



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	Welcome To Country & Opening Remarks
10:15 am – 10:45 am	Power Growth With Your Total Experience Speakers: Tom Mouhsian, Principal Analyst, Forrester
10:45 am – 11:15 am	Guest Speaker
11:15 am – 11:45 am	Marketplace Coffee Break & Networking
11:15 am – 11:45 am	Analyst-Led Roundtable
11:50 am – 12:20 pm	Case Study Sessions
12:20 pm – 12:50 pm	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	Analyst-Led Roundtable
1:50 pm – 2:20 pm	Case Study Sessions
2:20 pm – 2:50 pm	Build Customer Trust In AI Speakers: Martin Gill, VP, Research Director, Forrester
2:50 pm – 3:20 pm	Guest Speaker
3:20 pm – 3:55 pm	Marketplace Coffee Break & Networking
3:55 pm – 4:25 pm	Case Study Sessions
4:25 pm – 5:25 pm	Forrester 2025 Customer-Obsessed Enterprise Award Winner Speakers: Dane Anderson, SVP, International Research & Product, Forrester
4:55 pm – 5:25 pm	Design For The Future Of Experiences Speakers: Riccardo Pasto, Principal Analyst, Forrester
5:30 pm – 6:30 pm	Reception

Tuesday, Aug 19

8:30 am – 9:30 am	Forrester Women's Leadership Program Speakers: Jinan Budge, VP, Research Director, Forrester Alisha Coates, VP, Principal Consultant, Forrester
10:00 am – 11:30 am	Immersive Experience: Drive Customer-Obsessed Decisions
