



CX Summit North America 2025

Nashville & Digital

June 23, 2025 – June 26, 2025

Agenda downloaded: November 03, 2025 09:28:36 PM ET



Bold Starts: Monday, Jun 23

1:30 pm – 4:00 pm	Forrester Women's Leadership Program: Bold At Work				
CDT	Forrester Women's Leadership Program: Bold At Work				
	Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester				
	1:30 PM Arrival, Coffee, Networking				
	2:00 PM Panel: How I've Led And Navigated Bold At Work Amid Constant Change Speakers: Judy Weader, Principal Analyst, Forrester Fiona Swerdlow, VP, Research Director, Forrester Purvi Doraiswamy, Senior Vice President, Digital Operations, AARP Kathy Doyle Thomas, President, Half Price Books Amy Lokey, Chief Experience Officer, ServiceNow 2:40 PM Table Discussions: How I'm Bold At Work Amid Constant Change				
	3:00 PM Break				
	3:10 PM Peer Discussions focused on: navigating tough conversations, everything AI, burnout, etc.				
	4:00 PM Women's Leadership Program Concludes				
2:30 pm – 4:00 pm CDT	Workshop: Scope Your Al Agent Future				
CDI	Speakers: Stephanie Liu, Senior Analyst, Forrester Rowan Curran, Principal Analyst, Forrester				
2:30 pm – 4:00 pm	Workshop: Make Sure Your CX Capabilities Are Mission-Ready				
CDT	Speakers: Su Doyle, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester				
4:30 pm – 6:00 pm CDT	Executive Leadership Exchange (Invite-Only): Lead and Master Change In Times Of Volatility				
CDI	Speakers: Katy Tynan, VP, Principal Analyst, Forrester Jen Sanning, Executive Partner, Forrester Ron Rogowski, VP, Executive Partner, Forrester				
4:30 pm – 6:00 pm CDT	CX Certification Program: Journey Mapping Fundamentals				
CDT	Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester				



Bold Starts: Monday, Jun 23

4:30 pm – 6:00 pm CDT	Workshop: The OG Of Relationship Marketing: Using Email Marketing To Connect With Your Customers	
	Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester Shaili Desai, Principal Consultant, Forrester	
6:00 pm – 7:30 pm CDT	Welcome Reception	
6:00 pm – 6:45 pm CDT	Executive Leadership Exchange (Invite-Only): Welcome Reception	

7:30 am – 8:45 am CDT	CX Certification Program: Journey Mapping Fundamentals		
	Speakers: Su Doyle, Principal Analyst, Forrester Jenna Wohead, Director, Product Management, Forrester		
8:00 am - 9:00 am CDT	General Breakfast		
8:00 am – 8:45 am CDT	Government Leadership Breakfast		
	Speakers: Katy Tynan, VP, Principal Analyst, Forrester		
9:00 am - 9:20 am CDT	Opening Remarks		
	Speakers: George Colony, CEO, Forrester		
9:25 am – 9:55 am CDT	Keynote: Win And Retain The Distracted Consumer		
	Speakers: Kelsey Chickering, Principal Analyst, Forrester		
10:05 am – 10:35 am CDT	Keynote: Power Growth With Your Total Experience		
	Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester		



10:45 am – 11:30 am	Marketplace Coffee Break & Networking (In-Person Only)				
	10:50-11:00am - Observe.Al: You Built Al To Deflect. Customers Want Connection. Let's Fix That. Speakers: John McMullan, Director, VoiceAl Product Marketing, Observe.Al				
	11:05-11:15am - CallMiner: Future Of CX: Transforming Customer Feedback With Al Speakers: Ed Matanes, Product Marketing Associate, CallMiner				
	11:20-11:30am - Thematic: Making Feedback Count: Why Mitsubishi Partners With Thematic Speakers: Gary Batroff, SVP Sales and Partnerships, Thematic				
10:50 am – 12:05 pm CDT	Workshop: Build Your CX ROI Story				
	Speakers: Judy Weader, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester				
10:50 am – 12:05 pm CDT	Workshop: Better Together: Customer Segmentation And Data Strategy				
	Speakers: Stephanie Liu, Senior Analyst, Forrester Zeid Khater, Analyst, Forrester				
11:00 am – 11:30 am CDT	Analyst-Led Roundtables (Pre-Registration Required)				
	Sticky Data Storytelling Solutions				
	Speakers: Kim Herrington, Senior Analyst, Forrester				
	Keynote Q&A: Win And Retain The Distracted Consumer				
	Speakers: Kelsey Chickering, Principal Analyst, Forrester				
	Combining Brand + CX Is Hard But Possible				
	Speakers: Mike Proulx, VP, Research Director, Forrester				
	The US Economy: Trends, Challenges, and Outlook				
	Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester				



