

# 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



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.

## Financial Services Breakout Sessions

Discover how to empower your customers' financial success and go from a service provider to a trusted partner on a single connected platform. Grow your trusted relationships with personalised experiences powered by Data + AI + CRM + Trust.

### Featuring:

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

### Salesforce for Financial Services: Empower Customer Success

Learn how to leverage the #1 Trusted AI CRM to unlock financial insights that deliver better outcomes responsibly for your clients, members, and policyholders. Hear from our Trailblazer National Australia Bank on how they are embracing digital transformation to augment the banker experience to deliver personalised customer experiences.



### Global Banking Insights and Innovation

Gain firsthand insights into global banking trends, discover how Salesforce is leading the charge in innovation in Financial Services, and learn about AI solutions for Financial Services. Lisa Frazier, Chief Operating Officer at Judo Bank, will share how Salesforce is playing a crucial role in revolutionizing the banking experience and enhancing Judo's relationship-led customer value proposition.



### Insurance Focus: AI & Data to augment Marketing and Service

Explore how AI and data orchestration are reshaping and empowering the roles of marketing and service professionals in the insurance sector to enhance customer experiences.



### Slack AI and Automation: Powering Intelligent Productivity

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.



## Ignite your AI journey

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

