



FORRESTER®

CX Summit EMEA 2024

London & Digital

June 24, 2024 – June 26, 2024

Agenda downloaded: 2025/04/29 05:55:15

Bold Starts: Monday, Jun 24

3:00 pm – 5:00 pm BST	Forrester Women's Leadership Program Speakers: Laura Koetzle, VP, Group Director, Forrester Panel: Get The Tools And Skills You Need To Build A Career In CX Speakers: Laura Koetzle, VP, Group Director, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International Gail Russell, Global Head of Customer Experience, HSBC Melissa Chaudet, UX Consultant, Bunnyfoot Tina Lilje, Head of Philips Customer Experience, Philips International
3:00 pm – 5:00 pm BST	GenAI Hackathon: Experiment, Network, And Learn Speakers: Oliwia Berdak, VP, Research Director, Forrester Kerstin Wehmeyer, Researcher, Forrester
3:00 pm – 5:00 pm BST	Level-Up Workshop Journey Measurement Build Your Journey Business Case Now Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Jana Gül, Researcher, Forrester
5:00 pm – 6:00 pm BST	Welcome Reception

Tuesday, Jun 25

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:45 am BST	Opening Remarks Speakers: Martin Gill, VP, Research Director, Forrester
9:40 am – 10:20 am BST	Guest Keynote Meet A(H)I: Artificial & Human Intelligent CX Speakers: Tina Lilje, Head of Philips Customer Experience, Philips International
10:20 am – 10:50 am BST	Keynote: Solve The AI Customer's Dilemma: To Be Or Not To Be? Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester

Tuesday, Jun 25

10:50 am – 11:35 am BST	Marketplace Break & Networking (In-Person Only) 10:55–11:05 am - Celtra: Embracing AI To Optimize Ad Experiences For Customers Speakers: Oliver Stewart, VP of Sales, EMEA & APAC, Celtra 11:10–11:20 am - Treasure Data: Condé Nast: Customer-Centric Journeys That Drive Business Value Speakers: Diana Comsa, Global Director, Customer Data Products, Condé Nast								
11:00 am – 11:30 am BST	Analyst-Led Roundtable AI: You can avoid the “Frankenstack” Speakers: Rusty Warner, VP, Principal Analyst, Forrester GenAI Generates “Coherent Nonsense” Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester								
11:00 am – 12:15 pm BST	Skill Building Workshop AI Unleashed: Creating Magic Without Mistakes And Mayhem Speakers: Lorenzo Introna, Principal Consultant, Forrester David Wheable, VP, Principal Consultant, Forrester								
11:35 pm – 12:05 pm BST	Breakout Sessions <table> <tr> <th>MASTERING CX: SCALE, ADAPT, ALIGN</th><th>DELIVER ON THE DIGITAL PROMISE</th></tr> <tr> <td> Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester </td><td> Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester </td></tr> <tr> <th>ANTICIPATE MARKET DISRUPTION</th><td></td></tr> <tr> <td> Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester </td><td></td></tr> </table>	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	Prove The Business Value Of CX And Your Team Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	Top Tactics To Drive Digital Sales Speakers: William Dahlgren, Analyst, Forrester	ANTICIPATE MARKET DISRUPTION		Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester	
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Sustainability Now, Not Later: AI Will Accelerate The Green Market Revolution Speakers: Thomas Husson, VP, Principal Analyst, Forrester									
12:10 pm – 12:40 pm BST	Case Study Sessions (In-Person Only) TheyDo and Scania: steering CX and business strategy with journeys Speakers: Peter Björk, Chief Product Manager, Scania Jochem van der Veer, CEO, TheyDo JourneyTrack: A Framework for Deciding When to Use AI in CX Speakers: Ania Rodriguez, Founder & CEO, JourneyTrack Christin Bowman, Director of Product, JourneyTrack								

