

# Join us

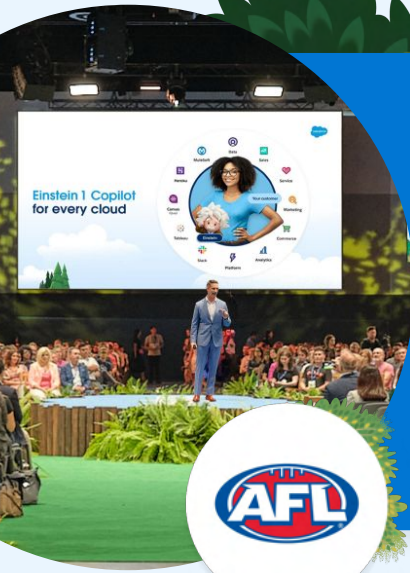
The future of business is coming to Sydney! With **140+** sessions to experience, spend a day exploring how trusted AI can transform your customer experiences. Discover how to put your customer at the centre of everything you do and network with thousands of our inspiring Trailblazer community.

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.



## Marketing & Commerce Breakout Sessions

Discover how to make every marketing moment count. Explore getting to know your customers through unified profiles and personalise offers across any channel with AI. Learn how you can build lasting relationships that drive business growth.

### Featuring:

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

### Revolutionise Marketing Excellence with Marketing Cloud and AI

#### Flight Center

Learn about the latest innovations in Marketing Cloud and how to harness the power of AI. Find out how Flight Centre has leveraged Marketing Cloud to create an infrastructure for global success.

FLIGHT  
CENTRE

### Fueling Growth: The Impact of Data-Driven Marketing

#### pay.com.au

Data-driven marketing drives growth and business impact. Find out how Marketing Cloud and Data Cloud helps small teams drive big impact, through some real world use cases.



### Build a Data Strategy that Powers Your Omni-Channel CX

#### Aesop

Learn about Marketing Cloud & Data Cloud helps business seamlessly integrate data, privacy, and consent to drive superior customer experiences across all channels.

Aesop.

### Transform Digital Spend into Success with Marketing Intelligence

#### Asahi

Learn how Asahi supercharged their digital strategy by harnessing Marketing Intelligence to quantify media performance, validate tactics, & maximise efficiencies through AI-driven insights.

Asahi  
BEVERAGES

### Grow Loyalty with Personalised Commerce and Marketing

#### Rebel Sport

Learn how Commerce Cloud helps businesses like Rebel Sport stay ahead, from building hyper-personalisation and AI-driven customer experiences to seamless omnichannel strategies.

rebel

