



**Host**  
**Hasan Minhaj**  
Award-Winning Comedian,  
Actor, Host & Writer



**Emcee**  
**Soledad O'Brien**  
CEO,  
Soledad O'Brien Productions



**Channel 1**



**Channel 2**



**Channel 3**



**Channel 4**

9:30 a.m.–  
11:30 a.m. PT

Welcome to the Trusted  
Enterprise

Welcome to the Trusted  
Enterprise

Welcome to the Trusted  
Enterprise

Welcome to the Trusted  
Enterprise

11:30 a.m.–  
12:00 p.m. PT

Live from the Dreamforce  
Broadcast Desk

Customer 360 Unites Your  
Teams with Single  
Customer View

Industry Success from  
Anywhere

ISV Partners: Build Apps  
Across Commerce Products

12:00 p.m.–  
12:30 p.m. PT

Welcome to Your  
Digital HQ

Welcome to Your  
Digital HQ

Saving the Planet:  
Responsible Business

From Idea to Exit: Build a  
Thriving Business on  
AppExchange

12:30 p.m.–  
1:00 p.m. PT

The Next Normal:  
Designed by the  
Next Generation

Digital Workplace:  
Experience Led,  
Outcome Driven

Accelerate End-to-End  
Financial Services  
Transformation

Be a Trailblazer: Skill  
up and Connect  
from Anywhere

1:00 p.m.–  
1:30 p.m. PT

Grow Moments into  
Relationships with  
Slack-First Marketing

Grow Moments into  
Relationships with  
Slack-First Marketing

Deliver Automated  
Customer Experiences  
in Financial Services

Demo Jam: Vote for Your  
Favorite AppExchange App

1:30 p.m.–  
2:00 p.m. PT

B-Well Together:  
Think Like a Monk

Data and Privacy in a  
Cookieless Future

Driving Agility and  
Simplicity with Next Gen  
CSP Services

2:00 p.m.–  
2:30 p.m. PT

True to the Core

True to the Core

Deliver Unrivaled  
Commerce and Care  
Subscriber Experiences

The Marketing Roadmap  
for Growing Relationships

2:30 p.m.–  
3:00 p.m. PT

Public Sector Success:  
Building Trust Through  
Transformation

How to Use Salesforce CDP  
to Build Data-Driven  
Experiences

3:00 p.m.–  
3:30 p.m. PT

The Evolution of COVID &  
the Power of Partnership to  
Heal

How to Do Sales  
Prospecting the Right Way

How Governments Are  
Building Thriving  
Communities Globally

Level Up Your Messages:  
Automation Studio &  
Journey Builder

3:30 p.m.–  
4:00 p.m. PT

Purpose-Driven Ventures:  
Ecopreneurs Scaling  
Climate Impact

Grow Faster with  
Customer-Centric  
Commerce

Consumer Goods: A  
Connected Platform to  
Drive Revenue Growth

Innovation from Anywhere  
with Salesforce Developers

4:00 p.m.–  
4:30 p.m. PT

Ripple Effect: The  
Movement to Protect  
our Oceans

Get More from Commerce  
in Every Industry

Consumer Goods Cloud:  
Newest Innovations and  
Roadmap

4:30 p.m.–  
5:00 p.m. PT

The New Sales Playbook  
to Accelerate Growth  
From Anywhere

The New Sales Playbook  
to Accelerate Growth  
From Anywhere

Accelerate End-to-End  
Financial Services  
Transformation

Create User Experiences  
with Lightning Web  
Components

5:00 p.m.–  
5:30 p.m. PT

A Conversation with  
Jason Sudeikis

What is RevOps and Why is  
it Critical to Your Success?

Driving Agility and  
Simplicity with Next Gen  
CSP Services

Develop Enterprise  
Applications with Apex

6:00 p.m. PT

Dreamforce Opening  
Celebration with  
The Foo Fighters

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Dreamforce Opening  
Celebration with  
the Foo Fighters

