



## Trailblazer's Event Guide ✨

Alright, buckle up, trailblazers! Get ready for an electrifying day at Agentforce World Tour Mumbai 2025! This isn't just another conference; it's your launchpad into the future of AI and Agentforce! Here's your amped-up, must-do agenda

### Your Mission as a Trailblazer

To dive into game-changing insights on Agentforce, cutting-edge AI, and the latest Salesforce innovations that will empower you to work smarter, drive impact, and transform the way you connect, collaborate, and grow!

### Morning: Fuel Up and Dive In! ✨

#### **8:30 AM - 9:50 AM Check-in, Breakfast & The Buzzing Campground!**

Touchdown at the Jio World Convention Center, grab your badge, and energize with breakfast! But hold on, the real action starts NOW in the Campground!

Immerse yourself in the buzz of the Campground with hands-on learning, live product demos, access to Salesforce experts, Agentforce consultations, content theaters, partner booths, and much more.



# Keynote Room: Become an Agentblazer

**Timings - Timings - 9:45 AM - 12:30 PM**

**Venue - Jasmine Ballroom 1**

**09:50 AM - 10:30 AM Leadership Conversation with the Iconic Sania Mirza!**

Get ready to be inspired by a true champion! Sania will share her wisdom on leadership, reinvention, and high-performance – essential fuel for navigating the ever-evolving business arena!

**10:30 AM - 12:00 PM Keynote: Become an Agentforce Company**

This is where it all comes together! Understand Salesforce's electrifying vision for Agentforce and how it's uniting human brilliance with AI agents to redefine customer success. This session will lay the groundwork for all your AI discoveries today!

**12:00 PM - 12:25 PM Sales Keynote**

Humans with Agents Drive Sales Success, Pipeline to Paycheck

- Hear how sales teams with AI agents drive customer success.

Meet Agentforce for Sales — your autonomous AI.

- Get a step-by-step playbook to accelerate growth and simplify your tech stack

**12:15 PM - 2:00 PM Lunch & Campground - Network and Recharge**



# Campground: Discover. Learn. Connect. ✨

**Timings - 8:30 AM - 9:45 AM; 12:00 PM - 5:45 PM**

**Venue - Jasmine Ballroom 2**

- **Create Your First AI Agent – Fast**

Join a hands-on session and build, train, and deploy your first AI agent in just 20 minutes.

- **See AI in Action Across 50+ Live Demos & Pods**

Explore real-world use cases that are transforming industries and roles with the power of AI.

- **Solve Real Challenges with 1:1 Expert Consultations**

Get personalized guidance from Salesforce experts and AI specialists, tailored to your unique business needs.

- **Connect with the Best in the Business**

Network with industry leaders, innovators, and fellow Trailblazers shaping the future of AI.

- **Visit the Startup Experience Zone**

Discover the latest Agentforce innovations from pioneering startups redefining what's possible with AI.

- **Grab a Theater Seat**

Catch the Agentforce Demo in the Agentforce Experience Mini-Theater, discover best practices and pro tips in the Slack Theater, or explore cutting-edge solutions in the Partner Theater. Choose your theater and dive deep into curated insights throughout the day!



# Agentforce Theatre

- |                     |   |
|---------------------|---|
| 9:00 AM - 9:40 AM   | Agentforce Security Architecture: A Comprehensive Overview            |
| 12:10 PM - 12:30 PM | Ethical AI in Salesforce: Designing for Transparency and Trust in CRM |
| 12:30 PM - 12:50 PM | Agentforce Security Architecture: A Comprehensive Overview            |
| 01:00 PM - 01:20 PM | Agentforce Security Best Practices                                    |
| 01:30 PM - 01:50 PM | Unlock unstructured data with RAG, Vector, and Hybrid Search!         |
| 02:00 PM - 02:20 PM | Scale Up Agentforce Apps with Scale Center and ApexGuru               |
| 02:30 PM - 02:50 PM | How Salesforce empowers its sellers with Agentforce                   |
| 03:00 PM - 03:20 PM | Ethical AI in Salesforce: Designing for Transparency and Trust in CRM |
| 03:30 PM - 03:50 PM | Unlock unstructured data with RAG, Vector, and Hybrid Search          |
| 04:00 PM - 04:20 PM | Agentforce Security Best Practices                                    |
| 04:30 PM - 04:50 PM | How Salesforce empowers its sellers with Agentforce                   |



