

# FINANCIAL SERVICES TRAIL MAP

*We* **BRING COMPANIES** *and* **CUSTOMERS TOGETHER**

There's a lot going on at Salesforce World Tour Sydney, so check out the handy Salesforce Events app that lets you filter through sessions and create your personalised agenda. Download it from the Apple Store or Google Play!

## LEGEND

-  Beginner
-  Intermediate
-  Advanced

## Your adventure begins

8:30 a.m. - 9:00 a.m.	 Intermediate	How to Create Customer-First Banking Experiences with National Australia Bank	Industries Breakout F
9:00 a.m. - 9:20 a.m.		Introduction to Einstein Analytics for Financial Services	Level 1, Developer Theatre
10:00 a.m. - 11:10 a.m.		Opening Keynote: Trailblazers, Together	Level 4, Keynote Room
12:00 p.m. - 1:30 p.m.		<b>Lunch Served</b>	<b>Level 1</b>
1:00 p.m. - 1:20 p.m.		How National Australia Bank Is Using Einstein To Improve Analytics for 4,000 Business and Private Bankers	Level 1, Success Theatre
1:00 p.m. - 1:40 p.m.		Salesforce for Marketing: The New Decade of Data, Trust and Engagement	Level 4, Keynote Room
1:00 p.m. - 1:40 p.m.	 Beginner	Financial Services: Accelerate Transformation and Inspire Customer Trust	Level 1, Breakout D
1:00 p.m. - 1:30 p.m.	 Advanced	How Salesforce Protects Your Data	Level 1, Breakout G
1:45 p.m. - 2:00 p.m.		Customer Success Breakout - Your Path to Succeeding with Salesforce featuring People's Choice Credit Union	Level 1, Breakout B
1:45 p.m. - 2:15 p.m.	 Intermediate	Wealth Management: Move Beyond CRM to Forge Stronger Partnerships with Clients	Industries Breakout F
1:45 p.m. - 2:15 p.m.	 Intermediate	Using Heroku to Deliver A Suite of Connected Apps	Level 1, Breakout G
2:30 p.m. - 2:50 p.m.		NIB Travel - Saving Lives with a Transformed Contact Centre	Level 1, Success Theatre
2:30 p.m. - 3:00 p.m.	 Intermediate	The Intelligence Imperative with Einstein Analytics and Zurich Insurance	Level 1, Breakout B
2:30 p.m. - 3:00 p.m.	 Beginner	How to Elevate the Employee Experience with Salesforce	Level 1, Breakout G
2:45 p.m. - 3:15 p.m.		How to Achieve Marketing Excellence by Optimising Data Readiness	Level 1, Breakout E
3:00 p.m. - 3:20 p.m.		How National Australia Bank's Broker Partnerships Sales Team Uses Einstein to turn Performance Data Into Activity	Level 1, Success Theatre
3:15 p.m. - 3:45 p.m.	 Intermediate	Becoming a Trusted Partner to Insurance Customers and Distributors	Industries Breakout F
4:00 p.m. - 4:30 p.m.	 Intermediate	Turn Complaints and Customer Service Moments into Lifetime Loyalty	Industries Breakout F