



Forrester Events Launches CXDC 2016 For Government Leaders, Expanding Its Series of Global Customer Experience Forums

March 1, 2016

CAMBRIDGE, Mass.--(BUSINESS WIRE)--Mar. 1, 2016-- Forrester (NASDAQ: FORR) today announced [CXDC 2016](#), the newest addition to its global series of forums for customer experience (CX) professionals, will take place on Monday, Sept. 12 in Washington, D.C. Focusing on the unique CX challenges facing the public sector, the forum will showcase Forrester's expertise when it comes to the specific goals and needs of CX leaders at federal and other government agencies.

"Governments face more pressure than ever to become customer-obsessed," Cliff Condon, Chief Research and Product Officer at Forrester, said. "But as agencies attempt to lay the groundwork for more customer-centric operating models, they are faced with the same obstacles that have plagued their CX legacies for years. With the launch of CXDC 2016, Forrester will equip government leaders with the necessary tools to deliver experiences that drive customer compliance and engagement, as well as ultimately contribute to overall mission success."

At CXDC 2016, Forrester's top analysts and thought leaders, along with a roster of government CX innovators and leading CX solution providers, will collectively tackle the public sector's most immediate and pressing challenges to instill a better sense of trust and understanding of how customers are being supported. Hosted by Forrester's senior analyst and government expert Rick Parrish, key themes that will be covered at the event include customer understanding, design thinking, measurements and metrics, and leadership and culture.

Who: Government and industry leaders who are actively leading the charge to improve government and CX.

Where: [CXDC 2016](#)
W Washington DC
515 15th St. NW
Washington, DC 20004

When: Monday, Sept. 12, 2016 at 8:00 a.m. EST

To register for CXDC 2016, or to receive additional information on sponsorship opportunities, please visit: <http://forr.com/CXDC2016>

About Forrester

Forrester (Nasdaq: FORR) is one of the most influential research and advisory firms in the world. We work with business and technology leaders to develop customer-obsessed strategies that drive growth. Forrester's unique insights and frameworks are grounded in annual surveys of more than 500,000 consumers and business leaders worldwide, rigorous and objective methodologies, and the shared wisdom of our most innovative clients. Through proprietary research, data, consulting, events, and exclusive executive networks and programs, the Forrester experience is about a singular and powerful purpose: to challenge the thinking of our clients to help them lead change in their organizations.

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