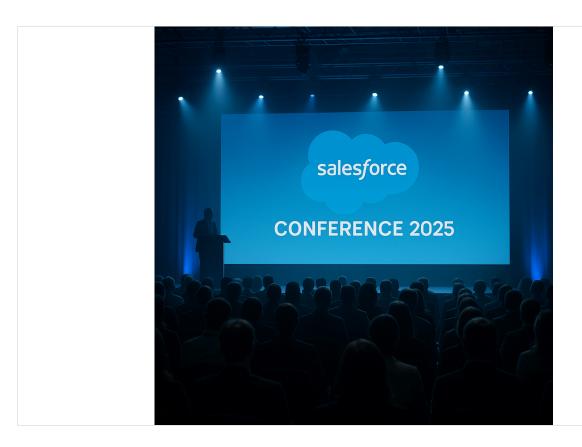# Salesforce Global Conferences & Events: July-Dec 2025 Overview

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Salesforce Conferences Worldwide (July–December 2025)

Introduction

The second half of 2025 is packed with Salesforce-related conferences spanning the globe. This report provides a comprehensive overview of major events from July through December 2025, including official Salesforce-hosted conferences (like Dreamforce and World Tours) as well as significant community-led "Dreamin'" events and partner gatherings. We cover each region – North

America, Latin America, Europe, Middle East & Africa, and Asia-Pacific – and detail **in-person, virtual, and hybrid** formats where applicable. For each conference, you'll find the name, location, dates, hosting organization, agenda highlights, target audience, notable speakers (if announced), and information on tickets and registration. A trends summary at the end discusses emerging themes such as the rise of regional community hubs, evolving event formats, and the Salesforce technologies (AI, Data Cloud, Flow automation, etc.) that feature prominently across these conferences.

North America

Dreamforce 2025 (San Francisco, CA – Oct 14–16, 2025)

Hosting Organization: Salesforce (Official Flagship Conference) **Format:** In-person at the Moscone Center in San Francisco, with live-streaming on Salesforce+ (hybrid event) (Source: salesforce.com). **Agenda & Key Themes:** Dreamforce is **Salesforce's largest annual conference** – a three-day spectacle of innovation, learning, and inspiration. In 2025 the theme centers on the power of AI and real-time data in CRM. Attendees will **"discover how AI agents, real-time data, and CRM create a digital labor force that scales with you"**, indicating a strong focus on Salesforce's new AI capabilities (branded as " Agentforce") and automation (Source: salesforce.com). The agenda features **1,500+ sessions** across every industry and role, hands-on product demos, and big product announcements. Expect **high-energy keynotes** (including the opening keynote with Salesforce CEO Marc Benioff and other top executives) highlighting **AI innovations, Customer 360 updates, Data Cloud**, and success stories of customer transformation (Source: salesforceben.com)(Source: aprika.com). Dozens of visionary guest speakers and industry pioneers are typically featured (115+ "visionary speakers" were noted for 2025) (Source: salesforce.com), though specific celebrity or guest speakers for 2025 will be announced closer to the event. Past Dreamforce keynotes have included global business leaders, tech visionaries, and even entertainers, so attendees can anticipate a similar caliber of speakers.

Target Audience: *All* Salesforce stakeholders – **developers, admins, consultants, architects, marketers, sales and service professionals, executives, partners, and customers** from around the world. With over 11,000+ product experts on site and attendees from 143 countries in 2024, Dreamforce caters to both the technical side (deep-dive sessions for devs and architects) and the business/strategy side (thought leadership for CXOs) (Source: salesforce.com)(Source: salesforce.com). It's often described as the "must-attend" event for anyone in the Salesforce ecosystem (Source: salesforceben.com).

Prominent Speakers/Keynotes: Marc Benioff (Salesforce CEO) traditionally delivers the main keynote, often alongside co-founder Parker Harris and other Salesforce executives (e.g. product VPs for Einstein AI, Data Cloud, etc.). While the **2025 speaker lineup is still to be announced**, Salesforce has hinted at continuing the AI theme with likely appearances by **AI leaders** (possibly Salesforce's Chief AI Scientist or industry AI figures) (Source: salesforceben.com). High-profile guest speakers (past years included former U.S. Vice President Al Gore, Jane Goodall, and global CEOs) and **Trailblazer success story speakers** are expected. San Francisco officials (like the Mayor) have also appeared given Salesforce's engagement with the city salesforceben.com.

Agenda Highlights: Each day begins with keynotes and product announcements. Breakout sessions (over 1,500 sessions) cover topics from **hands-on technical workshops (e.g. building automation with Flow, developing Lightning apps)** to **industry-specific CRM innovations (finance, healthcare, etc.)**. In 2025, many sessions will showcase **AI agent use-cases (Agentforce)**, **Einstein GPT across Salesforce products**, and best practices with the **Salesforce Data Cloud** (customer data platform) in action. Networking events (the "Dreamfest" party, community networking receptions) and an expo of partners/ISVs are integral parts. Dreamforce is known for its "Trailblazer Forest" expo hall and immersive demos.

Ticket Types & Pricing: Full Conference passes are **paid tickets** – an early-bird launch special was offered at **$999 (if purchased by June 12, 2025) (Source: salesforce.com)**, which is **over $1,300 off** the on-site price. This suggests the standard full price will be around ~$2,299 for last-minute registration. The full pass includes access to all keynotes, sessions, workshops, expo, networking events, and concert. Discounts typically exist for groups, nonprofits, or certification holders, but these details are released closer to ticket sales. **Salesforce+ virtual access is free** for anyone globally – offering live-streams of main keynotes and select sessions (Source: sfapps.info). (In 2024, Salesforce+ broadcasted keynotes at no cost, and we expect the same in 2025 for those who register online).

Registration Details: Registration is online via Salesforce's site. As of May 2025, interested attendees can **"join the list to be first to know when Dreamforce 2025 tickets go live"** (Source: salesforceben.com). Full registration opened mid-year with the early pricing. The **official Dreamforce page** provides the registration link and will list hotel accommodations (Salesforce often partners with local hotels). Because Dreamforce draws 40,000+ in-person attendees, it sells out quickly. (Salesforce has an arrangement with San Francisco to ensure safety/security given the city's challenges, and has committed to hosting Dreamforce in SF through 2027 provided the environment remains safe (Source: salesforceben.com)(Source: salesforceben.com).)

