



Media Advisory: Forrester's Customer Experience Forum 2010, June 29-30, 2010, In New York

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CAMBRIDGE, Mass., May 05, 2010 (BUSINESS WIRE) --Forrester Research, Inc., (Nasdaq: FORR)

WHAT: [Forrester Research, Inc.](#), (Nasdaq: FORR) [Customer Experience Forum 2010](#): Creating Breakthrough Customer Experiences

Why do more and more companies treat customer experience as a key differentiator? And why are more enterprises appointing chief customer officers to lead cultural transformations?

Forrester's research shows that one reason rises well above the rest: Executives want to gain an advantage over their firm's direct competitors.

It's a smart play. Companies that deliver a superior experience have customers who are more likely to buy another product or service from them, less likely to buy a product or service from a competitor, and more likely to recommend the company to a friend. Even conservative ROI models show that this increased loyalty can add hundreds of millions of dollars to the bottom line for large enterprises.

Forrester's [Customer Experience Forum](#), designed for Customer Experience professionals and their marketing colleagues, will show how business can benefit from improving customer experience by exposing best practices for helping their company meet buyer needs and engage customer emotions. The event will bring together leaders from top companies in a variety of industries like financial services, retail, media, and telecommunications. The one thing they share in common: a commitment to improving customer experience.

WHEN: June 29-30, 2010

WHERE: Grand Hyatt New York

109 East 42nd Street at Grand Central Terminal

New York, NY 10017

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WHO: Over a dozen Forrester industry-leading analysts will be joined by featured guest speakers, including:

- Daniel Bernard, Chief Product Officer, The Wall Street Journal Digital Network - Dow Jones
- John Costello, Chief Global Customer & Marketing Officer, Dunkin' Brands
- Dan Hesse, Chief Executive Officer, Sprint Nextel
- Patty VanLammeren, Vice President, Customer Experience and Innovation, Allstate Insurance
- Sabrina Wiewel, Chief Tax Network Officer, H&R Block

The Forum offers track sessions designed for the Customer Experience professional. Additionally, the Forum is relevant for eBusiness & Channel Strategy professionals, Customer Intelligence professionals, Marketing Leadership professionals, and Consumer Product Strategy professionals. Members of [Forrester Leadership Boards](#) will be attending peer networking events.

Twenty-eight sponsors, including platinum sponsor Acxiom and gold sponsors Autonomy, Cynergy, EffectiveUI, LivePerson, Molecular, and SapientNitro will participate in the event's Solutions Showcase.

Winners of the second annual [Forrester Voice Of The Customer Award](#) will be announced at the Forum on Tuesday, June 29th. Forrester created this award to recognize organizations that systematically incorporate customer feedback into their operations. For more information about the Awards, including submission guidelines and deadlines, go to http://www.forrester.com/voc_2010.

CONTACT: Attendees who register for Forrester's [Customer Experience Forum 2010](#) before May 14, 2010 will be eligible for a discount. To register, please call 888.343.6786. Complete event information is available at www.forrester.com/customerexperience2010.

MEDIA: Members of the media can register for this Event by providing their full contact information to press@forrester.com.

About Forrester Research

Forrester Research, Inc. (Nasdaq: FORR) is an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology. Forrester works with professionals in 19 key roles at major companies providing proprietary research, customer insight, consulting, events, and peer-to-peer executive programs. For more than 26 years, Forrester has been making IT, marketing, and technology industry leaders successful every day. For more information, visit www.forrester.com.

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