



FORRESTER®

# CX Summit APAC 2024

**Sydney & Digital**

**May 28, 2024 – May 28, 2024**

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**Tuesday, May 28**

9:00 am – 10:00 am	<b>General Breakfast</b>
10:00 am – 10:15 am	<b>Opening Remarks</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester
10:15 am – 10:45 am	<b>One Strategy To Rule Them All</b>  Speakers: Judy Weader, Principal Analyst, Forrester
10:45 am – 11:15 am	<b>Guest Keynote: Empowering Citizens: Service Australia's Customer-Centric Evolution</b>  Speakers: Jarrod Howard, Deputy CEO, Customer Service Delivery Group, Services Australia
11:15 am – 11:45 am	<b>Coffee Break &amp; Networking</b>  <b>Analyst-Led Roundtable (Registration Required)   How To Earn And Retain Customer Trust</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Analyst-Led Roundtable (Registration Required)   Raise Your VoC And CX Measurement Maturity</b> Speakers: Riccardo Pasto, Principal Analyst, Forrester
11:45 am – 12:15 pm	<b>Medallia: Turning Voices into Vision - Creating a Voice of Customer program oriented towards growth</b>  Speakers: Sabrina Chan, Head of Audience Intelligence, News Corp Australia
12:15 pm – 12:45 pm	<b>Forge Boundless Experiences With Humans + AI</b>  Speakers: Sam Higgins, VP, Principal Analyst, Forrester
12:45 pm – 1:45 pm	<b>Networking Lunch</b>  <b>Analyst-Led Roundtable (Registration Required)   Designing The Next Generation Digital Customer Service Experiences</b> Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester Zhi Ying Barry, Principal Analyst, Forrester  <b>Analyst-Led Roundtable (Registration Required)   DBS Bank's Billion Dollar AI Dream</b> Speakers: Tom Mouhsian, Principal Analyst, Forrester  <b>Advancing Women's Leadership: Driving Change and Breaking Barriers</b> Speakers: Alisha Coates, VP, Principal Consultant, Forrester

## Tuesday, May 28

12:45 pm – 1:45 pm	<b>Executive Leadership Exchange (Invite-Only): Exclusive Lunch featuring Q&amp;A with Judy Weader</b>  Speakers: Judy Weader, Principal Analyst, Forrester John Brand, VP, CIO Exec Partner, Forrester
1:45 pm – 2:15 pm	<b>Qualtrics: Flight Centre uncovers actionable customer insights with Qualtrics AI</b>  Speakers: Ashley Taylor, Global Voice of the Customer Program Specialist, Flight Centre Travel Group Vicky Katsabaris, Director of Experience Management Strategy, Qualtrics
2:15 pm – 2:45 pm	<b>Guest Keynote: Safe And Secure By Design</b>  Speakers: Lance Thornswood, Chief Design Officer, National Australia Bank
2:45 pm – 3:15 pm	<b>Better Together: CX + Digital + Marketing</b>  Speakers: Riccardo Pasto, Principal Analyst, Forrester Susan Kelso, Chief Experience Officer, Beyond Blue
3:15 pm – 3:45 pm	<b>Coffee Break &amp; Networking</b>  <b>Analyst-Led Roundtable (Registration Required)   Meeting the CX Challenges of 2024</b> Speakers: Judy Weader, Principal Analyst, Forrester  <b>Analyst-Led Roundtable (Registration Required)   Gen AI Implications For Government Service Delivery</b> Speakers: Sam Higgins, VP, Principal Analyst, Forrester
3:45 pm – 4:15 pm	<b>Ogilvy One: Designing impactful customer relationships</b>  Speakers: Jason Davey, Chief Experience Officer, Ogilvy One
4:15 pm – 4:45 pm	<b>Designing Your AI Customer Service Strategy</b>  Speakers: Vasupradha Srinivasan, Principal Analyst, Forrester
4:45 pm – 5:15 pm	<b>2024 Customer-Obsessed Enterprise Award Winner</b>  Speakers: Dane Anderson, SVP, International Research & Product, Forrester Dr. Peter Chow, Chief Executive Officer, IHH Healthcare Singapore
5:15 pm – 5:20 pm	<b>Closing Remarks</b>
5:20 pm – 6:20 pm	<b>Reception</b>