Salesforce World Tour (North America Stops – December 2025)

Hosting Organization: Salesforce (Official "World Tour" Roadshow). **Locations/Dates:** In late 2025, Salesforce is bringing its World Tour to multiple North American cities, including **New York City, Chicago, Toronto, and Atlanta in December 2025** (Source: aprika.com). *(Exact dates for each city are to be announced; historically these occur in early December.)* These events are typically single-day conferences held at major venues (for example, previous NYC World Tour events have been at the Javits Center).

Format & Purpose: Salesforce World Tours are free, condensed versions of Dreamforce that "bring the excitement and energy of Dreamforce to cities around the globe" (Source: aprika.com). They are **in-person events with a free registration**, often accompanied by Salesforce+ live streaming of keynotes for those who can't attend. The format includes a **full keynote session** in the morning, plus **breakout sessions, theater presentations, hands-on workshops, and an expo hall** throughout the day (Source: aprika.com). The content is tailored to the local audience and regional industries but covers Salesforce's latest announcements and product demos.

Agenda Highlights: Each World Tour stop features a **main keynote by Salesforce executives** highlighting the latest innovations announced at Dreamforce (expect emphasis on **AI-powered tools like Agentforce/Einstein GPT, automation, and Customer 360 success sto**ries** relevant to that region) (Source: aprika.com). Attendees can join **breakout sessions and demos** across various Salesforce clouds (Sales, Service, Marketing, etc.), often including local customer success panels and live demos of new features. **Hands-on workshops** and **circles of success** (small-group consultative sessions) may be available for admins and developers to practice new skills. An expo of **Salesforce partners/ISVs** allows networking and product exploration. These events typically run for one full business day (approximately 8am–6pm).

Target Audience: Broad business and IT audience. Since registration is free, World Tours attract everyone from *CXOs and managers evaluating Salesforce solutions, to current customers, admins, developers, and partners*. Salesforce pitches World Tours as valuable whether "you're a seasoned Salesforce user or exploring its ecosystem for the first time" (Source: aprika.com). Tracks or sessions are available for various roles – marketing, sales, IT, admin – often indicated in the agenda. Many attendees are local to the host city or region, making this a key networking event for the **local Salesforce community** in each area.

Notable Speakers: The keynote usually features a **Salesforce executive** (e.g. President or GM of Salesforce in that region, or product VPs). While Marc Benioff doesn't typically attend every World Tour, high-ranking Salesforce leaders often do. For example, past World Tour NYC events included

Salesforce's Chief Marketing Officer and local customer CEOs on stage. We can expect **trailblazing customers** from each region to co-present, and possibly Salesforce product experts doing live demos of new features (like demonstrating an Einstein GPT use-case on stage). Exact speaker lists will be published on each city's registration page closer to the date.

Tickets & Pricing: Free to attend for all World Tour stops (Source: salesforce.com). Attendees simply need to register online to secure a spot (capacities can fill up, especially in major cities). There may be tiered access in some cases (e.g. an invite-only executive luncheon or a partner forum during the event), but the general sessions and expo are open to all registrants without charge.

Registration Details: Registration is handled via Salesforce's events portal. For example, **"Agentforce World Tour NYC (Fall 2025)"** is expected to have a sign-up page once the date is confirmed (Source: aprika.com). Salesforce typically opens registration a couple of months in advance. Because multiple cities are involved, Salesforce provides a calendar – by May 2025 they have sign-ups for the earlier year events and a "save the date" for those later in the year (Source: salesforce.com). Keep an eye on Salesforce's Events page for the **New York, Chicago, Toronto, and Atlanta** listings once available. In summary, these World Tours are convenient, **one-day immersive Salesforce conferences** for those who may not travel to Dreamforce, offering local networking and learning at no cost.

Florida Dreamin' 2025 (Tampa, FL – Nov 5–7, 2025)

Hosting Organization: Florida Salesforce Community (Community-Led "Dreamin'" Event). Hosted by local Salesforce user group leaders and community volunteers in Florida. **Location/Format:** In-person conference in Tampa, Florida (venue to be confirmed; previous Florida Dreamin' events were held in the Tampa Bay area). This is a **multi-day regional conference (3 days)**, likely consisting of a welcome reception and two full days of content (Nov 5–7).

Agenda & Themes: Florida Dreamin' is designed as a **community learning and networking event** with sessions spanning various Salesforce topics. It is *"a community-led Salesforce event designed for learning opportunities"* (Source: accelq.com). Attendees can expect **multiple tracks of breakout sessions and workshops** – typically covering development, administration, architecture, business use cases, and more. Agenda highlights often include: hands-on technical sessions (e.g. Apex, Lightning Web Components, Flow automation best practices), admin best practices for declarative build, panels on user adoption and business value, and perhaps industry-specific breakouts (since Florida has a strong Salesforce user base in industries like healthcare, finance,

etc.). Networking is a big component: there are likely planned **social events or happy hours**, "Birds-of-a-Feather" roundtables, and a demo jam or **partner expo showcasing AppExchange vendors** from the region.

A key theme for 2025's content will be aligning with Salesforce's latest innovations – so expect sessions on **Salesforce AI (Einstein GPT/Agentforce)**, how to leverage **Data Cloud in marketing/sales**, and advanced automations with **Flow** (these are hot topics in the community). Florida Dreamin's relatively smaller scale (compared to Dreamforce) means sessions can be intimate and interactive. As one blog noted, community events like this allow participants to **"enjoy a more tranquil atmosphere and get the best of Dreamforce content"** on a smaller scale (Source: ascendix.com).

Target Audience: Salesforce professionals from the U.S. Southeast region and beyond. This includes **developers, admins, consultants, and power users**. Florida Dreamin' explicitly welcomes "developers, administrators, and users seeking to deepen their knowledge and network" (Source: accelq.com). It's ideal for those who prefer smaller events or cannot travel to national conferences. Many attendees are from Florida and neighboring states, but the conference is open to all – often drawing some **Salesforce MVPs and expert speakers nationally** as well. The content is balanced for technical and non-technical roles (often tracks or session labels help attendees pick what fits their role).

