

# Join us

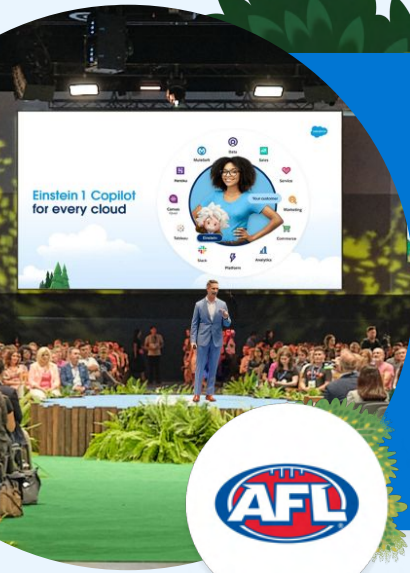
The future of business is coming to Sydney! With **140+** sessions to experience, spend a day exploring how trusted AI can transform your customer experiences. Discover how to put your customer at the centre of everything you do and network with thousands of our inspiring Trailblazer community.

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.



## Service Breakout Sessions

Find ways to transform how your service teams deliver value across every customer touchpoint. Learn how to grow customer lifetime value, reduce costs, and maximise efficiency as you reimagine service from the contact centre to the field - with trusted AI.

### Featuring:

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

### 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.

### Power Your Frontline with AI & Field Service to Reduce Costs

**APA Group, Powercor, KPMG**

Power your frontline teams with CRM + AI + Data + Trust. Hear best practices from APA Group, Powercor, KPMG and Salesforce to harness the latest in AI-first field service: top use cases, and strategies to drive operational efficiency and cost savings.

### Good To Great: A Practical Guide To Transform Your Service

Take your customer service experience from good to great. Join service product leader **Matt Kravitz** who will share a practical framework to help you evaluate and transform your customer experience.

### Practical Service AI Use Cases for Any Business

**Afea Care Services, TOMRA Collection Australia**

Excited about the potential for AI in your growing business but unsure where to begin? We'll share use cases that can jumpstart your service teams and identify the steps to get started.



MECCA

xero

apa

KPMG

afea  
Caring for people you love

TOMRA

## Ignite your AI journey

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