8:00 p.m. PT

Asia-Pacific Takeover

Asia-Pacific Takeover

Asia-Pacific Takeover

Asia-Pacific Takeover

9:15 a.m.–  
9:45 a.m. PT

  
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Channel 4

9:00 a.m.–  
9:30 a.m. PT

A Special Conversation with  
Co-Founder & CTO  
Parker Harris

How Salesforce Plans Safe  
In-Person Business  
Experiences

Unlocking Data to Build  
a Connected Media  
Enterprise

Explore Slack & Salesforce's  
Successful Path to  
Integration

9:30 a.m.–  
10:00 a.m. PT

Getting Back to Growth:  
B2B Sales Reimagined

Six Guiding Principles  
for CRM Adoption

Global Perspectives  
on Advertising &  
Subscription Trends

Be a Trailblazer: Skill  
up and Connect from  
Anywhere

10:00 a.m.–  
10:30 a.m. PT

The Art of Transformation

Get More from Digital

Right Here, Right Now:  
The Power of Community

Integrate everything,  
automate anything  
with MuleSoft

10:30 a.m.–  
11:00 a.m. PT

Designing the New Era  
of Experience

Interconnectivity:  
Drive Beautiful  
Business Outcomes

Nonprofit Cloud: Deliver  
Unique Experiences to  
Drive Impact

The Future of  
Admin Success

11:00 a.m.–  
11:30 a.m. PT

A Conversation with  
Marc Benioff and Jay Farnar

Three New Rules Shaping  
the Future of Business

Education Cloud: From  
Experiences to Lifelong  
Relationships

Design and Build Apps Fast  
for #AwesomeAdmins

11:30 a.m.–  
12:00 p.m. PT

Trees & Seas: Living  
Ecosystems Lead to  
Thriving Communities

Protect Yourself from 99%  
of Security and  
Data Loss Incidents

Philanthropy Cloud: A  
Corporate Citizen Employee  
Experience

12:00 p.m.–  
12:30 p.m. PT

Grow Faster and  
Reach Further with Partners

Tableau: Unleash the Power  
of Your Data

Getting Started with  
Sustainability Cloud

Automate Apps Fast for  
#AwesomeAdmins

12:30 p.m.–  
1:00 p.m. PT

A Conversation  
with Special Guests:  
TIME Panel

Infuse Tableau  
Everywhere in your  
Business

Driving Success Across  
the Manufacturing  
Value Chain

Build Your Digital HQ with  
Salesforce Architects

1:00 p.m.–  
1:30 p.m. PT

A Conversation with  
Marc Benioff & Laura Alber

IT's Five-Step Playbook to  
Unlock Value from  
Salesforce

Introducing New Salesforce  
Innovation for  
Manufacturers

1:30 p.m.–  
2:00 p.m. PT

Hyperforce Fireside Chat  
with Special Guests

Hyperforce Fireside Chat  
with Special Guests

Building Digital Experiences  
into Travel & Hospitality

Architecting at Scale

2:00 p.m.–  
2:30 p.m. PT

Black Women in  
Leadership

Transformational Trends in  
Field Service

The Future of Health Is  
Connected

Navigating Your  
Salesforce Architect  
Career

2:30 p.m.–  
3:00 p.m. PT

Innovation & Draw-Along  
with Disney's StudioLAB

Connected Customer  
Service Designed for  
Effortless Experiences

Health Cloud: The Solution  
for a New Era of Health

Unlocking Insights with  
Tableau

3:00 p.m.–  
3:30 p.m. PT

Connected Experiences:  
Make Service a  
Company-wide Effort

Reimagine Utility  
Customer Experiences  
from Anywhere

Modernize Selling  
with New Roadmap  
for Today's World

3:30 p.m.–  
4:00 p.m. PT

Create and Automate on  
the #1 Low-Code Platform

Create and Automate on  
the #1 Low-Code Platform

Technology and Values:  
Equity in the Clean  
Energy Transition

Rewriting B2B Selling  
for Digital Buying

4:00 p.m.–  
4:30 p.m. PT

Sustainability Priorities in  
the Race to Net-Zero

Secure your Data on the  
World's #1  
Trusted Platform

Public Sector Success:  
Building Trust Through  
Transformation

The Roadmap To  
Get More From  
Experience Cloud

4:30 p.m.–  
5:00 p.m. PT

Tapping into the Gold  
Medal Mindset

Salesforce AI Research:  
Shaping the Future of CRM

Consumer Goods: A  
Connected Platform to  
Drive Revenue Growth

Explore Slack & Salesforce's  
Successful Path to  
Integration

5:00 p.m.–  
5:30 p.m. PT



9:15 a.m.–  
9:45 a.m. PT



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Channel 2



Channel 3



Channel 4

3:00 a.m.–  
7:00 a.m. PT

Success from Anywhere:  
EMEA Live Broadcast

7:00 a.m.–  
8:30 a.m. PT

Welcome to the Latin  
America Takeover at  
Dreamforce  
(English)

Welcome to the Latin  
America Takeover at  
Dreamforce  
(Spanish)

Welcome to the Latin  
America Takeover at  
Dreamforce  
(Portuguese)

8:30 a.m.–  
9:00 a.m. PT

N/A

N/A

N/A

N/A

9:00 a.m.–  
9:30 a.m. PT

Supercharge Your  
Contact Center with  
Amazon Connect

Sustainability Priorities in  
the Race to Net-Zero

HLS Industry Trends and  
Digital Transformation  
Solutions

Your Roadmap  
for Connected,  
Effortless Service

9:30 a.m.–  
10:00 a.m. PT

Digital-First Leadership:  
Balancing Service, Speed &  
Trust

MuleSoft: Create Integrated  
Customer 360 Experiences

Building Loyalty at Scale  
in the New Age of Retail

A Trailblazer Guide  
to Modernizing  
Customer Service

10:00 a.m.–  
10:30 a.m. PT

A Conversation with  
Special Guests

Fast and Easy Integration  
with MuleSoft Composer

Share of Wallet and Heart:  
Creating Lasting Shopper  
Loyalty

Accelerate B2B Commerce  
in Every Industry

10:30 a.m.–  
11:00 p.m. PT

A Conversation with  
Marc Benioff & Eric Yuan

Personal Connections:  
Key to Success in an  
All-Digital World

The Future of Health  
is Connected

How To Leverage  
Commerce Cloud's  
Roadmap To Grow  
Revenue

11:00 a.m.–  
11:30 p.m. PT

Redefining the  
Future of Work

Success Tips to Help  
SMBs Find, Win and  
Keep Customers

Embed Sustainability  
at the Core of Business  
with Salesforce

The IT Leader's Guide  
to the Salesforce  
Platform Roadmap

11:30 p.m.–  
12:00 p.m. PT

Welcome to  
Your Digital HQ

The New Power Couple:  
AI & Growing Businesses

Industry Success  
from Anywhere

Empower IT to Ship Faster  
with Functions and  
DevOps Center

