsian, Principal Analyst, Forrester
10:45 am – 11:15 am	Guest Keynote Featuring Google Speakers: Anuprita Bhomick, Head Of Customer Experience, Platforms and Devices, Google
11:15 am – 11:45 am	Coffee Break & Networking
11:20 am – 11:40 am	Analyst-Led Roundtable Combine Your Brand And Customer Experiences To Power Growth Speakers: Tom Mouhsian, Principal Analyst, Forrester Evolve Digital Experience Measurement To Drive Performance Speakers: Zhi Ying Barry, Principal Analyst, Forrester Tech To Build A High-Impact, AI-Ready CX Function Speakers: Sam Higgins, VP, Principal Analyst, Forrester
11:50 am – 12:20 pm	Case Study Session
12:20 pm – 12:50 pm	Keynote: How To Measure Digital Experiences Speakers: Zhi Ying Barry, Principal Analyst, Forrester
12:50 pm – 1:50 pm	Networking Lunch
12:50 pm – 1:50 pm	Executive Leadership Exchange (Invite-Only): Exclusive Lunch — Breaking Down Silos Speakers: Martin Gill, VP, Research Director, Forrester John Brand, VP, CIO Exec Partner, Forrester
1:50 pm – 2:20 pm	Case Study Session

Monday, Aug 18

2:20 pm – 2:50 pm	Keynote: Build Customer Trust In AI Speakers: Martin Gill, VP, Research Director, Forrester
2:50 pm – 3:20 pm	Guest Keynote featuring Services Australia Speakers: Jonathon Thorpe, Chief Customer Officer, Service Delivery Excellence Group, Services Australia
3:20 pm – 3:55 pm	Coffee Break & Networking
3:30 pm – 3:50 pm	Analyst-Led Roundtable Customer Journeys Speakers: Martin Gill, VP, Research Director, Forrester Government Leaders: Drive Mission-Critical Customer Behaviors With Trust Speakers: Riccardo Pasto, Principal Analyst, Forrester Understand How Customers Map Their Own Digital Moments To Move Past Utility And Gain Preference Speakers: Tom Mouhsian, Principal Analyst, Forrester
3:55 pm – 4:25 pm	Case Study Session
4:25 pm – 4:55 pm	Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winner Speakers: Dane Anderson, SVP, International Research & Product, Forrester
4:55 pm – 5:25 pm	Keynote: Design For The Future Of Experiences Speakers: Riccardo Pasto, Principal Analyst, Forrester
5:30 pm – 6:30 pm	Reception
6:30 pm – 8:00 pm	Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception — Sydney Common Bar

Tuesday, Aug 19

8:30 am – 9:30 am	Forrester Women's Leadership Program Speakers: Jinan Budge, VP, Research Director, Forrester
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Tuesday, Aug 19	
9:30 am – 11:00 am	Workshop: Drive Customer-Obsessed Decisions Speakers: Riccardo Pasto, Principal Analyst, Forrester Dane Anderson, SVP, International Research & Product, Forrester Martin Gill, VP, Research Director, Forrester