



FORRESTER

Technology & Innovation Summit EMEA 2024

London & Digital

October 9, 2024 – October 11, 2024

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Bold Starts: Wednesday , Oct 9

5:30 pm – 6:30 pm BST	Welcome Reception
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Thursday, Oct 10

8:30 am – 9:30 am BST	General Breakfast
8:30 am – 9:30 am BST	Forrester Women's Leadership Program: Networking Breakfast Speakers: Raluca Alexandru, Analyst, Forrester
9:30 am – 10:15 am BST	Welcome & Opening Remarks Speakers: George Colony, CEO, Forrester Pascal Matzke, VP, Research Director, Forrester
10:15 am – 10:45 am BST	Keynote: Generative AI As A Forcing Factor For Change Speakers: Martha Bennett, VP, Principal Analyst, Forrester
10:55 am – 11:35 am BST	Marketplace & Coffee Break (In-Person Only) 11:00 - 11:10am - Templafy: GenAI at scale: document productivity without sacrificing control Speakers: Christian Lund, Co-Founder, Templafy 11:15 - 11:25am - Namirial: Making Simplicity meeting Compliance harnessing Intelligent Trust Services Speakers: Antonio Taurisano, Managing Director International Markets, Namirial
10:55 am – 11:35 am BST	Analyst-Led Roundtables Sloppy Data Governance - From Business Opportunity To Financial Liability Speakers: Raluca Alexandru, Analyst, Forrester Quo Vadis Procurement? Sandwiched Between Short-Term Firefighting And Long-Term Strategic Value-Add Speakers: Jeffrey Rajamani, Senior Analyst, Forrester
10:55 am – 12:10 pm BST	Level-Up Workshop: To Be Or Not To Be Agile? Speakers: Dan Bieler, Principal Analyst, Forrester Ash Mukherjee, Solution Partner, Forrester

Thursday, Oct 10

11:35 am – 12:05 pm
BST**Breakout Sessions****LEADERSHIP & TALENT****Establish A Change-Confident Culture For Sustained Value Creation**

Speakers: Manuel Geitz, Principal Analyst, Forrester

MODERN DEVELOPMENT & CO-CREATION**Building And Operating The Sustainable Cloud**

Speakers: Dario Maisto, Senior Analyst, Forrester

SECURITY**API Security Essentials: A Guide For Today's Tech Leaders**

Speakers: Madelein van der Hout, Senior Analyst, Forrester

12:10 pm – 1:10 pm
BST**Lunch & Marketplace (In-Person Only)****12:30 - 12:40pm - metaphacts: Accelerate business decisions with a semantic layer for enterprise information architecture**

Speakers: Sebastian Schmidt, CEO, metaphacts

12:10 pm – 1:10 pm
BST**Executive Leadership Exchange (Invite Only): Exclusive Lunch & Analyst-led Roundtables**

Speakers: Joe O'Brien, VP, CIO Executive Programs TL, Forrester Stephane Roger, Executive Partner, CIO Executive Program, Forrester Ash Pal, VP, CIO Executive Partner, Forrester

1:10 pm – 1:55 pm
BST**Breakout Sessions****SECURITY****Cybersecurity Predictions 2025**

Speakers: Paul McKay, Vice President, Principal Analyst, Forrester Madelein van der Hout, Senior Analyst, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Tope Olufon, Sr Analyst, Forrester

INNOVATION & EMERGING TECHNOLOGIES**How To Use Computer Vision Technology Across Industries**

Speakers: Indranil Bandyopadhyay, Principal Analyst, Forrester

INNOVATION & EMERGING TECHNOLOGIES**Adopting (Gen)AI: Best Practices And Lessons Learned**

Speakers: Martha Bennett, VP, Principal Analyst, Forrester Ash Pal, VP, CIO Executive Partner, Forrester

Thursday, Oct 10

2:00 pm – 2:30 pm
BST**Case Study Sessions (In-Person Only)****metaphacts: Automotive company transitions Enterprise Information Architecture away from documents and towards innovation and data-centricity**

