



FORRESTER®

CX Summit APAC 2025

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

Monday, Aug 18

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

Tuesday, Aug 19

8:30 am – 9:30 am

Forrester Women's Leadership Program

Speakers: Jinan Budge, VP, Research Director, Forrester Sulata Bhattacharjee, Head of Security Advisory & Risk, Equifax Australia & 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

9:30 am – 11:30 am

Workshop | Journey Innovation: Change Your Understanding Of Value

Speakers: Riccardo Pasto, Principal Analyst, Forrester Martin Gill, VP, Research Director, Forrester