



Dreamforce Trail Map for Media

Blaze your trail with these four perfect days.

Click the sessions below to add to your agenda.



LEGEND

	Session		Cloud Expo
	Keynote		Special Event

OCTOBER
4
TUESDAY

Your adventure starts here.



10:30 AM		iHeartMedia and Rogers Media - Driving Ad Sales and OTT Growth in Media	InterCon Hotel
11:00 AM		Visit the Communications and Media Exhibit at the Salesforce Campground in the Cloud Expo.	Moscone South
12:00 PM		Check out the Lightning Lookout and the Einstein Discovery Center.	Moscone West
1:00 PM		Dreampitch with Mark Cuban and Chris Sacca	Moscone West
5:00 PM		Communications & Media Industry Networking Reception	St Regis Hotel

OCTOBER
5
WEDNESDAY

You're on the right path! Keep going.



8:30 AM		Executing the Vision – Electronic Arts Gamer Focused Organizational Change	Palace Hotel
9:30 AM		YouTube and UBM - Building Partner and Event Management Solutions in Media	InterCon Hotel
10:30 AM		The Economist and Sky UK Now TV - Salesforce for OTT and B2C in Media	InterCon Hotel
1:00 PM		“Be a Customer Trailblazer” with Marc Benioff & Special Guests	Moscone North
4:00 PM		State of the Industry: Moving from Mass Media to MyMedia	InterCon Hotel
7:00 PM		Rock out with U2 at the Dreamfest	Cloud Palace

salesforce



The most exciting part of your trail is today.

OCTOBER
6
THURSDAY

9:30 AM		Salesforce for Marketing: Deliver Personalized Interactions at Every Touchpoint	Moscone North
11:00 AM		The Cost of Data Bias and How to Become a Data Guru	Marriott Hotel
11:30 AM		Salesforce for Sales: Sell Faster, Smarter, the Way You Want	Moscone North
1:00 PM		Become a Commerce Trailblazer with Salesforce and Commerce Cloud	Moscone West
5:00 PM		Equality Summit Keynote: Road to Equality through Business, Sports & Government	Moscone North
7:00 PM		The AppBash Party	City View Metreon



OCTOBER
7
FRIDAY

You did it! You completed the Dreamforce trail for Media!

10:00 AM		Welcome to the Day of Compassion	Moscone North
11:00 AM		Day of Compassion: Can Compassion Change the Future?	Moscone North
12:00 PM		Day of Compassion: Compassion and Creativity Session	Moscone North



finish