## Slack Theatre

|                     |   |
|---------------------|---|
| 9:10 AM - 9:30 AM   | How Salesforce Transforms Work for All Employees with Slack |
| 12:40 PM - 01:00 PM | Explore the Benefits of Agentforce in Slack                 |
| 01:20 PM - 01:40 PM | 10 Ways to Transform Work with Slack                        |
| 02:00 PM - 02:20 PM | Explore the Benefits of Agentforce in Slack                 |
| 02:40 PM - 03:00 PM | Unlock Agentic Productivity with Slack Actions              |
| 03:10 PM - 03:30 PM | How Salesforce Transforms Work for All Employees with Slack |
| 04:20 PM - 04:40 PM | Explore the Benefits of Agentforce in Slack                 |
| 05:00 PM - 05:20 PM | 10 Ways to Transform Work with Slack                        |
| 05:30 PM - 05:50 PM | Unlock Agentic Productivity with Slack Actions              |

## Partner Theatre

|                   |  |
|-------------------|--|
| 2:05 PM - 2:45 PM | Accenture: Enterprise Reinvention through Scaling AI and a Sneak Peek into Accenture Salesforce Agentforce Hub |
| 2:50 PM - 3:30 PM | Deloitte: Agentic Multiverse – Transforming Your Core Processes  |
| 4:20:PM - 5:00 PM | KPMG: Power your Distributor Management Systems on Salesforce with Agentic AI                                  |



