

Dreamforce for Marketing Trail Map

Blaze your trail with these four perfect days.



Health and
Life Sciences
Marketers

Click the sessions
below to add to
your agenda.



LEGEND

- Session
- Cloud Expo
- Keynote
- Special Event

OCTOBER
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TUESDAY

Your Adventure starts here.

10:00 a.m.		Hands-on training with Salesforce for Marketing products at the campground	Moscone South
12:30 p.m.		Customer Success Journey: How Marketing Connects Sales, Service, IT, & Community	Palace Hotel
2:00 p.m.		Optum Personalizes Healthcare with Marketing Cloud	Palace Hotel
4:00 p.m.		Networking at the Marketing Lodge	Palace Hotel

OCTOBER
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WEDNESDAY

You're on the right path! Keep going.

10:30 a.m.		Salesforce and PatientsLikeMe: A 1:1:1 Customer Journey Success Story	Palace Hotel
12:00 p.m.		Lunch and exploring at the Dreampark	Dreampark
1:00 p.m.		Keynote with Marc Benioff and Special Guests	Moscone North
3:30 p.m.		Refreshments and exclusive content in the B2B Marketer's Café	The Grove (Yerba Buena)
5:00 p.m.		Fireside Chat with Melinda Gates and Robin Roberts	Moscone North
7:00 p.m.		Rock out with U2 at the Dreamfest	Cloud Palace



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THURSDAY

The most exciting part of your trail is today.

9:30 a.m.		Salesforce for Marketing Keynote: The Smartest CRM for 1-to-1 Customer Journeys	Moscone North
12:00 p.m.		Planet Fitness Accelerates Member Engagement with Marketing and Communities	Palace hotel
2:00 p.m.		Digital Marketing in the Age of Connected Patients	Palace Hotel
4:00 p.m.		Death to Boring B2B Marketing: How Applying Design Thinking Drives Success	Palace Hotel
5:00 p.m.		Women & Equality Keynote	Moscone North
7:00 p.m.		The AppBash Party	City View Metreon



OCTOBER
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FRIDAY

You did it! You completed the marketing trail at Dreamforce!

9:00 a.m.		Journey Builder Roadmap: From Campaigns to Journeys	Palace Hotel
10:00 a.m.		Email Studio Roadmap: What's Next in Email	Palace Hotel

finish