Notable Speakers: Community conferences typically feature a mix of **Salesforce MVPs, experienced professionals, and sometimes Salesforce employees** who participate on their own time. While the 2025 speaker roster isn't published yet, one can expect well-known figures from the Salesforce community (for example, MVPs and user group leaders skilled in various clouds). Keynotes might be given by a distinguished community leader or a local Salesforce executive. Florida Dreamin' 2023 featured MVPs and even Salesforce Developer Relations advocates – 2025 should be similar. These events don't usually have celebrity speakers; instead the "prominent speakers" are the **top experts in the Salesforce community** sharing real-world knowledge.

Tickets & Pricing: Florida Dreamin' is a **paid event but relatively low-cost**. Early-bird tickets have been in the ~$125 range for multi-day admission (Source: sfapps.info). According to one source, early bird pricing starts *"From $125"* for Florida Dreamin' (Source: sfapps.info). There are likely tiers such as early bird, regular, and possibly on-site pricing, as well as potential discounts for students or non-profits. The ticket typically covers all sessions, meals during the conference (breakfast/lunch), and sometimes an event T-shirt or swag. Being community-run and non-profit,

the pricing is kept affordable (especially compared to corporate events). *Note:* Florida Dreamin' 2025 registration has not opened yet at the time of writing, but prospective attendees can monitor the official site (fldreamin.com) for ticket announcements.

Registration Details: Registration is managed on the Florida Dreamin' website and usually uses an event platform like Eventbrite or Blackthorn. As of mid-2025, the organizers advise to "stay tuned for registration details" (Source: accelq.com). Tickets likely go on sale a few months in advance (summer 2025). Because venue capacity might be a few hundred attendees, it could sell out, so early registration is recommended. The official site will also list **hotel recommendations** and any room block discounts for travelers, as well as a call for sponsors and speakers (community events often have an open Call for Speakers early in the year, and a range of partner sponsorships available).

Midwest Dreamin' 2025 (Minneapolis, MN – July 16–18, 2025)

Hosting Organization: Midwest Salesforce Community (led by Salesforce user groups from the U.S. Midwest; organized by a volunteer committee of local community leaders). **Location/Format:** In-person conference held in Minneapolis, Minnesota over three days (likely a Thursday–Friday with an optional day for workshops or community activities). Midwest Dreamin' has been an annual conference for over a decade, rotating Midwestern cities; in 2025 it lands in Minneapolis (Source: ascendix.com).

Agenda & Themes: As one of the longest-running community conferences, **Midwest Dreamin' offers a full schedule similar to a mini-Dreamforce**. Expect a **keynote session**, numerous breakouts, and an expo hall. Historically, Midwest Dreamin' covers a wide array of Salesforce topics: **technical deep dives** (development, integration, analytics), **declarative best practices** (Flow automation, Lightning configuration), **career growth** (certifications, soft skills), and **customer success stories** from the region. The atmosphere is known to be enthusiastic but more relaxed than mega-conferences – "participants enjoy the more tranquil atmosphere and get the best of Dreamforce and more" in a community setting (Source: ascendix.com). In 2025, key themes will include Salesforce's latest product updates post-Dreamforce (AI and automation will be front-and-center), plus likely special focus on topics like **Lightning Web Components, Tableau/Analytics, DevOps, and industry solutions** relevant to Midwestern businesses (manufacturing, agriculture, etc.).

Agenda highlights typically feature:

- **Keynote:** Possibly delivered by a notable Salesforce evangelist or MVP – energizing the crowd with insights on the Salesforce roadmap.

- **Breakout Sessions:** Dozens of sessions across multiple tracks. (Midwest Dreamin' often has 4-5 concurrent tracks). For example: an Admin track (covering flows, security, reports), Developer track (Apex, advanced coding patterns, integration), Implementation/Consultant track (project management, adoption), etc.

- **Demo Jam or AppExchange Expo:** A fun event where partners demo their apps in quick succession, or an expo area where sponsors showcase products.

- **Community Commons:** Areas for spontaneous networking or "Genius Bar" style Q&A with experts.

- **Closing Panel or Trivia:** Some Dreamin' events conclude with panels of Salesforce MVPs answering questions or a trivia game for prizes.

Target Audience: Salesforce admins, developers, and users primarily from the Midwest US. It draws attendees from Illinois, Minnesota, Ohio, Michigan, Indiana, etc., though all are welcome. Many are experienced professionals and **Trailblazers who prefer a regional conference**. Notably, some people "prefer this little Salesforce event instead of Dreamforce" due to its accessibility and intimacy (Source: ascendix.com). The audience ranges from *newer Salesforce admins looking to learn*, to *consultants and developers eager to network and share knowledge*. Because Midwest Dreamin' has a strong reputation, it also attracts **Salesforce MVPs and product experts** from across the U.S. who come to present or attend. For local companies, it's a chance to send multiple team members for training/networking without the travel costs of Dreamforce.

Prominent Speakers: The speaker lineup is usually a who's-who of the Salesforce ecosystem's community experts. **Salesforce MVPs, user group leaders, and certified experts** present many sessions. The event often features at least one **Salesforce executive or Developer Relations evangelist** in a keynote or panel (e.g. in past years, Salesforce's Developer Evangelists and product managers have spoken). In 2025, we anticipate notable names in the community such as MVPs (for example, Jennifer Lee for Flow automation or Steve Molis for reporting, etc., if they are able to attend) and possibly a Salesforce product manager discussing upcoming features. While not "celebrity" speakers in the traditional sense, these individuals are highly regarded in the Salesforce world. Their presence reinforces the quality of content – you're learning straight from experts who often have direct input on Salesforce products or have many years of hands-on experience.

Tickets & Pricing: As a community-run, non-profit event, pricing is modest. For a multi-day conference, tickets might be on the order of a few hundred dollars at most. Past Midwest Dreamin' events were around $100–$300. Early-bird rates are common; for example, another Dreamin' event in the region (Southeast Dreamin' in Atlanta) listed early bird tickets at ~$300 (Source: sfapps.info), and Midwest Dreamin' is likely similar or a bit less. We do not have the exact 2025 price yet, but expect **early bird pricing in spring 2025, with increases for regular registration**. The ticket typically covers 2 days of content, meals (lunches, possibly a reception), and conference swag. There may be add-ons (like a certification exam jam or pre-conference training workshop) for an extra fee if offered.

Registration Details: Registration will be online (via the official Midwest Dreamin' site or Eventbrite). As of writing, the organizers have not opened registration yet, but they maintain a website and social media presence. Given the July dates, registration likely opens by early 2025. Sponsors and speakers are usually selected in advance (call for speakers tends to close in spring). Interested attendees should monitor the **Midwest Dreamin' website** for announcements. This event can accommodate a few hundred attendees; it sometimes sells out, though often tickets remain available until close to the event.

