

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.



IT Breakout Sessions

Discover how to deliver innovation with automated and AI-driven apps and workflows. Find out how you can connect, harmonise and analyse all your data and scale globally with security and compliance.

Featuring:

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

Enhanced Data Security and Compliance for IT

Discover how Salesforce security and privacy products protect your data and help you stay compliant. Learn how to maintain customer trust through interactive sessions with product experts.

MuleSoft: Experience the Future of AI and Hyper-automation

T2 Tea

Learn how MuleSoft's hyper-automation platform combines AI with best-in-class integration, automation, and API management to transform employee and customer experiences.



Trusted Services for Generative AI

Create a secure foundation for responsible, sustainable, and ethical generative AI practices with Shield, Security Center, and more.



Connect with like-minded Trailblazers

Learn directly from Salesforce specialists, get hands-on with the latest innovations and network with your peers.