Speakers: Sebastian Schmidt, CEO, metaphacts

RedGate Software: Why Databases Should be a Boardroom Conversation

Speakers: Tom Austin, VP Customer Success, RedGate Software Philippa Snare, Non-Executive Chair, Board member and Strategic Advisor, RedGate Software

Templafy: Automated Document Creation for BDO Canada with Templafy

Speakers: Christian Lund, Co-Founder, Templafy Paul Vetrone, Customer Success Principal and Area Lead, Templafy

2:35 pm – 3:05 pm
BST**Breakout Sessions****LEADERSHIP & TALENT****Scaling Digital, Data, And Analytics Maturity In An Agile Learning Organization**Speakers: Frank Rydbirk, Chapter Lead for Data & Analytics, F. Hoffmann-La Roche
AG Bernhard Schaffrik, Principal Analyst, Forrester**TECHNOLOGY STRATEGY & EA****Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice**

Speakers: Stéphane Vanrechem, Senior Analyst, Forrester

MODERN DEVELOPMENT & CO-CREATION**Shaping The Best AppDev Partnerships In The Age Of GenAI**

Speakers: Jeffrey Rajamani, Senior Analyst, Forrester

2:35 pm – 3:50 pm
BST**Level-Up Workshop: Sustainability Roundtable: Practical Steps To Take To Drive Down Public Cloud CO2 Emissions**

Speakers: Stephanie Balaouras, VP, Group Director, Forrester Dario Maisto, Senior Analyst, Forrester

3:05 pm – 3:45 pm
BST**Marketplace & Coffee Break (In-Person Only)**3:05 pm – 3:35 pm
BST**Analyst-Led Roundtables****Avoid Greenwashing Through Good Data Governance**

Speakers: Raluca Alexandru, Analyst, Forrester

Connecting Your CX View (Journey Maps, Service Blueprints) To Your Tech Landscape

Speakers: Martin Gill, VP, Research Director, Forrester

Thursday, Oct 10

3:05 pm – 3:35 pm BST	Executive Leadership Exchange (Invite Only) Exclusive Keynote Q&A With Forrester CEO George Colony & Vice President, Principal Analyst Martha Bennett Speakers: George Colony, CEO, Forrester Martha Bennett, VP, Principal Analyst, Forrester
3:45 pm – 4:15 pm BST	Keynote: Unleash Your Potential With High-Performance IT Speakers: Manuel Geitz, Principal Analyst, Forrester Damian Bunyan, CIO, Uniper SE
4:15 pm – 4:45 pm BST	Keynote: Predictions 2025 Speakers: Stephanie Balaouras, VP, Group Director, Forrester Enza Iannopollo, VP, Principal Analyst, Forrester Paul McKay, Vice President, Principal Analyst, Forrester Raluca Alexandru, Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester
4:45 pm – 4:55 pm BST	Closing Remarks Speakers: Pascal Matzke, VP, Research Director, Forrester
4:55 pm – 6:30 pm BST	Reception
6:30 pm – 8:30 pm BST	Executive Leadership Exchange (Invite Only): Intercontinental Hotel SkyBar Reception

Friday, Oct 11

8:30 am – 9:30 am BST	General Breakfast
8:30 am – 9:30 am BST	Forrester Women's Leadership Program Breakfast & Panel Speakers: Raluca Alexandru, Analyst, Forrester Soniya Mahale, Senior Enterprise Architect AI & Innovation, Nationwide Building Society Sarah Haywood, CIO/CDO, Annick Maenhout, Head of IT Head of Enterprise Architecture Management, AG Insurance
9:30 am – 10:00 am BST	Keynote: Embrace Trust, Adaptivity, And Alignment For AI Success Speakers: Bernhard Schaffrik, Principal Analyst, Forrester Dan Bieler, Principal Analyst, Forrester
10:00 am – 10:30 am BST	Keynote: Forrester's 2024 Technology Strategy Impact Award Winners Speakers: Laura Koetzle, VP, Group Director, Forrester Mike Hewitt, Chief Technology Officer, Smart DCC Joanna Ostrowska-Szajnfeld, Managing Director, IT Strategy, Architecture and Governance, BNP Paribas Bank Polska