Northeast Dreamin' 2025 (Boston, MA – Sept 3, 2025)

Hosting Organization: Northeast Trailblazer Community Groups (a coalition of Salesforce user groups and leaders in the U.S. Northeast). **Location/Format:** In-person conference, planned in Boston, Massachusetts (the 2025 edition). It's scheduled for a single day (Sept 3) or possibly with an added evening reception – Northeast Dreamin' is typically a compact event (1 to 1.5 days).

Agenda & Themes: Northeast Dreamin' is described as *"a Salesforce Dreamforce event but led by a user group of fellow users"*, aiming to provide a Dreamforce-like experience on a regional scale (Source: accelq.com). The agenda will feature **breakout sessions across multiple Salesforce disciplines** (admin, dev, etc.), a keynote and possibly a closing session. Likely agenda components include:

- **Opening Keynote:** delivered by community leaders or a special guest (maybe a notable MVP or Salesforce rep), sharing inspirational stories and updates.

- **Breakout Sessions:** covering new features (like Summer '25/Winter '26 Salesforce releases), how-tos for admins, architecture sessions, and success stories from companies in the Northeast. Given Boston's tech scene, we may see sessions on topics like **Salesforce in Higher**

Ed (Boston has many universities), **Financial Services Cloud or Life Sciences** (industries prevalent in that region), along with core platform content.

- **Workshops/Hands-on:** possibly shorter workshops for Flow automation or Lightning development for those who want interactive learning.

- **Networking**: coffee breaks and lunch allow mingling; there may be a **career corner or "ask the experts" area** where attendees can consult with MVPs.

Key themes will revolve around learning new features and local community building. The phrasing *"learn new features, listen to inspirational speakers, and connect with users from your city"* sums up the focus (Source: accelq.com). Attendees will hear about **Salesforce's current roadmap** (like AI initiatives and Customer 360 success tips) and **practical tips** shared by peers.

Target Audience: Salesforce professionals in the Northeastern US – covering **New England and nearby states**. This includes **admins, developers, analysts, and consultants** from the area's many companies using Salesforce. Because it's one of the few Salesforce community conferences in the Northeast, it's a unique opportunity for those folks to gather annually. The target audience spans all roles and experience levels: new Trailblazers can learn basics and network, while experienced pros exchange advanced techniques. The event's appeal is the local context – "come together in the Northeast and share ideas… one time in a year" for the regional community (Source: accelq.com). So, the audience is primarily those who can travel to Boston easily, but it's open to anyone (some may come from NY, Philly, or farther).

Notable Speakers: Expect **user group leaders and Salesforce MVPs from the Northeast** to headline the sessions. For example, leaders from the Boston Salesforce Developer Group or New York User Group might present. If Salesforce sends any speaker, it could be a **local Salesforce Director or a Developer Evangelist** from their Boston office. The event being community-led means many speakers will be practitioners sharing real experiences – such as a Salesforce consultant presenting a case study, or an admin showcasing how they implemented a complex Flow. The "inspirational speakers" could include people who have done notable projects (e.g., nonprofit success stories or innovative startups using Salesforce). While specific names aren't listed yet, the content will be vetted to ensure quality – often these events feature speakers who have spoken at Dreamforce or other big events, delivering that content in a smaller setting.

Tickets & Pricing: Pricing information is **TBD** (to be determined) as of mid-2025 (Source: accelq.com). Northeast Dreamin' 2023 had a nominal ticket price; 2025 likely will too. Many community events of this length charge somewhere around $50–$150 for early registration (since it might just be a single day including meals). Given that it's volunteer-run and sponsored by

community-friendly partners, the goal is to cover venue and catering costs rather than profit. We can expect an early bird ticket tier (perhaps available in early summer 2025) and a regular price closer to the event. Keep in mind, if any hands-on workshops or certification sessions are offered, those might require an additional fee, but generally the single-day pass covers all standard sessions.

Registration Details: Registration will be announced on the **Northeast Dreamin' official site** or via the Trailblazer Community pages. In 2024, Northeast Dreamin' was in planning (the ACCELQ report listed it as "TBD" in date back then (Source: accelq.com); now we have Sept 3, 2025 from newer info). So as the date is set, expect an Eventbrite page or similar to go live. Those interested should follow Northeast Dreamin' on Twitter/X or the Salesforce community events calendar for the registration link. Because it's a one-day event, capacity might be limited (a few hundred seats). It would be wise to register early once available. Sponsors likely include local Salesforce consulting firms and ISVs, which sometimes buy blocks of tickets – so again, keep an eye out so you don't miss a spot.

(Additional North America note: Other regional U.S. events in H2 2025 include **WITness Success (Louisville, KY, Aug 19–20)** – a conference focused on empowering **Women in Tech** in the Salesforce ecosystem, **Forcelandia (Portland, OR, Aug 20–21)** – a community conference with a fun "forest" theme known for technical content, **Mile High Dreamin' (Denver, CO, Aug 27–28)**, and **Buckeye Dreamin' (Columbus, OH, July 7–9)**, among others (Source: ascendix.com). There are also new community events emerging, such as **"We Dreamin'" North Texas on Aug 8, 2025 in Dallas** and **We Dreamin' Oklahoma on Oct 22, 2025 in Oklahoma City** – both inaugural conferences aimed at those regional communities (Source: wedreamin.org)(Source: wedreaminok.org). Due to space, we focus on the major events above, but these underscore the breadth of community-led gatherings in North America.)*

Latin America

Mexico Dreamin' 2025 (Mérida, Mexico – Nov 21, 2025)

Hosting Organization: Mexico Salesforce Community (led by local Salesforce MVPs and community group leaders in Mexico). **Location/Format:** In-person conference in **Mérida, Mexico** (Yucatán region). Mexico Dreamin' 2025 is a one-day conference (Saturday, Nov 21) that brings together Salesforce users and professionals from across Mexico and Latin America.

Agenda & Themes: Billed as *"a Salesforce community event that brings professionals together for a day filled with sessions on various topics"* (Source: ascendix.com), Mexico Dreamin' packs a lot into a single day. The agenda will feature:

- **Opening Keynote:** likely delivered in Spanish (Mexico Dreamin' is primarily Spanish-language) by a leading community figure or a Salesforce Mexico representative. This will set the tone, possibly highlighting local success stories and Salesforce's latest innovations (AI and automation will be a theme, just as globally, but contextualized for Latin America).