11:30 am – 12:00 pm CDT	Breakout Sessions				
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS			
	Must-Have Data And Metrics For Marketing Measurement Speakers: Brad Haag, Senior Analyst, Forrester	The Strategy And Practice Of Journey Centricity Speakers: Jen Sanning, Executive Partner, Forrester Todd Keith, Head of Experience Design (XD), Regions Bank Nancy Flowers, Vice President of Customer Experience, Voya Financial			
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE			
	Optimize Tech Investments To Fuel CX Transformation Speakers: Colleen Fazio, Senior Analyst, Forrester Develop Your Leadership Promise To Its CX Fulfillment Speakers: Katy Tynan, VP, Principal Analyst, Forrester Josh Heitser Managing Director, Marketing & Digital Strategy, American Society Engineers (ASME)				
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE			
	The Trust Thread: Powering Financial Services Loyalty And Primacy Speakers: Alyson Clarke, Principal Analyst, Forrester	Create A Full Consumer View For Your Brand Speakers: Audrey Chee-Read, Principal Analyst, Forrester			
12:10 pm – 12:40 pm CDT	Case Study Sessions Alchemer: Unforgettable Experiences: AEG's Fan-To-Brand Magic Speakers: Matt Lawler, Vice President of Data and Insights, AEG Global Partnerships Ryan Tamminga, Senior Vice President of Product and Services, Alchemer				
	CSG: Journey Analytics: Find What's Broken And Fix It Speakers: Keith Wilson, Executive Director of Product, CSG				
	Medallia: Lifting Off With Purpose: How The Venetian Propels CX With Medallia Al Speakers: Hadley Spadaccini, Sr. Product Marketing Manager, Al & Analytics, Medallia				
	NICE: Three Smart Shifts That Helped ALG Vacations Deliver Faster, Friendlier Service Speakers: Jennifer Wilson, Director, Product Marketing, NICE				



12:50 pm – 1:55 pm CDT	Lunch & Marketplace (In-Person Only)
	1:00-1:10pm - Five9: Built-In, Not Bolt-On: Ushering In The Era Of Agentic CX Speakers: Frank Chevallier, VP Product Management, Five9
	Speakers. Frank Chevallier, VI Froduct Management, Five 5
	1:15-1:25pm - Forrester: Supercharge Decisions With Data
	Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester
	1:30-1:40pm - Forrester: Upskill Your Team With Courses & Certification
	Speakers: Jenna Wohead, Director, Product Management, Forrester
	1:45-1:55pm - Forrester: Move Faster With Consulting
	Speakers: Dean Davison, Principal Consultant, Forrester
12:50 pm – 1:40 pm CDT	Bold At Work: Women's Leadership Networking Lunch
	Speakers: Fiona Swerdlow, VP, Research Director, Forrester Judy Weader, Principal Analyst, Forrester
12:50 pm – 1:45 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Networking Lunch



