

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.



Small Business Breakout Sessions

Discover how to find, win and keep customers. Learn how you can grow your small business and build lifelong customer relationships.

Featuring:

- Customer 360 innovation and demonstrations
- Network and connect with peers
- Solution experts on-hand to answer your questions in the Small Business Campground.

Success Tips to Help SMBs Find, Win, Keep Customers

PaySauce

Whether your business has two employees or two hundred, efficient growth is top of mind. Learn how Salesforce increases the impact of your sales, service and marketing teams.

Move Beyond Sales Basics and Grow with Automation and AI

MadyComfy

Boosting sales productivity starts by establishing a data foundation. Once data fundamentals are in place, automation and AI can help growing companies increase revenue faster and more efficiently.

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.

Fueling Growth: The Impact of Data-Driven Marketing

pay.com.au

Data-driven marketing drive growth and business impact. Find out how Marketing Cloud and Data cloud helps small teams driven big impact.



Ignite your AI journey

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