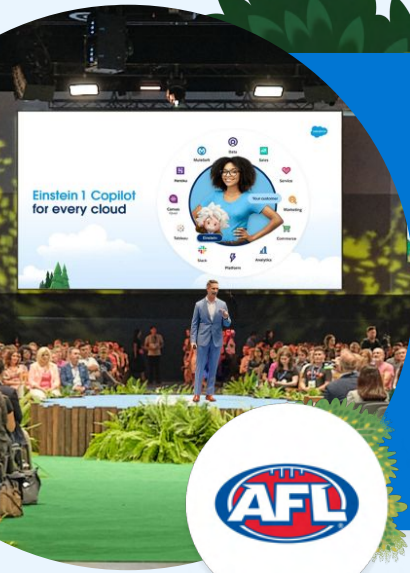# Join us

The future of business is coming to Sydney! With **140+** sessions to experience, spend a day exploring how trusted AI can transform your customer experiences. Discover how to put your customer at the centre of everything you do and network with thousands of our inspiring Trailblazer community.

Register Now

Get ready for the Main Keynote featuring Trailblazer AFL

Join Salesforce leaders to learn how everyone can become an Einstein with **CRM + AI + Data + Trust** Catch live product demos, major announcements and gain invaluable insights from special guests and industry experts as we inspire you to connect with your customers in a whole new way with a single source of truth for their data.

Artificial Intelligence Breakout Sessions

Discover how to utilise our AI with your customer data to create customisable, predictive, and generative AI experiences to fit all your business needs safely. Explore bringing conversational AI to any workflow, user, department, and industry with Einstein.

Featuring:

- Customer 360 innovation and demonstrations
- Network and connect with peers
- Solution experts on-hand to answer your questions

3 Steps to Future-Proof Your Business with AI

Salesforce

Generative AI can transform customer engagement only if companies learn to harness it. See how Salesforce experts help customers create a strategy and build an actionable roadmap with AI Coach.

Slack AI and Automation: Powering Intelligent Productivity

Lendi

Discover how Slack empowers everyone with AI-powered productivity. We'll show you how Slack AI and our latest innovations in no-code automation can transform how work gets done at your organisation.

AI Spotlight: AI-powered Automation with MuleSoft and Flow

My Integra

See how generative AI helps you integrate data and put it to work to revolutionise the customer experience. Uncover how to empower your teams with tools to be more productive.

Ignite your AI journey

Gain invaluable perspectives from customer Trailblazers, AI visionaries and thought leaders on bringing AI to any industry, role or workflow.