



Dreamforce for Small Business Trail Map

Blaze your trail with these four perfect days.

Click the sessions below to add to your agenda.



OCTOBER
4
TUESDAY

Your adventure starts here.

8:00 AM		First Things First. Making Salesforce Work The First Time & Prevent Scope Creep	Marriott Hotel
9:00 AM		20 min Business Challenge Assessment at Small Business Lodge	Marriott Hotel
10:30 AM		What I Wish I Knew: Building the Sales and Service Teams at SalesforceIQ	Marriott Hotel
11:30 AM		Keep Customers Happy in 3 Easy Steps	Marriott Hotel



OCTOBER
5
WEDNESDAY

You're on the right path! Keep going.

8:30 AM		Benchmarks for Small Business: Research on the Leading Growth Trends	Marriott Hotel
11:00 AM		Salesforce for Growing Businesses Keynote	Moscone West
11:30 AM		Check out SMB area in the Salesforce Campground for live demos.	Moscone South
12:00 PM		Check out the Lightning Lookout and the Einstein Discovery Center.	Moscone West
1:00 PM		"Be a Customer Trailblazer" with Marc Benioff & Special Guests	Moscone North
5:00 PM		Crawl, Walk, Sprint: How to Deploy Salesforce and Hit the Ground Running	Marriott Hotel
5:00 PM		Fireside Chat with Melinda Gates and Robin Roberts	Moscone North
7:00 PM		Rock out with U2 at the Dreamfest	Cloud Palace





The most exciting part of your trail is today.

11:30 AM		How to Survive in the New Era of Selling: The Death of a Salesman	Marriott Hotel
12:30 PM		Recharge in between sessions in the SMB Lodge.	Marriott Hotel
1:00 PM		5 Trends Shaping the Investment Environment For Your Startup	Marriott Hotel
2:30 PM		How Small Teams Deliver Big Results With B2B Marketing Automation	Marriott Hotel
4:00 PM		Build Custom Apps for Your Small Business with Lighting App Builder	Marriott Hotel
5:00 PM		Equality Summit Keynote: Road to Equality through Business, Sports & Government	Moscone North
7:00 PM		The AppBash Party	City View Metreon



You completed the Dreamforce Trail for Small Business!

9:00 AM		When Sales Meets Marketing: A Love Story	Marriott Hotel
10:00 AM		Connect Everything with Apps: Building on App Cloud, Buying from AppExchange	Marriott Hotel
11:30 AM		Why Should Service Be a Priority for your Business?	Marriott Hotel

finish