- **Breakout Sessions:** multiple sessions running in parallel throughout the day. These will cover both technical and business topics. For example, sessions might include *"Introducción a Salesforce Flow"* (intro to Flow automation) for admins, *"Mejorando la Experiencia del Cliente con Service Cloud y Data Cloud"* for business users, or *"Apex avanzado y mejores prácticas"* for developers. Given the audience, we'll see a mix of foundational content and advanced use-cases.

- **Panels/Success Stories:** The event may include a panel of Salesforce customers from Mexico sharing how they solved challenges with the platform. Industries like financial services, telecom, or retail (big in LatAm) might be represented.

- **Networking & Expo:** There will be networking breaks to connect with peers and **partner booths** if sponsors are present. Since it's a one-day event, the "expo" may be limited to sponsor tables around the venue.

- **Closing Session/Prizes:** Many Dreamin' events end with giveaways (swag, certification vouchers) and thanking sponsors. Mexico Dreamin' could include a fun element like a trivia or "Trailblazer Fiesta" to conclude.

Key Themes: Aside from the broad "various topics" tagline, we expect emphasis on **growing Salesforce skills in the region**. There will be content to "expand your knowledge and skills" and lots of **networking opportunities to connect with industry leaders and fellow professionals** (Source: ascendix.com). Because this is a relatively new event (Mexico Dreamin' was first held in 2018 and has grown), a theme might also be **community building** – encouraging attendees to start local user groups or pursue Salesforce certifications. Technology-wise, expect sessions on hot Salesforce trends: AI (Einstein GPT demos in Spanish), **Marketing Cloud and WhatsApp integration** (very relevant in LatAm), and multi-cloud implementations.

Target Audience: Salesforce professionals and enthusiasts in Mexico and Spanish-speaking Latin America. This ranges from *developers (desarrolladores) and admins* to *consultants and end-users*. Sessions likely cater to different skill levels so both newcomers and seasoned professionals get value. The event is inclusive of all roles: admins, developers, marketers, etc. It's also an opportunity for Latin American Salesforce partners and customers to meet – so we expect attendance by people from local consulting firms, IT departments of companies using Salesforce, and independent consultants. The primary language is Spanish, which makes it especially accessible to the local audience compared to global events. In summary, if you work with Salesforce in Mexico or nearby (and perhaps don't often get to attend Dreamforce in the U.S.), Mexico Dreamin' is *the* conference to attend in late 2025 for regional networking and learning.

Notable Speakers: The speaker lineup will feature top **Latin American Salesforce experts**. This likely includes Salesforce MVPs from Mexico or other LatAm countries, experienced consultants, and perhaps a Salesforce employee or two from the Mexico City office. For instance, a known Salesforce MVP in Mexico (like Karla Heimke or Manuel Aguirre, if involved in past events) might present. International community figures may also join – sometimes U.S.-based MVPs travel to speak at Dreamin' events abroad. We might also see **representatives of large Mexican companies** (for example, a CRM manager at a Mexican bank or retailer) giving a talk on their implementation. The "industry leaders" mentioned could be executives from sponsor companies who are there to share insights. While the detailed list isn't published yet, suffice to say attendees will hear from **Salesforce experts in Spanish** who understand the regional context.

Tickets & Pricing: Typically, Dreamin' events in emerging markets aim to be **affordable or even free** to encourage attendance. The ascendix summary did not list a price ("TBD") (Source: sfapps.info). It's possible that Mexico Dreamin' will charge a nominal fee to help cover costs, or it could be fully sponsor-subsidized and free to attendees. For example, similar events like "Dream Ole" in Spain have had low fees (~€30), and **Argentina or Brazil community events were often free**. If a fee exists, it might be in the range of **$50–$100 USD (or equivalent MXN)** as an early estimate. Student discounts or group discounts might be available to boost student participation.

Registration Details: Registration will be through the **Mexico Dreamin' official channels** – likely via Eventbrite or a form on their website once it's announced. As of now, one can keep track via the Trailblazer Community Conference Calendar or local user group announcements. Since the event is in November, registration may open by late summer 2025. **Space might be limited** (perhaps a few hundred spots depending on the venue in Mérida), so potential attendees should sign up early. The event organizers also typically make calls for speakers and sponsors early in the year; by mid-year the agenda and speakers should be published. For those traveling from other parts of Mexico or

Latin America, the site will provide logistic info (venue address, nearby hotels, etc.). Mérida is a beautiful historical city – attendees might even get to enjoy some cultural elements if the organizers incorporate a bit of local Yucatán flavor into the event.

(Note: Salesforce itself hosted some official events in Latin America earlier in 2025 – e.g. an **Agentforce World Tour Mexico City on May 7, 2025**, and World Tours in São Paulo and Buenos Aires in May (Source: salesforce.com) – but those were in H1. For H2 2025, **Mexico Dreamin'** is the standout Latin American Salesforce conference, highlighting the thriving community in the region.)

Europe

French Touch Dreamin' 2025 (Paris, France – Dec 2, 2025)

Hosting Organization: French Touch Dreamin' organizing team (independent Salesforce community organizers in France, backed by the nonprofit event association). **Location/Format:** In-person conference in **Paris, France**. The 2025 event will take place on December 2, 2025, at the **Hyatt Regency Paris Étoile** (Source: sfapps.info). It's a full-day conference (approximately 9:00 AM – 5:00 PM, followed by an optional evening gathering). French Touch Dreamin' (FTD) is one of Europe's premier community-led Salesforce conferences, held annually in Paris. Sessions are conducted in English or French (with a mix of local and international attendees, English is common for broader appeal).

Agenda & Themes: French Touch Dreamin' is known as *"France's flagship community-led Salesforce conference"*, uniting professionals from across Europe (Source: sfapps.info). The agenda typically includes:

- **Welcome Keynote:** Possibly delivered by the organizing team and a special guest (e.g., a prominent French Salesforce MVP or even a Salesforce France executive). This sets the community tone and often includes any major community announcements.

