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.

MuleSoft Breakout Sessions

Discover how to securely connect any data, system, or AI model and automate tasks and processes wherever they run, including in legacy systems. Learn how you can empower developers and business users to build efficiently with clicks, code, and AI-powered natural language prompts.

Featuring:

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

Learn how Legend Drove Real-Time Customer Experiences

Legend Corporation

The secret to great customer experiences is real time insights. Learn how Legend Corporation has used MuleSoft to drive real-time insights and enhance customer experiences.

AI Spotlight: AI-powered Automation with MuleSoft and Flow

My Integra

See how generative AI helps you integrate data and put it to work to revolutionise the customer experience. Uncover how to empower your teams with tools to be more productive.

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.

Ignite your AI journey

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