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2:05 pm – 2:35 pm CDT	Breakout Sessions				
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS			
	A Deeper Dive Into Forrester's New Brand Experience (BX) Index Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester Shalika Fernando, Senior Analyst, Forrester	How To Align Al Operations With Strategy In The Contact Center And Beyond Speakers: Max Ball, Principal Analyst, Forrester			
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE			
	Your Billing And Payment Tech Is Crucial To CX Speakers: Lily Varon, Principal Analyst, Forrester	Build Your EX-To-CX Strategy Now Speakers: Angelina Gennis, Principal Analyst, Forrester			
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE			
	Intelligent Healthcare Organizations Breathe Life Into CX Speakers: Shannon Germain Farraher, Senior Analyst, Forrester	Prepare Your Full-Funnel Creative Strategy Speakers: Jay Pattisall, VP, Principal Analyst, Forrester			
	INDUSTRY MEETUP: GOVERNMENT	INDUSTRY MEETUP: FINANCIAL SERVICES			
	Government Meetup Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	Financial Services Meetup Speakers: Peter Wannemacher, Principal Analyst, Forrester Alyson Clarke, Principal Analyst, Forrester			
2:45 pm – 3:15 pm	Case Study Sessions				
CDT	Dialpad: Human Expertise And Empathy In An Al World Speakers: Jen Grant, CMO, Dialpad Shezan Kazi, Head of Ai Transformation , Dialpad				
	Five9: Transforming CX: CVS Health's Al-Powered Human Touch Speakers: Niki Hall, Chief Marketing Officer, Five9 Brian Calderwood, VP IT - Member Experience, CVS				
	Genesys: Kaplan and Genesys: Transforming Learning With Al-Powered Innovations Speakers: Bill Boga, Executive Director of Contact Center Strategy & Al Transformation, Kaplan North America Charles Quincy, Senior Director of Product Management, Genesys				
	Qualtrics: From Signals To Action: Supercharging CX With AI & Omni-Channel Insights Speakers: Manisha Powar, Head of Product Management, Qualtrics CX James Bauman, Senior Director Experience Management & Analytics, TruGreen				
	TheyDo: MetLife: Realize Value Faster With Connected Journeys Speakers: Roxanne Knapp, AVP Experience Design Strategy, MetLife				



3:25 pm – 3:55 pm CDT	Breakout Sessions				
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS			
	How AutoZone Implements Full-Funnel Advertising Speakers: Nikhil Lai, Principal Analyst, Forrester Robyn Simburger, Marketing Director, Merchandise Marketing and Media, AutoZone, Inc.	It's Time For B2C Marketing Operations To Shine Speakers: Jessica Liu, Principal Analyst, Forrester			
	LEVERAGE TECH FOR STELLAR CX — AND EX POWER CX WITH LEADERSHIP AND CULTURE				
	Al Agents: Hype Vs. Reality And What It Means Speakers: Stephanie Liu, Senior Analyst, Forrester	Unlock Al's Full Potential With Forrester's AlQ Framework (Digital Only) Speakers: James L. McQuivey, PhD, VP, Research Director, Forrester			
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE			
	Killer Phygital: How To Blend Physical And Digital Experiences In Retail And Beyond Speakers: Sucharita Kodali, VP, Principal Analyst, Forrester Brendan Witcher, VP, Principal Analyst, Forrester James Russo, Strategy & Insight Lead T-Mobile Advertising Solutions, T-Mobile	Supercharge Dynamic Commerce With The Future of Digital Experiences Speakers: Chuck Gahun, Principal Analyst, Forrester			
3:25 pm – 4:40 pm CDT	Workshop: Level Up Your B2B CX Measurement Speakers: Rich Saunders, Senior Analyst, Forrester Su Doyle, Principal Analyst, Forrester Pete Jacques, Principal Analyst, Forrester				
3:25 pm – 4:40 pm CDT	Workshop: Build Effective Personas To Drive Empathy Speakers: Audrey Chee-Read, Principal Analyst, Forrester Gina Bhawalkar, Principal Analyst, Forrester				
3:55 pm – 4:40 pm CDT	Marketplace Coffee Break & Networking (In-Person Only) 4:00-4:10pm - NICE: CXone Mpower Value Proposition Speakers: David Braddock, Portfolio Solution Engineer, NICE 4:15-4:25pm - Qualtrics: Beginning Your Omnichannel Listening Quest Speakers: Menon Billingsley, Head of Solution Strategy for Technology, Media, and Telecom, Qualtrics 4:30-4:40pm - Zoho: Strategic Efficiency = (CRM)Al Not CRM + Al Speakers: Prashanth "PVK" Krishnaswami, Head of Market Strategy, Zoho				



