



FORRESTER®

# CX Summit APAC 2025

**Sydney & Digital**

**August 18, 2025 – August 18, 2025**

Agenda downloaded: December 16, 2025 01:40:32 AM ET

**Monday, Aug 18**

9:00 am – 10:00 am	<b>General Breakfast</b>
10:00 am – 10:15 am	<b>Acknowledgement Of Country &amp; Opening Remarks</b>  Speakers: Martin Gill, VP, Research Director, Forrester Chiara Bragato, Senior Research Associate, Forrester
10:15 am – 10:45 am	<b>Keynote: Power Growth With Your Total Experience</b>  Speakers: Tom Mouhsian, Principal Analyst, Forrester
10:45 am – 11:15 am	<b>How Google Is Redefining The Customer Journey With AI</b>  Speakers: Anuprita Bhomick, Head Of Customer Experience, Platforms and Devices, Google
11:15 am – 11:55 am	<b>Coffee Break &amp; Networking</b>
11:20 am – 11:50 am	<b>Analyst-Led Roundtable</b>  <b>Combine Your Brand And Customer Experiences To Power Growth</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Evolve Digital Experience Measurement To Drive Performance</b> Speakers: Zhi Ying Barry, Principal Analyst, Forrester  <b>Tech To Build A High-Impact, AI-Ready CX Function</b> Speakers: Sam Higgins, VP, Principal Analyst, Forrester
12:00 pm – 12:30 pm	<b>Keynote: Unlocking AI's Potential in CX: Orchestrating Cross-functional Success</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester Manpreet Singh, Senior Managing Director and Group Head, Customer Experience Management, CIMB Group Jo Brennan, Group Executive, Member Engagement, Education and Advice, Aware Super
12:30 pm – 1:00 pm	<b>Keynote: Build Customer Trust In AI</b>  Speakers: Martin Gill, VP, Research Director, Forrester
1:00 pm – 2:00 pm	<b>Networking Lunch</b>
1:00 pm – 2:00 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch — Breaking Down Silos</b>  Speakers: Martin Gill, VP, Research Director, Forrester John Brand, VP, CIO Exec Partner, Forrester

**Monday, Aug 18**

1:30 pm – 2:00 pm	<b>Networking Roundtable Co-Hosted By Grazitti Interactive</b>  <b>Moments That Matter: Using Hyper Personalisation To Influence High-Value Customer Decisions</b> Speakers: Varun Luthra, Country Manager, ANZ, Grazitti Interactive Ruchi Lapran, Sr. Manager-Marketing Automation, Grazitti Interactive Riccardo Pasto, Principal Analyst, Forrester
2:00 pm – 2:30 pm	<b>Guest Keynote   Experience Matters: Hardwiring CX Into Government Services</b>  Speakers: Jonathon Thorpe, Chief Customer Officer, Service Delivery Excellence Group, Services Australia
2:30 pm – 3:00 pm	<b>Keynote: How To Evolve Digital Experience Measurement</b>  Speakers: Zhi Ying Barry, Principal Analyst, Forrester
3:00 pm – 3:30 pm	<b>Grazitti Interactive: Driving CX Excellence At TechnologyOne With Next-Gen SearchUnify Support Suite</b>  Speakers: Roxanne Hoare, Director, Customer Community, TechnologyOne Bharat Sethi, Senior Product Manager, SearchUnify
3:30 pm – 4:15 pm	<b>Coffee Break &amp; Networking</b>
3:40 pm – 4:10 pm	<b>Analyst-Led Roundtable</b>  <b>Drive Action With Customer Journey Mapping</b> Speakers: Martin Gill, VP, Research Director, Forrester  <b>Government Leaders: Drive Mission-Critical Customer Behaviors With Trust</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester  <b>Understand How Customers Map Their Own Digital Moments To Move Past Utility And Gain Preference</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester
4:15 pm – 4:45 pm	<b>Keynote: Forrester 2025 Customer-Obsessed Enterprise Award Winner</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester Damien Mu, CEO and Managing Director, AIA Australia
4:45 pm – 5:15 pm	<b>Keynote: Design For The Future Of Experiences</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester
5:20 pm – 6:20 pm	<b>Reception</b>
6:30 pm – 8:00 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Networking Reception — Sydney Common Bar</b>

Tuesday, Aug 19

8:30 am – 9:30 am	<p><b>Forrester Women's Leadership Program</b></p> <p>Speakers: Jinan Budge, VP, Research Director, Forrester Sulata Bhattacharjee, Head of Security Advisory &amp; Risk, Equifax Australia &amp; New Zealand, Equifax Cassandra Highfield, Executive Director, Information Technology and Workplace Services, Department of Jobs, Skills, Industry and Regions Alisha Coates, VP, Principal Consultant, Forrester</p>
9:30 am – 11:30 am	<p><b>Workshop   Journey Innovation: Change Your Understanding Of Value</b></p> <p>Speakers: Riccardo Pasto, Principal Analyst, Forrester Martin Gill, VP, Research Director, Forrester</p>