

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.



Slack Breakout Sessions

Discover how to use Slack to bring your systems, knowledge, and people together right where you work. Learn how to enhance productivity and empower your teams to speed up processes and deliver big results with easy automation, trusted AI, and transparent teamwork.

Featuring:

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

Breakout C @ 8:40am: Unlock Your Sales Productivity with Slack Sales Elevate

Salesforce on Slack

See how Slack Sales Elevate brings Sales Cloud and Slack together to automate work and simplify CRM data management in one powerful experience, keeping teams focused on selling and speeding up wins.

Breakout B @ 9:30am: Slack AI and Automation: Powering Intelligent Productivity

Lendi Group

Learn how Slack empowers everyone with AI-powered productivity. We'll show you how Slack AI and our latest innovations in no-code automation can transform how work gets done more efficiently in your organisation.



Slack Zone: Sessions starting at 8:40am

Transform Productivity in Every Line of Business

Visit the Slack Zone in the campground to learn more about the latest innovations in Slack AI and automation, along with a purpose-built solution for Sales teams. Slack is not only an intelligent productivity platform for every employee but also the engagement layer for Customer 360.

- Take your business productivity to the next level by attending our **Theatre Sessions**.
- Get hands-on with Slack experts and customers in our **Productivity Workshops**.
- Speak to one of our Slack experts at our live **Huddle Bar**.

Attend any Slack session for your chance to win some Slack swag at our giant **Emoji Guessing Game**



Ignite your AI journey

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