4:05 pm – 4:35 pm CDT	Analyst-Led Roundtables (Pre-Registration Required)		
	How Do You Do Self-Service Right?		
	Speakers: Max Ball, Principal Analyst, Forrester		
	Sharing Leadership Best Practices And Honest Pitfalls		
	Speakers: Betsy Summers, Principal Analyst, Forrester		
	Creating Strategy From The Outside In		
	Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester		
4:05 pm – 4:35 pm CDT	CX Summit Certification Roundtables (Pre-Registration Required)		
4:40 pm – 5:10 pm CDT	Keynote: 2025 Customer-Obsessed Enterprise Award		
	Speakers: Sharyn Leaver, Chief Research Officer, Forrester Melanie Au, VP, Digital Banking, Canadian Imperial Bank of Commerce (CIBC) Jennifer Davidson, VP, Client Experience, Canadian Imperial Bank of Commerce (CIBC) Angela Sarino, VP, Business Partner Marketing, Canadian Imperial Bank of Commerce (CIBC)		
5:15 pm – 5:45 pm CDT	Keynote: Design For The Future Of Experiences		
CDI	Speakers: AJ Joplin, Senior Analyst, Forrester		
5:45 pm – 5:45 pm CDT	Closing Remarks		
-2.	Speakers: Rick Parrish, VP, Research Director, Forrester		
5:45 pm — 6:45 pm CDT	Reception		
6:30 pm – 8:30 pm CDT	Executive Leadership Exchange (Invite-Only): Exclusive Dinner		

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8:30 am – 9:30 am	General Breakfast		
CDT 9.30 am			
CDT			



8:30 am – 9:15 am CDT	Breakfast Session Ada's Agentic Al: The Fastest Path To CX Efficiency & Cost Reduction		
	Speakers: Brendan McGuire, Head of Strategic Accounts, Ada Yogi Bhatnagar, Pre-Sales Consultant, Ada		
9:30 am – 9:40 am CDT	Welcome Back		
	Speakers: Rick Parrish, VP, Research Director, Forrester		
9:40 am – 10:10 am CDT	Keynote: No More Excuses: Practice Customer Obsession The Right Way		
	Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester		
10:15 am – 10:45 am	Keynote: 2025 Customer-Obsessed Leadership Award		
	Speakers: Keith Johnston, VP, Group Director, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T		
10:50 am – 11:35 am CDT	Marketplace Coffee Break & Networking (In-Person Only)		
	10:55-11:05am - CSG: The Prove It Era Of Customer Engagement Speakers: Erin Veltkamp, Sr. Product Marketing Manager, CSG		
	11:10-11:20am - Grammarly: How Grammarly Al Supercharges Your Existing CX Stack Speakers: Grant Horn, Enterprise Account Executive, Grammarly		
	Speakers. Grant Horn, Enterprise Account executive, Granimany		
	11:25-11:35am - Genesys: Level Up Your Customer Experience: Achieve Al's Compound Value With Genesys Cloud		
	Speakers: lan Felder, Director, Product Marketing – Journey Management, Analytics and Reporting , Genesys		
10:55 am — 11:30 am CDT	Get The Most From Forrester (Pre-Registration Required)		
CDT	Speakers: Andrew McCauley, VP, Product Management, Forrester Jenna Wohead, Director, Product Management, Forrester Emily Collins, VP, Research Director, Forrester Shar VanBoskirk, VP, Principal Analyst, Forrester		
11:00 am – 11:30 am CDT	Analyst-Led Roundtables (Pre-Registration Required)		
	Keynote Q&A: Design For The Future Of Experiences Speakers: AJ Joplin, Senior Analyst, Forrester		
	Combining Brand + CX Is Hard But Possible Speakers: Mike Proulx, VP, Research Director, Forrester		
	Keynote Q&A: Power Growth With Your Total Experience Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester		



