



Dreamforce Trail Map for Sales

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		Sales Cloud Deep Dive: Lightning Experience Roadmap	Marriott Hotel
9:00 AM		Making the Switch to Lightning: The Right Time Is Now	Marriott Hotel
11:00 AM		Sales Summit: Everything you want to know about Sales Growth	Marriott Hotel
1:30 PM		Salesforce1 Mobile Roadmap: What's on Tap	Marriott Hotel
2:00 PM		Don't miss the Lightning Lookout and Einstein Discovery Center.	Moscone West

OCTOBER 5 WEDNESDAY

You're on the right path! Keep going.

9:00 AM		2nd Annual State of Sales: Technology Shapes the Future of Selling	Marriott Hotel
10:00 AM		Recharge in the Sales Lodge for demos, networking, and more.	Marriott Hotel
11:00 AM		Head over to the Sales Cloud area in the Salesforce Campground for live demos.	Moscone South
12:00 PM		Pick up your lunch and explore the Dreampark.	Dreampark
1:00 PM		"Be a Customer Trailblazer" with Marc Benioff & Special Guests	Moscone North
4:00 PM		Accenture's Blueprint to Global Sales Excellence	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



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THURSDAY

The most exciting part of your trail is today.

9:30 AM		Mega Lightning Roadmap: Future of Lightning and the Customer Success Platform	Mariott Hotel
11:30 AM		Salesforce for Sales Keynote: Transform Sales from Lead to Cash	Moscone North
2:00 PM		Get Ready for Your Lightning Transformation	Marriott Hotel
3:00 PM		Empower Your Sales Team with B2B Marketing Automation for Sales	Marriott Hotel
5:00 PM		Intelligence in Every Step of Your Sales Process	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



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FRIDAY

You did it! You completed the Dreamforce Trail for Sales!

9:00 AM		Supercharge Channel Sales with Salesforce's Partner Community & Salesforce CPQ	Marriott Hotel
9:30 AM		Salesforce Files Roadmap: Increase Productivity and Drive Customer Satisfaction	Marriott Hotel
10:00 AM		Welcome to The Day of Compassion	Moscone North

Sponsored Section:

Apttus		Engage with Apttus and enter to win an exclusive trip Around The World valued at \$25,000 by attending a designated session, seeing a demo, or meeting with an Apttus rep.	Moscone South
Callidus-Cloud		Learn from industry experts and CallidusCloud customers about how our Lead to Money suite can build your success and drive your company to make more money, faster at Booth #1215.	Moscone South

finish

