

# 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.



## Public Sector Breakout Sessions

Discover how to modernise your government services and accelerate mission impact with Data + AI + CRM + Trust.

### Featuring:

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

### The Future of Government is Here

10.20am-10:50am, Breakout E

Transport for NSW, Boston Consulting Group

The government must be equipped to respond more quickly and efficiently than ever. See how agencies are adapting faster with Data + AI + CRM + Trust.

### Scale Health and Person-Centred Care with Emerging Technology

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

Department of Health and 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.

### Effective and Ethical Use of AI in Driving Student Success

3:10pm -3:40pm, Breakout A

Department of Education Victoria, Macquarie University, Australian Christian College

Explore ethical considerations and best practices for institutions seeking to optimise engagement across the student lifecycle in a highly competitive environment.

### How to Deliver Transformation Success at Scale

11.10am-11:40am, Breakout E

Department for Education South Australia, State Trustees Victoria

Department for Education South Australia and State Trustees Victoria share learnings and best practices for large-scale transformation with Salesforce, taking a human-centred approach.



## Ignite your AI journey

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