11:00 am – 12:15 pm CDT	Workshop: CX Quality, Trust, And The Role Of Technology For Health Insurers		
	Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Sen	ior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	
11:00 am – 12:15 pm CDT	Workshop: Condition Your Culture For Collaboration		
	Speakers: Betsy Summers, Principal Analyst, Forrester		
11:35 am – 12:20 pm CDT	Breakout Sessions		
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS	
	The Al Revolution Is Spreading Across the Customer Analytics Lifecycle Speakers: Rowan Curran, Principal Analyst, Forrester	The Future Of Commerce Speakers: Chuck Gahun, Principal Analyst, Forrester	
	LEVERAGE TECH FOR STELLAR CX — AND EX POWER CX WITH LEADERSHIP AND CULTURE		
	The Best Tech Bets In Customer Service Speakers: Max Ball, Principal Analyst, Forrester Luis Angel-Lalanne, Vice President, Complaints Transformation, American Express Dan Gamber, Director of Experiences, Bridgestone	How To Lead Change For Improved Customer Outcomes Speakers: Katy Tynan, VP, Principal Analyst, Forrester	
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE	
	Making CX Practical For Technology Firms Speakers: Su Doyle, Principal Analyst, Forrester	Design Personalized Moments That Consumers Find Relevant And Valuable Speakers: Jessica Liu, Principal Analyst, Forrester Jeanne Jones, VP, Member Marketing, BECU Holly Moreland, Sr Director, Customer Engagement Strategy and Technology, Hilton Julia Binder, Senior Director of Customer Experience Strategy & Analytics, Toast Chris Conner, Senior Director of Digital Management and Strategy of Consumer Energy, NRG Energy	



12:30 pm – 1:00 pm CDT	Case Study Sessions	
	Concentrix: Customer Loyalty: Combat Churn And Capture Market Share	
	Speakers: Kaitlen Elmore, Sr. Director, Voice of the Customer Programs, Concentrix Maya Desai, Director of Business Advanced Analytics, DIRECTV	
	Cresta: Supercharging Mutual Of Omaha's Revenue Engine With AI Speakers: Laif Wheeler, VP of Sales, Mutual of Omaha Sai Vivek, Chief Customer Officer & Field CTO, Cresta	
	Speakers: Lall Wheeler, VP of Sales, Mutual of Omana Sal Vivek, Chief Customer Officer & Field CTO, Cresta	
	Inbenta: How BBVA Cut Costs & Boosted Satisfaction with 99% Al-Powered Self-Service	
	Speakers: Merlin Bise, Chief Technology Officer, Inbenta Al	
	Treasure Data: Power Intelligent CX With AI	
	Speakers: Amit Erande, GM of AI and Personalization Services, Treasure Data	
	Uniphore: From Agents to Agentic: Transforming Customer Conversations	
	Speakers: Kalyan Tummala, VP, Product Marketing, Uniphore	
1:10 pm – 2:15 pm CDT	Lunch & Marketplace (In-Person Only)	
	1:20-1:30pm - Forrester: Supercharge Decisions With Data	
	Speakers: Elizabeth Velasquez, Director, Data Engagement, Forrester	
	1:35-1:45pm - Forrester: Move Faster With Consulting	
	Speakers: Dean Davison, Principal Consultant, Forrester	
1:10 pm – 2:00 pm CDT	Medallia Lunch & Learn: Insights To Action: Client-Centric Decisioning For Business Success With CIBC	
СЫ	Speakers: Stephanie Leheta, Senior Director - CX Strategy, Governance & Design Thinking, CIBC Connie Leary, VP, Experience Advisory, Medallia	
1:10 pm – 2:00 pm CDT	Certification Lunch: Wrap-Up	
1:10 pm – 2:00 pm CDT	Executive Leadership Exchange (Invite-Only): Lunch featuring Q&A with Award Winner	
	Speakers: Ron Rogowski, VP, Executive Partner, Forrester John C. Miller, VP, Consumer & Retail Solutions, AT&T	
1:10 pm – 2:15 pm CDT	AR Exchange Luncheon	



