

# 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.



## Utilities/Energy Breakout Sessions

Discover how to lead the energy transition. Find out how you can streamline operations, reduce costs, and capture growth opportunities with Data + AI + CRM + Trust.

### Featuring:

- Customer 360 Innovation and Demonstrations
- Network and Connect with Peers
- Solution Experts On-hand to Answer your Questions

### Powering Innovation in Energy & Utilities

Endeavour Energy shares how they're driving innovation, reducing costs and maximising ROI with the next-generation customer platform for AI and data.

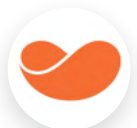
### How to Deliver Transformation Success at Scale

Department for Education South Australia and State Trustees Victoria share learnings and best practices for large-scale transformation with Salesforce, taking a human-centred approach.

### Power Your Frontline with AI & Field Service to Reduce Costs

**APA Group, Powercor, KPMG**

Power your frontline teams with CRM + AI + Data + Trust. Hear best practices from APA Group, Powercor, KPMG and Salesforce to harness the latest in AI-first field service: top use cases, and strategies to drive operational efficiency and cost savings.



## Ignite your AI journey

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