## Breakout Sessions – Deep dive into Salesforce technology for Marketing, Service, IT, and Data.

Timings - 1:50 PM - 5:45 PM

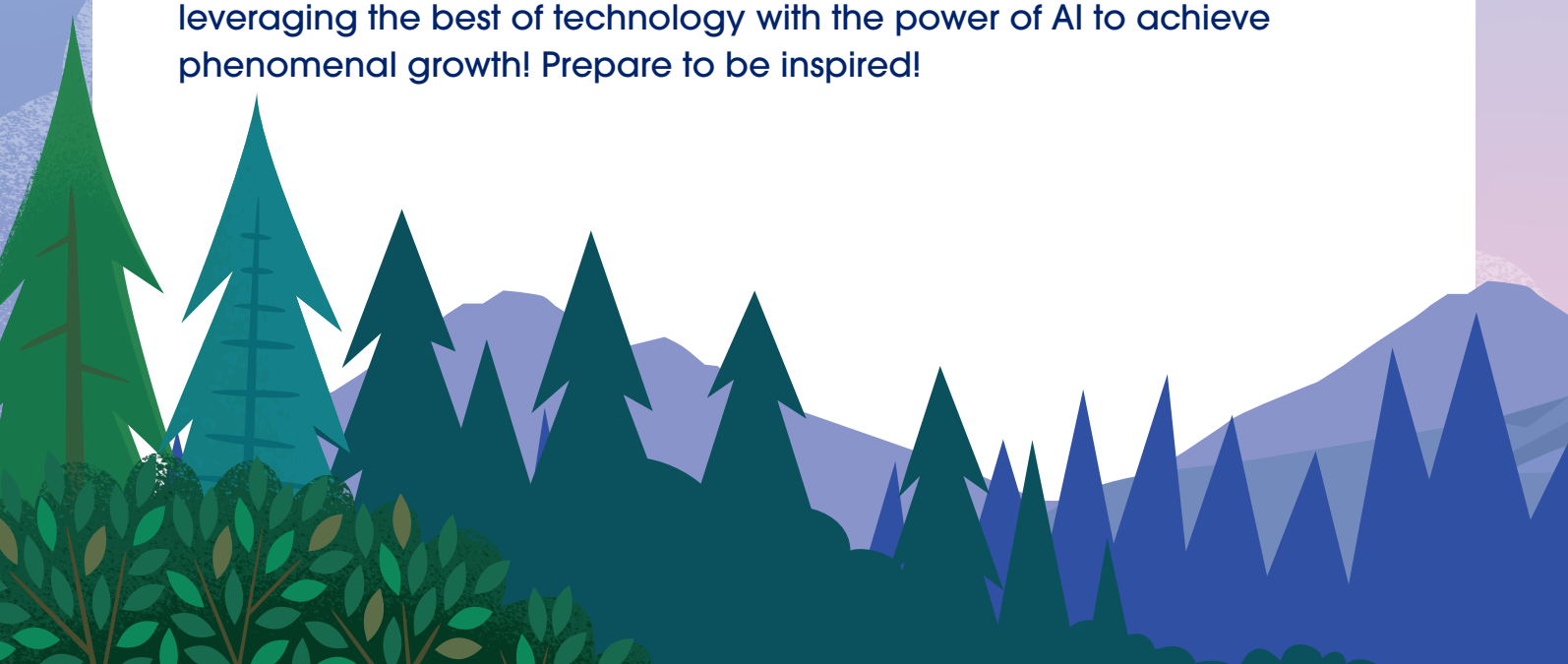
Venue - Lotus Ballroom 2 & 3

### 01:50 PM - 3:30 PM Marketing Breakout (Lotus 2) - Real-World Marketing Wins!

- **Marketing Keynote:** The Future of Marketing with Agentforce: This is your moment! This session is laser-focused on how Agentforce is revolutionizing customer relationships across the entire lifecycle. Get ready to witness the future of marketing in action!
- **Panel Discussion:** Unlocking Transformative Customer Relationships and Growth with AI and Data: Hear directly from leading brands like Tata Motors and Orora Jewellery on how they're leveraging Marketing Cloud with the power of AI and data to achieve phenomenal growth! Prepare to be inspired!
- **Customer Loyalty:** Strategies for Lasting Engagement: Discover the secrets to building unbreakable customer loyalty! Learn how Marketing Cloud helps you drive deep engagement and transform customers into lifelong advocates!

### 01:50 PM - 3:30 PM IT Breakout (Lotus 3) - Real-World Tech Wins!

- **Powering Agentic AI:** Salesforce Platform & MuleSoft for Intelligent Automation: Learn how Salesforce Platform and MuleSoft seamlessly integrate to fuel Agentic AI to deliver personalised, proactive, and efficient experiences
- **Panel Discussion:** Hear directly from leading brands on how they're leveraging the best of technology with the power of AI to achieve phenomenal growth! Prepare to be inspired!



### **03:30 PM - 04:10 PM High Tea & Campground - Connect and Engage!**

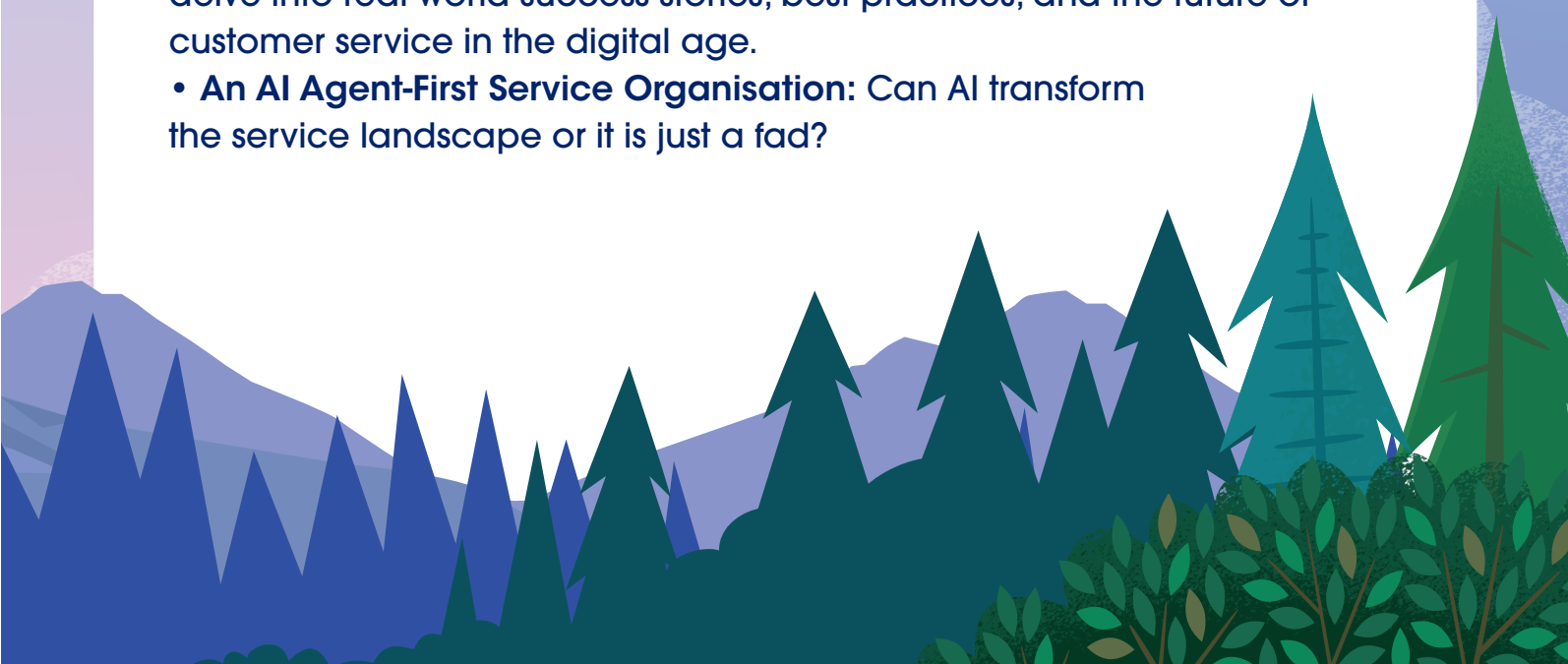
Take a well-deserved break for refreshments and keep the networking vibes going! Discuss the mind-blowing insights from the afternoon sessions with fellow attendees and Salesforce experts. Brainstorm how you can implement these cutting-edge strategies in your own organization!