2:25 pm – 3:10 pm CDT	Breakout Sessions	
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS
	Elevate Your Approach To Measuring Digital User Experiences Speakers: Gina Bhawalkar, Principal Analyst, Forrester	CX Superpowers: Link Experience Quality To Business Performance Speakers: Rich Saunders, Senior Analyst, Forrester
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE
	The Blueprint For Customer Data Platform Success Speakers: Joe Stanhope, VP, Principal Analyst, Forrester	Case Study: Al Upskilling For Measurable CX Impact Speakers: Betsy Summers, Principal Analyst, Forrester Rebecca Biestman, CMO, Guild Dr. KimArie Yowell, Chief Talent and DEI Officer, Rocket
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE
	Create Differentiating Digital Brand Experiences In Financial Services Speakers: Peter Wannemacher, Principal Analyst, Forrester Rohit Makhijani, Principal Analyst, Forrester	Panel: Maximize The Value Of Your Sports Sponsorships Speakers: Mike Proulx, VP, Research Director, Forrester Sara Bonds, SVP of Strategic Partnerships, APP (Association of Pickleball Players) Gregg Molander, Senior Director of Brand Experience, AARP
	INDUSTRY MEETUP: HEALTHCARE	
	Healthcare Meetup Speakers: Arielle Trzcinski, Principal Analyst, Forrester Shannon Germain Farraher, Senior Analyst, Forrester	
2:30 pm – 3:45 pm CDT	Workshop: Persuade Executives With Data-Rich Stories	
	Speakers: Colleen Fazio, Senior Analyst, Forrester Kelsey Chickering, Principal Analyst, Forrester	



3:20 pm – 3:50 pm CDT	Case Study Sessions
	Dovetail: How Leading User Experience Teams Build Customer Centricity At Scale
	Speakers: Cheryl Abellanoza, PhD, Associate Director - UX Research, Verizon Connect
	OP360: From Call Center To Revenue Generator: How Voice Optimization Doubled Ideal Image's Sales
	Speakers: Tom Moskal, VP of Global Client Services, OP360 Sheron Smith, Sr. Director, Contact Centers, Ideal Image
	SundaySky: How Personalized Video Is Propelling ZoomInfo's Digital CX Future
	Speakers: Mary Iapicca, Vice President, Customer Experience, ZoomInfo
	WhatsApp: How To Streamline Customer Journeys With Persistent Conversation Threads
	Speakers: Brian Donnelly, Head of Portfolio Marketing, Business Messaging, Meta Jason Singh, Head of Partner Marketing, Business Messaging, Meta
3:50 pm – 4:35 pm CDT	Marketplace Coffee Break & Networking (In-Person Only)
	3:55-4:05pm - Level Al: Agentic Al - Myths, Reality & Practical Use Cases
	Speakers: Gayathri Krishnamurthy, Head of Product Marketing, Level Al
	4:10-4:20pm - Trustpilot: Fueling Business Growth. The ROI Of Authentic Customer Feedback
	Speakers: Vincent Petrillo, General Manager and Vice President of US Commercial, Trustpilot
	4:25-4:35pm - Qualtrics: Transforming Omnichannel Insights Into Meaningful Action
	Speakers: Mitch Milner, Senior Principal Solutions Engineer, Qualtrics
4:00 pm – 4:30 pm CDT	Analyst-Led Roundtables (Pre-Registration Required)
	Keynote Q&A: Power Growth With Your Total Experience
	Speakers: Dipanjan Chatterjee, Vice President, Principal Analyst, Forrester
	Creating Strategy From The Outside In
	Speakers: Shar VanBoskirk, VP, Principal Analyst, Forrester
	Sticky Data Storytelling Solutions
	Speakers: Kim Herrington, Senior Analyst, Forrester
4:40 pm – 5:15 pm CDT	Keynote: The Network Effect Of Al Amplifies How Employees Create Powerful Experiences
	Speakers: Jay Pattisall, VP, Principal Analyst, Forrester