Friday, Oct 11

10:40 am – 11:20 am BST	Marketplace & Coffee Break (In-Person Only)	
10:40 am – 11:10 am BST	Q&A Roundtables: Tech Award Winners (In-Person Only) Q&A With Forrester's 2024 Technology Strategy Impact Award Winner BNP Paribas Bank Polska Speakers: Joanna Ostrowska-Szajnfeld, Managing Director, IT Strategy, Architecture and Governance, BNP Paribas Bank Polska Dario Maisto, Senior Analyst, Forrester Q&A With Forrester's 2024 Technology Strategy Impact Award Winner Smart DCC Speakers: Mike Hewitt, Chief Technology Officer, Smart DCC Laura Koetzle, VP, Group Director, Forrester	
10:40 am – 11:40 am BST	Level-Up Workshop: Unlock High-Performance IT With A Modern Enterprise Architecture (EA) Practice (Laptops Required) Speakers: Stéphane Vanrechem, Senior Analyst, Forrester	
11:20 am – 11:50 am BST	Breakout Sessions	
	SECURITY	TECHNOLOGY STRATEGY & EA
	A Fun (Yes, Really) Crash Course In EU AI Act Compliance Speakers: Enza Iannopollo, VP, Principal Analyst, Forrester Christophe Godfroid, Business Lead - Digital Platform for Customer Interactions, SWIFT	Architecting Strategic Success Speakers: Manuel Geitz, Principal Analyst, Forrester Gareth Lewis, Senior Director Enterprise Architecture, Walgreens Boots Alliance Paul Boyns, Head of Technology Strategy & Architecture, John Lewis Simon Waine, Group CTO, Hiscox
	INNOVATION & EMERGING TECHNOLOGIES	
	Making A Circular Economy Work Speakers: Paul Miller, VP, Principal Analyst, Forrester	
11:55 am – 12:55 pm BST	Lunch & Marketplace (In-Person Only)	
11:55 pm – 12:55 pm BST	Executive Leadership Exchange (Invite Only): Exclusive Lunch & Analyst-led Roundtables on High Performance IT Speakers: Stéphane Vanrechem, Senior Analyst, Forrester Manuel Geitz, Principal Analyst, Forrester Joe O'Brien, VP, CIO Executive Programs TL, Forrester Stephane Roger, Executive Partner, CIO Executive Program, Forrester Ash Pal, VP, CIO Executive Partner, Forrester Elina Bauwens, Principal Consultant, Forrester	

Friday, Oct 11

12:55 pm – 1:40 pm BST	Breakout Sessions	
	MODERN DEVELOPMENT & CO-CREATION	TECHNOLOGY STRATEGY & EA
	Panel: Will GenAI Kill Both Coding And Low-Code? Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester Quico Quartier, Tribe Lead DevEx, BNP Paribas Fortis Mark Burnett, Head of The Technology Innovation Group, G-Research Paul Kobylanski, Head of Citizen Development, Shell	2024 Enterprise Architecture Award Speakers: Paul McKay, Vice President, Principal Analyst, Forrester Cajus Nitsch, Head of Enterprise Architecture Management, Dräxlmaier Group
	INNOVATION & EMERGING TECHNOLOGIES	
	How To Innovate With AI Speakers: Martha Bennett, VP, Principal Analyst, Forrester Paul Miller, VP, Principal Analyst, Forrester Bernhard Schaffrik, Principal Analyst, Forrester	
1:45 pm – 2:15 pm BST	Keynote: Staying Resilient In A Fluid Technology And Threat Landscape Speakers: Tope Olufon, Sr Analyst, Forrester	
2:15 pm – 2:45 pm BST	Keynote: AI, LowCode, And The End Of Software Development As We Know It. Speakers: Diego Lo Giudice, VP, Principal Analyst, Forrester	
2:45 pm – 2:50 pm BST	Closing Remarks Speakers: Pascal Matzke, VP, Research Director, Forrester	