Tuesday, Jun 25

<p>12:40 pm – 1:40 pm BST</p>	<p>Lunch & Marketplace (In-Person Only)</p> <p>1:15–1:25 pm - Forrester: Align To Accelerate With Forrester Decisions Speakers: Darrell Hayward, VP regional Sales for UK&I, Forrester David Seamons, Customer Success Manager, Forrester</p>								
<p>12:40 pm – 1:40 pm BST</p>	<p>Lunch & Learn Session (In-Person Only)</p> <p>Medallia: MSC Cruises: Developing a Voice of the Customer Program that drives actions and cultural transformation Speakers: Marco Ottaviani, Head of CRM & Customer Activation, MSC Cruises Eleanor Telling, Principal XP Consultant, Medallia</p>								
<p>12:40 pm – 1:40 pm BST</p>	<p>Executive Leadership Exchange (Invite-Only): Networking Lunch Analyst-Led Topic Tables</p> <p>AI: You can avoid the “Frankenstack” Speakers: Rusty Warner, VP, Principal Analyst, Forrester</p> <p>With GenAI Are You Building Your Own Apps? Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester</p> <p>Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</p> <p>With The Delays To CSRD Implementation, You Have Plenty Of Time – No Need To Start Now Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p> <p>Never Mind The EU AI Act: Your GenAI Apps May Already Be violating The GDPR Speakers: Laura Koetzle, VP, Group Director, Forrester</p>								
<p>1:40 pm – 2:25 pm BST</p>	<p>Breakout Sessions + Ask An Expert</p> <table data-bbox="318 1082 2199 1391"> <tr> <th data-bbox="318 1082 1258 1141">MASTERING CX: SCALE, ADAPT, ALIGN</th><th data-bbox="1258 1082 2199 1141">DELIVER ON THE DIGITAL PROMISE</th></tr> <tr> <td data-bbox="318 1141 1258 1252"> <p>Customer Journey’s 2.0: Customer Journey Management And Transformation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p> </td><td data-bbox="1258 1141 2199 1252"> <p>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p> </td></tr> <tr> <th data-bbox="318 1252 1258 1305">ANTICIPATE MARKET DISRUPTION</th><td data-bbox="1258 1252 2199 1305"></td></tr> <tr> <td data-bbox="318 1305 1258 1391"> <p>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p> </td><td data-bbox="1258 1305 2199 1391"></td></tr> </table>	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE	<p>Customer Journey’s 2.0: Customer Journey Management And Transformation Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jivesh Juneja, Customer Journey Director, Nissan</p>	<p>How AI Fuels New Green Digital Products Speakers: Oliwia Berdak, VP, Research Director, Forrester David Villaseca Morales, Chief Digital Office, CEPESA</p>	ANTICIPATE MARKET DISRUPTION		<p>Ignore The Hype And Focus On How You Can Get The Most Out Of (Gen)AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>	
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Tuesday, Jun 25

2:30 pm – 3:00 pm BST	<p>Case Study Sessions (In-Person Only)</p> <p>CSG: Navigating the New CX Landscape: Experience-led Growth Speakers: Rona Cameron, Head of Customer Engagement, Standard Life Assurance Ben Gott, Data & Technology President, UK&I, Merkle Mark Smith, SVP, Customer Experience, CSG</p> <p>Medallia: CX Central - "Experience, Now Next and Beyond" Speakers: Ben Riding, Head of Marketplace & Experience Insights, Deliveroo Eleanor Telling, Principal XP Consultant, Medallia</p>	
3:00 pm – 3:35 pm BST	<p>Marketplace Coffee Break & Networking (In-Person Only)</p> <p>3:05–3:15 pm - Forrester: Meet Izola, the GenAI Tool for Trusted Answers Speakers: Keisha Thomas, VP, Marketing, Forrester David Wheable, VP, Principal Consultant, Forrester</p>	
3:00 pm – 4:10 pm BST	<p>Skill Building Workshop A Strategic Approach To Prioritizing Digital Initiatives</p> <p>Speakers: William Dahlgren, Analyst, Forrester Kerstin Wehmeyer, Researcher, Forrester</p>	
3:00 pm – 3:35 pm BST	<p>Executive Leadership Exchange (Invite-Only): ELE Networking: Q&A with Enza Iannopollo and Laura Koetzle</p> <p>Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester Laura Koetzle, VP, Group Director, Forrester</p>	
3:00 pm – 3:30 pm BST	<p>Analyst-Led Roundtable</p> <p>GenAI Will Change Your Team Speakers: Thomas Husson, VP, Principal Analyst, Forrester</p> <p>(Gen)AI and CX Speakers: Martha Bennett, VP, Principal Analyst, Forrester</p>	
3:35 pm – 4:05 pm BST	<p>Breakout Sessions</p>	
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE
	Session Details Coming Soon	<p>Establish A Change-Confident Culture For Sustained Value Creation Speakers: Manuel Geitz, Principal Analyst, Forrester</p>
	ANTICIPATE MARKET DISRUPTION	FINANCIAL SERVICES MEETUP:
	<p>B2B Buyer Behavior Shifts And What To Do About It Speakers: Nicky Briggs, VP, Principal Analyst, Forrester</p>	<p>Identify And Build New Digital Experiences Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</p>