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5:15 pm – 5:15 pm CDT	Closing Remarks
	Speakers: Rick Parrish, VP, Research Director, Forrester
5:15 pm – 6:00 pm CDT	Marketplace Reception
6:45 pm – 10:30 pm CDT	A Night Out in Nashville: Live at Friends in Low Places

Thursday, Jun 26

8:30 am — 9:30 am CDT	General Breakfast
9:30 am – 9:35 am CDT	Welcome Back
351	Speakers: Rick Parrish, VP, Research Director, Forrester
9:35 am – 10:05 am CDT	Keynote: Navigate The Culture Risks Of Metrics
CDT	Speakers: Angelina Gennis, Principal Analyst, Forrester



Thursday, Jun 26

10:15 am – 10:45 am CDT	Breakout Sessions		
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS	
	Work Smarter: Drive Growth With Customer Lifetime Value Speakers: Zeid Khater, Analyst, Forrester	Empowering Confident Customers Speakers: Kim Herrington, Senior Analyst, Forrester Erica Luxenburg, Director of Product Research, Lowe's	
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE	
	Emerging Technology Dissolves The Barriers Between You And Your Customer Speakers: Brian Hopkins, VP, Emerging Tech Portfolio, Forrester	Panel: The Network Effects Of Al Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester Jon Cook, CEO, VML Samir Bhutada, Global Vice President of Digital Transformation, The Coca-Cola Company	
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES	DESIGN FOR CONSUMERS' TOTAL EXPERIENCE	
	Make The Case For CX In Government Organizations Speakers: Colleen Fazio, Senior Analyst, Forrester Judy Weader, Principal Analyst, Forrester	Create Loyalty With A Modern Approach (Digital Only) Speakers: John Pedini, Principal Analyst, Forrester	
10:45 am — 11:15 am CDT	Marketplace Coffee Break & Networking (In-Person Only)		
10:50 am – 11:20 am CDT	Analyst-Led Roundtables (Pre-Registration Required)		
CDI	Effectively Engaging Loyal Customers In Retail/Financial Services Speakers: John Pedini, Principal Analyst, Forrester		
	Keynote Q&A: The Network Effect Of Al Amplifies How Employees Create Powerful Experiences Speakers: Jay Pattisall, VP, Principal Analyst, Forrester		
	The US Economy: Trends, Challenges, and Outlook Speakers: Jitender Miglani, Principal Forecast Analyst, Forrester		



Thursday, Jun 26

11:25 am – 12:40 pm CDT	Interactive Sessions		
	MEASURE YOUR WAY TO JOURNEY MASTERY	WOW CUSTOMERS WITH SEAMLESS STRATEGY AND OPERATIONS	
	Boost Your Experience Measurement Mastery Speakers: Rich Saunders, Senior Analyst, Forrester Pete Jacques, Principal Analyst, Forrester	Where Should Your CX Function Sit? Speakers: Judy Weader, Principal Analyst, Forrester Lana Pruett, Director of Customer and Digital Experience, Blue Cross and Blue Shield of Kansas Amy Cheng, Senior Director Experience Insights, Shipt	
	LEVERAGE TECH FOR STELLAR CX — AND EX	POWER CX WITH LEADERSHIP AND CULTURE	
	It's Time For Chatbot 2.0 Speakers: Max Ball, Principal Analyst, Forrester William McKeon-White, Senior Analyst, Forrester	Optimize Your Team Or Function: Organizational Effectiveness Workshop Speakers: Betsy Summers, Principal Analyst, Forrester	
	DEVELOP INDUSTRY-SPECIFIC CX STRATEGIES		
	From Transactional To Trustworthy: Engaging Healthcare Customers Speakers: Arielle Trzcinski, Principal Analyst, Forrester Greg Barber, Director of Experience & Market Research, CareFirst Blue Cross Blue Shield Al Krueger, Senior Director, Experience Strategy, Research, and Design Practice, Highmark Health		
12:40 pm – 12:40 pm CDT	Grab-and-Go Lunch		