

# 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.



## Platform 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



## Trusted Services for Generative AI

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

## 3 Steps to Build, Test and Ship AI-Powered Apps

### Employment Hero

Apply ALM best practices for rapid, secure, and scalable AI innovation across your Customer 360 with Sandboxes, Data Mask, DevOps Center and more.



## Ignite your AI journey

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