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.

Retail/Consumer Goods Breakout Sessions

Discover how to drive costs down and loyalty up. Learn how you can unite your teams around every shopper to engage loyal customers, create compelling commerce experiences, and deliver consistent service at every moment - with Customer 360.

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

Drive Profitable Growth in Consumer Goods
Kellanova & Hill-Smith Family Estate

Driving profitable growth is a top priority in consumer goods organisations. With Salesforce Customer 360, Trailblazers are navigating economic headwinds to build loyalty through insights and commercial excellence.

Reimagine Service With Trusted AI
MECCA & Xero

Step into the AI era with confidence. Learn how to activate AI to scale service, increase team productivity and save costs using the #1 AI platform for service.

Keeping the customer at the heart of Digital Transformation
MECCA

Discover how MECCA's laser-sharp customer focus helped them to reimagine the omni-channel experience and bring the best of their renowned in-store experience to life online. Then, uncover the latest global trends.

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.

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.

Ignite your AI journey

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