- **Breakout Sessions:** Multiple tracks running through the day. FTD features **technical talks, success stories, and practical insights** (Source: sfapps.info). You'll find **deep-dive technical sessions** (e.g., on Apex design patterns, advanced Lightning UX techniques), **functional/business sessions** (e.g., multi-cloud implementation case studies, change management in CRM projects), and everything in between. Because it draws a pan-European

crowd, expect some specialized content – for instance, a session on **EU data privacy compliance in Salesforce**, or leveraging **Salesforce for NGOs** (given Europe's strong nonprofit community).

- **Demo/Expo Hall:** There will be sponsor booths – often FTD has a dedicated space where AppExchange partners and consulting firms (especially those active in France/Europe) display their offerings. Attendees can meet these partners during breaks.

- **Networking Lunch & Coffee breaks:** A hallmark is the "community" vibe – plenty of opportunity to chat with other Trailblazers, share experiences, and even get job leads. Sometimes there's a **career corner or coaching sessions** by experienced Salesforce professionals.

- **Closing Session & Apéro:** Typically the day concludes with closing remarks, prize drawings (FTD might raffle some certifications or swag), and then many attendees join an informal **apéro (networking drinks)** to socialize, given French hospitality.

Key Themes: Consistent with 2025's overarching trends, **AI and Automation will be key topics** – likely including demos of Salesforce Einstein GPT adaptations in multiple languages, and Data Cloud usage in European companies. However, FTD's content is quite broad: "technical talks, success stories, and practical insights" (Source: sfapps.info) means you'll hear both the nitty-gritty (like how to optimize a complex Flow) and high-level stories (how a company transformed its business with Salesforce). The "relaxed vibe" mentioned (Source: sfapps.info) indicates that while content is top-notch, the atmosphere is friendly and open, encouraging Q&A and interaction. Since it's in December, some sessions might recap the year's major Salesforce updates (Winter '26 release highlights, etc.) and provide a look into expected trends for 2026.

Target Audience: Salesforce professionals from Europe, especially those in France and surrounding countries. This includes **developers, administrators, consultants, and Salesforce end-users**. FTD has a strong draw for *Salesforce partners and customers across Europe* – you'll find people traveling from the UK, Germany, Netherlands, etc., to attend. Because sessions are often bilingual, it's welcoming for both French-speaking attendees (some sessions may be in French) and the international crowd (English is common on stage). The audience tends to be experienced: many attendees are certified professionals, MVPs, or leaders in their local user groups, coming to network and learn from peers. Nonetheless, newcomers are also welcome – there are usually sessions for various levels. The conference's position at year-end makes it a great way to cap off the year by catching up on the latest innovations and building connections.

Notable Speakers: French Touch Dreamin' attracts **top Salesforce talent from across Europe**. The speaker roster typically includes Salesforce MVPs (from France and other countries), seasoned consultants, and occasionally Salesforce employees (Developer Relations or product managers based in EMEA) who speak in a personal capacity. For example, in past FTD editions, notable community figures like Jodie Miners (Australia) or Keir Bowden (UK) have spoken, alongside local experts. In 2025, we anticipate **MVPs like Fabrice Cathala or Philippe Ozil** (if available) and other Trailblazer Community Group leaders in Europe to present. Salesforce might not officially present (since it's community-led), but often **Salesforce France's leadership or technical staff attend/support** – e.g. we might see a Salesforce France CTO or a Tableau CRM specialist mingling or leading a session unofficially. A unique aspect: FTD sometimes has a **VIP guest or keynote** – for instance, Parker Harris (Salesforce co-founder) once surprised European community events in the past. No guarantee, but it speaks to the event's reputation that even Salesforce execs respect it.

Tickets & Pricing: French Touch Dreamin' is a ticketed event. The pricing for 2025 shows **Early Bird tickets starting from €54.49** (probably a conversion from €50 + fee) (Source: sfapps.info). This indicates a very affordable rate for early registrants. Regular ticket prices might be higher, perhaps around €100–€150 if you purchase later. The cost covers the full-day conference, including food (typically coffee, lunch, and possibly a post-event drink). There might also be premium options like a VIP dinner (some community events offer an add-on for a pre-event speaker/sponsor dinner). Overall, the cost is modest thanks to sponsor support. Students or job seekers may get discounts, and sponsors often receive some free passes that they might distribute. It's recommended to grab the early bird pricing if possible, as FTD does tend to **sell out** due to venue capacity limits. In 2024, tickets sold out weeks in advance.

Registration Details: Registration is done via the French Touch Dreamin' website and Eventbrite (Source: eventbrite.fr)(Source: [x.com](x.com)). The 2025 event is already announced (date and venue locked in) and tickets are on sale nearly a year in advance (Source: [x.com](x.com)), which shows the high interest. Prospective attendees should purchase tickets online and will receive a confirmation with access details. The event website provides info on **hotel accommodations** (the Hyatt venue likely has a special rate) and directions. Because attendees come from across Europe, the organizers sometimes arrange a **trailblazer community gathering** the night before or after (keep an eye on communications for any "community dinner" plans). For any Salesforce professional in Europe, French Touch Dreamin' 2025 is a fantastic opportunity to learn and network – it combines *European Salesforce expertise with Parisian flair*, truly a "community-led gem" on the calendar (Source: sfapps.info).

(Other Europe events in H2 2025: It's worth noting that many European Salesforce community events occur earlier in the year – for example, **London's Calling (UK)** in June and **YeurDreamin'** (a Europe-wide virtual event) in spring. In the second half of 2025, aside from FTD, Europe sees **Dreamin' events in specific countries**: one notable is **North Africa Dreamin' in Morocco (technically Africa, but often attended by some Europeans) – see Middle East & Africa section**, and possibly smaller user group "community days". Also, **CzechDreamin** (Prague) and **Amsterdam's community events** usually happen in H1. So French Touch Dreamin' stands out as the late-year European conference where Trailblazers convene to share updates after Dreamforce.)

Middle East & Africa

Dubai Dreamin' 2025 (Dubai, UAE – Nov 15, 2025)

Hosting Organization: Dubai Salesforce Community (led by Salesforce user group leaders in the UAE and Middle East, under the Trailblazer Community banner). **Location/Format:** In-person conference in **Dubai, United Arab Emirates** – scheduled for Saturday, November 15, 2025 (Source: trailhead.salesforce.com). Dubai Dreamin' is a one-day community-led conference and is notable as the **first Salesforce community conference in the Middle East** (the inaugural Dubai Dreamin' took place in 2024). The 2025 edition will likely be held at a conference venue or hotel in Dubai, accessible to international attendees (Dubai being a travel hub). English is the primary language for sessions (with a diverse international audience in Dubai), although there may be some content or commentary in Arabic for local context.

