



Forrester Research Debuts Summit for Marketing & Strategy Professionals in Australia

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Themed "Winning in the Age of the Customer", the Summit explores key trends in Mobile, Digital, Customer Experience and Big Data

SYDNEY--(BUSINESS WIRE)--Jun. 16, 2014-- [Forrester Research Inc.](http://forrester.com) (Nasdaq:FORR), the global research and advisory firm, announces today its inaugural Australia "Summit for Marketing & Strategy Professionals", to be held in Sydney, August 13, 2014. Entitled "Winning in the Age of the Consumer", the Summit will focus on how companies can leverage key trends in Mobile, Digital, Customer Experience and Big Data, to remain competitive and grow their businesses by becoming customer-obsessed.

The Summit is part of Forrester's larger vision to expand its Marketing & Strategy services to Asia Pacific, offering counsel and support to multinational companies who are navigating their path to success in a period when digital technologies have empowered consumers with the ability to influence market demand in every industry.

Michael Barnes, Forrester Research Vice-President and Research Director, Asia Pacific, who will also be the host for this inaugural event says: "Across all major industries, regardless of product or service, customers are more empowered than ever before. They are free to act on their own needs and priorities and free to pick their own moments of engagement. This event will provide insight and tools to help organizations of all sizes embrace digital disruption and more effectively win, serve and retain increasingly empowered customers."

In addition to in-depth presentations from senior Forrester analysts focused on Marketing & Strategy, participants will also get the chance to hear from Optus' Director of Online Channel Development, Gregan McMahon, and Westpac Group's Head of Strategy & Planning, Angelo Demasi, who will be among the high profile speakers presenting at the conference.

The Summit is proudly supported by Lithium, CMO magazine Australia and Marketing magazine Australia. To register for the Summit or for more information on the event, please visit <http://forr.com/ms14au>

About Forrester Research

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