

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.



Healthcare Breakout Sessions

Discover how to take patient relationships and medical innovation to new heights. Find out how you can succeed in the future of business with the world's #1 CRM reimagined for healthcare and life sciences.

Featuring:

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

Practical Service AI Use Cases for Any Business

11:10am-11:40am, Breakout F

Afea Care Services, TOMRA Collection Australia

Excited about the potential for AI in your growing business but unsure where to begin? We'll share use cases that can jumpstart your service teams and identify the steps to get started.

afea
Caring for people, one life

TOMRA

Scale Health and Person-Centred Care with Emerging Technology

8:40am-9:10am, Breakout E

Department of Health & Aged Care, Hammondcare

Learn how digital leaders are putting people and relationships first to streamline and personalise health and wellbeing journeys - by leveraging new technologies, segmented data, and AI.

HammondCare

Empowering Australia's Aged Care systems with Gen AI

10:00am-10:20am, Campground: Partner Theatre 3

Department of Health & Aged Care

Unlocking the value of Gen AI to transform and streamline Australia's aged care systems to driver better outcomes for citizens and employees.

Australian Government
Department of Health and Aged Care



Ignite your AI journey

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