Agenda & Themes: Dubai Dreamin' positions itself as *"the biggest Salesforce conference in Dubai"*, converging industry leaders, Trailblazers, and visionaries (Source: linkedin.com). Agenda highlights will include:

- **Keynote Sessions:** Possibly more than one keynote. We might see an opening keynote focusing on Salesforce innovation – specifically **AI and data strategies**, as one synopsis described Dubai Dreamin' as *"a hub for discussions on AI and data strategies"* (Source: cloudcacheconsulting.com). A closing keynote or panel could focus on the growing Salesforce ecosystem in the Middle East. High-profile local tech leaders or Salesforce reps could be part of these.

- **Breakout Sessions:** Expect multiple tracks. Topics likely range from core Salesforce product training (Sales Cloud, Service Cloud best practices) to cutting-edge discussions on **AI, Analytics, and Automation** relevant to Middle Eastern industries. Dubai being a center for

finance, travel, and government tech, sessions might include *Salesforce in Finance (e.g., Emirates NBD Bank case study)*, *Digital Transformation in Government with Salesforce (Dubai's smart city initiatives)*, as well as technical how-tos (Apex, Lightning development, etc.). Also, partner-led sessions showcasing solutions (for example, local ISVs might demonstrate apps for VAT compliance or Arabic language support in Salesforce).

- **Workshops/Panels:** Possibly some hands-on workshops (e.g., quick start on Flow builder or building a simple app). Panels could involve **Salesforce customers from the Gulf region** discussing their success stories, or a **Women in Tech panel** since diversity in tech is a growing theme in the region.

- **Expo and Networking:** An expo area will feature sponsors – likely global partners (consultancies like Deloitte or Accenture present in the region) and regional Salesforce ISVs. Networking opportunities are abundant; attendees can connect during breaks and a likely **networking reception or after-party** given Dubai's social culture.

- **Certification Vouchers & Swag:** Community events often give out certification exam vouchers or other goodies via contests. Look out for any **mini-contests** or Trailhead quests during the day to win prizes.

Key Themes: A central theme is accelerating Salesforce adoption in the Middle East. So content will emphasize **empowering new Trailblazers, sharing knowledge, and showcasing the power of Salesforce's latest innovations (AI, Data Cloud)** in a regional context. The mention of "AI and data strategies" suggests sessions on how businesses can implement Einstein AI or data analytics to drive growth (Source: cloudcacheconsulting.com). Also, given the Middle East's focus on digital government and hyper-personalized customer experiences (e.g., in luxury retail or hospitality), those use cases will likely appear. Another theme is **community building** – as a newer region for Salesforce community events, Dubai Dreamin' fosters local user group growth and collaboration among Salesforce professionals in UAE, Saudi Arabia, Qatar, etc.

Target Audience: Salesforce professionals and enthusiasts across the Middle East. This includes **developers, admins, consultants, and business users** from the UAE and neighboring countries (Saudi Arabia, Bahrain, Oman, Egypt, etc.). We also expect attendees from India or other regions who find Dubai accessible. In particular, Dubai Dreamin' will attract: employees of companies using Salesforce in the region (e.g., airlines, banks, telecoms), members of the burgeoning startup scene interested in CRM, and employees of partner firms (system integrators, ISVs) working with Salesforce. Because English is widely used in the business community, the conference content is accessible to the broad international audience in Dubai. There might also be a notable portion of attendees who are **expatriate professionals** (as many Salesforce pros working in

the Gulf are originally from other countries). Overall, target audience ranges from fairly new users looking to skill up, to experienced architects looking to network – with a tilt towards those keen on pioneering Salesforce's growth in a region where it's rapidly expanding.

Notable Speakers: The conference will host **Salesforce MVPs and experts from the Middle East and beyond**. For instance, we may hear from the leaders of the Dubai Salesforce Developer Group or the Abu Dhabi User Group. **Regional tech leaders** might speak – perhaps a CIO from a UAE enterprise that implemented Salesforce will give a keynote. Salesforce itself might send some representation; while it's not an official event, it wouldn't be surprising if a **Salesforce Middle East executive or evangelist** (like someone from Salesforce's EMEA Developer Relations) delivers a keynote or session, given the importance of the market. Also noteworthy, Salesforce MVPs from India or Europe may travel to speak – the community often supports new events by sharing expertise (so someone like an MVP known for AI or Flow could fly in). In addition, *"industry leaders and Trailblazers from around the Globe"* are mentioned as converging at Dubai Dreamin' (Source: linkedin.com) – we can interpret that as some high-profile community members globally will be present. The speaker roster is likely to be announced via LinkedIn and the official site a couple of months prior; expect a diverse mix of nationalities reflecting Dubai's international flavor.

Tickets & Pricing: In 2024, Dubai Dreamin' had free or very low-cost registration thanks to sponsorship. For 2025, details are not explicitly given yet, but community chatter suggests it remains highly accessible. Many community events in new regions start as **free events** to encourage maximum participation. It's possible Dubai Dreamin' will require a nominal fee (perhaps to reduce no-shows), but likely not more than a symbolic amount. If a fee is introduced, it could be in the range of $25–50. We saw an entry that **West Africa Dreamin'** (another new event) was free for attendees, likely Dubai Dreamin' follows suit or minimal fee. Sponsors (including big companies in the region) are probably covering venue and catering costs. Thus, expect either **free registration or a very affordable ticket**, with perhaps tiered options if they include any extras (for example, a VIP networking dinner might cost extra if offered).

Registration Details: Registration is primarily online via the **Dubai Dreamin' website (dubaidreamin.com)** and promotions on LinkedIn and the Trailblazer Community site. The Trailhead Community Conference Calendar confirms the date (Nov 15) (Source: trailhead.salesforce.com), and one can register through an Eventbrite link that will be provided. As an indicator of interest: the LinkedIn community is already buzzing with "Save the date" posts for #DubaiDreamin25 (Source: linkedin.com). Given Dubai's capacity and travel ease, the event could draw a large crowd, but venue size will cap it (perhaps 200–300 attendees). It's advisable to register early once it opens – likely a few months in advance. International travelers may require a visa for UAE, so plan

accordingly. The organizers will likely assist by providing invitation letters if needed for visas (a common practice). All practical info such as venue location (e.g., a particular hotel or tech hub in Dubai), agenda timing, and any pre-event gatherings will be communicated via email to registrants and on social media.