### **04:10 PM - 5:45 PM Data & Analytics Breakout (Lotus 3) - Game changing Insights!**

- **Keynote** - The Data-Driven Future: Innovating with Data Cloud and Tableau powered by Agents: Prepare to enter the data-driven future! Explore how Data Cloud and Tableau, now turbocharged by agents, will empower your team to act with lightning speed and innovate like never before!
- **Customer Dialogue and Success stories:** Hear directly from leading brands like UTI Mutual Funds and Tata Capital on how they're leveraging Data Cloud and Tableau to achieve phenomenal growth! Prepare to be inspired!

### **04:10 PM - 5:45 PM Service Breakout Hall (Lotus 2)**

- **Keynote:** Shift to an AI Agent-First Service Organization: Learn how to shift to an AI agent-first organization with Agentforce and Service Cloud to boost productivity, automate tasks, and deliver faster, smarter customer experiences.
- **Panel Discussion-** Revolutionizing Customer Experience: Insights from India's Innovators on Leveraging Service Cloud - An insightful panel discussion featuring leaders from Piramal Finance and Lauritz Knudsen Electrical & Automation to discover how they have leveraged Salesforce Service Cloud to revolutionize their customer experience. From streamlining support processes to enhancing customer satisfaction, this session will delve into real-world success stories, best practices, and the future of customer service in the digital age.
- **An AI Agent-First Service Organisation:** Can AI transform the service landscape or it is just a fad?



## Evening: Celebrate and Connect ✨

Timings - 5:45 PM - 7:00 PM

Venue - Jasmine 1, 3rd floor

**The Grand Finale: Live Performance by the one and only Shaan!**

Get ready to unwind and celebrate an incredible day with a live performance by one of India's greatest singers - Shaan!

## Salesforce Demo pods ✨



### Sales

Accelerate growth & boost sales productivity with AI



### Marketing

Build end-to-end campaigns faster with Agentforce



### Commerce

Deploy and connect commerce anywhere with agents



### Data Cloud

Unlock unstructured data to power Agentforce



### Service

Boost your customer service with AI



### Platform

Build and govern your AI-powered apps



### Tableau

AI-powered analytics built on Salesforce



### MuleSoft

Connect any agent, app or system



### Slack

Drive work success with humans and agents



### Agentforce

Create and customize AI agents



### Retail

Humans with agents personalise shopping at scale for retailers



### Consumer Goods

Humans with agents deliver profitable growth with partners



### FINS - Digital Lending

Unifying borrowers, lenders, and ecosystem through digital innovation



### FINS - Collections

Delivering borrower-centric, omnichannel collection journeys



### FINS - Servicing

Activating superior customer experiences and driving productivity



### Life Sciences & Healthcare

Driving HCP & patient outcomes with #1 AI CRM



### Manufacturing

Connect the manufacturing value chain with Agentforce



### Automotive

Turbo charge your agentic effort



### Small Medium Business

Elevate your business with #1 AI CRM



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