Tuesday, Jun 25

4:15 pm – 4:45 pm BST	Keynote: How To Diagnose And Cure CX Fatigue Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Cristina Barreca, VP of Customer Experience, Roche Diagnostics International
4:45 pm – 5:30 pm BST	Keynote: Forrester 2024 Customer-Obsessed Enterprise Award Winner Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking
5:30 pm – 5:30 pm BST	Closing Remarks
5:30 pm – 6:50 pm BST	Reception - Sponsored by Medallia

Wednesday, Jun 26

8:30 am – 9:30 am BST	General Breakfast
9:30 am – 9:35 am BST	Welcome Back Speakers: Martin Gill, VP, Research Director, Forrester
9:35 am – 10:05 am BST	Keynote: Harness Mental Models To Create Strategic Alignment Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester
10:10 am – 10:40 am BST	Guest Keynote: E.ON's Customer Journey Excellence Amid Transformation Speakers: Keith Fletcher, Head of Customer Journeys, E.ON Richard Sheahan, VP, Principal Consultant, Forrester
10:45 am – 11:30 am BST	Marketplace Break & Networking (In-Person Only)

Wednesday, Jun 26

10:50 am – 11:20 am BST	Analyst-Led Roundtable Registers Are Derailing Your Transformation Speakers: Manuel Geitz, Principal Analyst, Forrester Proving CX Business Value Speakers: Maxie Schmidt, VP, Principal Analyst, Forrester	
11:00 am – 12:15 pm BST	Skill Building Workshop Love The Problem Not The Solution: How To Use Mental Models To Solve Your Customers’ Problems Speakers: Joana de Quintanilha, VP, Principal Analyst, Forrester Jana Gül, Researcher, Forrester	
10:50 am – 11:20 am BST	Executive Leadership Exchange (Invite-Only): Morning Networking Break Q&A with Customer Obsessed Enterprise Award Winner, Nedbank Speakers: Laura Koetzle, VP, Group Director, Forrester Anton De Wet, Chief Client Officer, Nedbank Retail and Business Banking Derek Tedder, Executive: CX Strategy and Journey Management, Nedbank Retail and Business Banking	
11:30 am – 12:15 pm BST	Breakout Sessions + Ask An Expert	
	MASTERING CX: SCALE, ADAPT, ALIGN	DELIVER ON THE DIGITAL PROMISE
	GenAI Panel Speakers: Laura Koetzle, VP, Group Director, Forrester Thomas Husson, VP, Principal Analyst, Forrester Martha Bennett, VP, Principal Analyst, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester	Align CX, Digital, And Tech With Metrics That Matter Speakers: Oliwia Berdak, VP, Research Director, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Diego Lo Giudice, VP, Principal Analyst, Forrester
	ANTICIPATE MARKET DISRUPTION	
	Optimize Your Tech Ecosystem With AI Speakers: Rusty Warner, VP, Principal Analyst, Forrester Huw Jones, Head of Intelligent Automation, Lloyds Banking Group Dominique Braganca, Lab Product Owner, Conversational Experience & Analytics, Lloyds Banking Group	

Wednesday, Jun 26

12:20 pm – 12:50 pm BST	<div>Breakout Sessions</div> <div> <div> <div>MASTERING CX: SCALE, ADAPT, ALIGN</div> <div>Segmentation And Personalization Strategies for Enhanced Digital CX Speakers: Chiara De Gasperin, Analyst, Forrester</div> </div> <div> <div>ANTICIPATE MARKET DISRUPTION</div> <div>Use The CSRD As A Springboard, Not A Straitjacket! Speakers: Aurelie L'Hostis, Principal Analyst, Forrester</div> </div> </div> <div>DELIVER ON THE DIGITAL PROMISE</div> <div>Transform Digital Experiences With AI Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester</div>
12:20 pm – 12:50 pm BST	<div>B2B Meetup: Elevate The Experiences Of Your Customers And Partners</div> <div>Speakers: Nicky Briggs, VP, Principal Analyst, Forrester Maxie Schmidt, VP, Principal Analyst, Forrester Richard Sheahan, VP, Principal Consultant, Forrester</div>
12:50 pm – 1:50 pm BST	<div>Lunch & Marketplace (In-Person Only)</div>
12:50 pm – 1:50 pm BST	<div>Executive Leadership Exchange (Invite-Only): Networking Lunch Key Takeaways Wrap-Up</div> <div>Speakers: Laura Koetzle, VP, Group Director, Forrester</div>
1:55 pm – 2:25 pm BST	<div>Keynote: Key Steps To A Successful Talent Strategy In The Age Of AI</div> <div>Speakers: Dan Bieler, Principal Analyst, Forrester</div>
2:25 pm – 2:30 pm BST	<div>Closing Remarks</div>