



Marketer's Guide

Alright, buckle up, marketing trailblazer! 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 marketing powered by AI and Agentforce! Here's your amped-up, must-do agenda

Your Mission as a Marketing Dynamo

To soak up all the game-changing insights on how Agentforce, cutting-edge AI, and the newest Salesforce innovations will supercharge your marketing strategies, forge deeper customer connections, and skyrocket your growth!

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!

Hit These Must-See Salesforce Demo Booths: Get ready to be amazed!

- **Marketing:** Build end-to-end campaigns faster with Agentforce
- **Commerce:** Deploy and connect Commerce anywhere with agents
- **Data:** Unlock unstructured data to power Agentforce
- **Tableau:** AI-powered analytics built on Salesforce

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, invention, and high-performance – essential fuel for navigating the ever-evolving marketing arena!

10:30 AM - 12:00 PM Keynote: Become an Agentforce Company Humans with Agents Drive Customer Success Together

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 marketing discoveries today!

Afternoon: Marketing Mastery Unleashed!

12:00 PM - 1:50 PM Lunch & Campground - Network and Recharge!

- Refuel with lunch while continuing your exploration of the Campground! This is your prime opportunity for deeper dives at those Salesforce and Partner booths that sparked your interest in the morning.
- Head to Agentforce Consultation for a direct look at its power, or even try your hand at the Build Your Own Agent station to truly grasp the future of marketing automation!

01:50 PM - 3:30 PM Marketing Breakout Hall (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!

03:30 PM - 04:10 PM High Tea & Campground - Connect and Concoct!

Take a well-deserved break for refreshments and keep the networking vibes going! Discuss the mind-blowing insights from the afternoon sessions with fellow marketers 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

- **Data & Analytics Breakout:** Prepare to enter the data-driven future! Explore how Data Cloud and Tableau, now turbocharged by agents, are completely changing the game for data-driven decision-making!
- **Keynote The Data-Driven Future: Innovating with Data Cloud and Tableau powered by Agents:** Learn how a unified customer 360, powered by real-time analytics and AI-driven insights, will empower your marketing team to act with lightning speed and innovate like never before!

Evening: Celebrate and Connect!

05:45 PM - 7:00 PM 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! Network with fellow attendees and make those lasting connections!



Your Essential Event Checklist ✨

- ☐ (09:50 AM | Jasmine 1) Leadership Conversation with Sania Mirza
- ☐ (10:30 AM | Jasmine 1) Main Keynote
- ☐ (01:50 PM | Lotus 2) Marketing Breakout
- ☐ (04:10 PM | Lotus 3) Data & Analytics Breakout
- ☐ (8:30 AM - 09:45 AM, 12:00 PM - 5:45 PM | Jasmine 2) Campground
- ☐ Agentforce Zone: Witness the AI magic!
- ☐ Marketing Booth
- ☐ Commerce Booth
- ☐ Data Booth
- ☐ Tableau Booth
- ☐ Service Booth
- ☐ Salesforce Industry Booths (Retail, CG, FINS, Mfg, Auto, HLS)
- ☐ Partner Booths
- ☐ Agentforce Consultation
- ☐ Build Your Own Agent

Remember: This is your personalized adventure! Check the official event schedule for the very latest updates on session times, detailed descriptions, and speaker lineups. Prioritize the sessions and booths that resonate most with your specific marketing goals and passions. And most importantly, be ready to connect, learn, and be inspired to revolutionize your marketing strategies! Let's make it an unforgettable day!