West Africa Dreamin' 2025 (Accra, Ghana – Nov 15, 2025)

Hosting Organization: West Africa Dreamin' organizing committee (under the Tech Trailblazers Community Foundation in Africa, led by Salesforce community leaders in West Africa). **Location/Format:** In-person conference in **Accra, Ghana**, slated for November 15, 2025 (Source: africansupernova.com). This is a one-day event (likely a Saturday) and is the **premier Salesforce community conference in West Africa**, launched in 2024 and now continuing in 2025. The venue is expected to be in Accra's city center (perhaps a conference hall or university auditorium). Sessions will be primarily in English (the business lingua franca in Ghana), potentially with some local context/examples.

Agenda & Themes: West Africa Dreamin' 2025 is set to be *"one of the most anticipated Salesforce community conferences in Africa"*, promising a robust program of knowledge-sharing and networking (Source: africansupernova.com). Agenda components will include:

- **Opening Keynote:** Delivered by event organizers and possibly a distinguished guest (for example, a prominent African tech leader or a Salesforce executive for Africa). This will likely highlight the growth of the Salesforce ecosystem in Africa and set an empowering tone for the day.

- **Keynote Presentations:** The conference emphasizes **keynote speeches, expert-led sessions, hands-on workshops, panel discussions, and product showcases** (Source: africansupernova.com). So beyond the opener, expect one or two **feature keynotes** by industry leaders. These might cover emerging trends like **the future of CRM in Africa** or how **AI and automation can drive development** in African markets.

- **Breakout Sessions:** Multiple sessions on practical Salesforce topics. Some likely themes: *"Salesforce Admin skills for growing careers"*, *"Innovating with Salesforce Mobile and low-bandwidth solutions"* (relevant for improving accessibility), *"Success stories of Salesforce implementations in West African businesses or NGOs"*. Also, technical workshops on things like building Lightning components or using Salesforce Flow effectively are anticipated (Source:

africansupernova.com). According to an African Salesforce hub, workshops will focus on **key skills such as Salesforce Admin, AI, Automation, and CRM analytics** (Source: africansupernova.com) – aligning well with global themes but tailored for skill-building.

- **Panels:** Experts may discuss opportunities/challenges of Salesforce adoption in West Africa (e.g., addressing the IT talent gap, connectivity issues, or local regulatory compliance). This can involve representatives from multiple countries (Nigeria, Ghana, etc.) sharing perspectives.

- **Product Showcases:** Possibly local startups or companies demonstrating solutions built on Salesforce. Given the note of "product showcases from local and international companies leveraging Salesforce solutions" (Source: africansupernova.com), attendees might see how African firms (for instance, fintech startups) are customizing Salesforce to solve local problems.

- **Networking & Career Fair:** As a relatively nascent ecosystem, there will be a big emphasis on networking. The event gives a platform to connect job seekers with Salesforce partners or customers hiring in the region. There may be a designated networking session or even booths for companies recruiting Salesforce talent.

- **Community & Fun:** To keep energy high, the organizers might include some fun contests or a Trailhead Zone (where attendees can earn badges or attempt certification practice quizzes). Given cultural vibrancy, don't be surprised if there is music or a mini celebration element as part of closing – the "Naija" and Ghanaian Salesforce communities know how to infuse events with local flavor.

Key Themes: A driving theme is **empowerment and growth of the Salesforce ecosystem in West Africa**. The event aims to "empower, educate, and connect Salesforce users, administrators, and business leaders" in the region (Source: africansupernova.com). So sessions will heavily focus on *knowledge-sharing and skill development*. We'll see content on **emerging trends (AI, automation, analytics)** but with a practical, how-to twist (ensuring attendees gain skills they can use immediately). Also, expect emphasis on **careers and opportunities** – encouraging young professionals and graduates to consider Salesforce as a career path, and giving them tools (like how to get certified, how to join the Trailblazer Community, etc.). Another theme is highlighting **local success stories** to inspire others – e.g., how a non-profit in Ghana improved its outreach using Salesforce, or how a Nigerian bank transformed customer service with Salesforce. By showcasing local relevance, the event solidifies Salesforce's value proposition in Africa. Additionally, building a sense of community across the West African nations is a theme: bringing together people from Ghana, Nigeria, Côte d'Ivoire, etc., forging a supportive network of Trailblazers.

Target Audience: Salesforce professionals, aspiring professionals, and stakeholders in West Africa. This includes **current Salesforce admins/devs in the region**, but importantly also **students, recent graduates, and IT professionals new to Salesforce** who want to learn what the platform offers. Because Salesforce adoption is emerging in West Africa, the audience might skew slightly towards those *exploring Salesforce opportunities*, alongside the early adopters who are already Trailblazers. Business leaders (like managers evaluating CRM solutions or entrepreneurs) are also a target – to expose them to Salesforce's capabilities. Geographically, attendees will come from Ghana (the host country), Nigeria (large population of developers and tech companies), and possibly other ECOWAS countries. The conference is open to all – we might even see a few international visitors (e.g., Salesforce MVPs from Europe or South Africa lending support). With potentially 300+ participants expected (Source: ascendix.com), it will be a diverse group but unified by the interest in leveraging Salesforce for innovation and career growth in West Africa.

Notable Speakers: The speaker lineup will be a mix of **local and international Salesforce experts**. On the local side, expect **leaders of Salesforce User Groups in Ghana and Nigeria** to present. The inaugural event in 2024 likely featured such voices, and 2025 will build on that with more seasoned speakers emerging from the region. We might hear from, for example, a CRM manager at a prominent West African telecom or a FinTech startup CTO describing their Salesforce journey. Internationally, **Salesforce MVPs and allies from abroad** will likely be involved – possibly folks from Europe or the US who have an interest in developing the Salesforce community in Africa. Since the Tech Trailblazers Community Foundation is behind this, they may bring in resources like Salesforce.org representatives (nonprofit arm) or other evangelists. According to coverage, **industry leaders and Salesforce professionals** will share insights (Source: africansupernova.com) (Source: africansupernova.com), which implies some representation from respected companies or organizations. A highlight could be if Salesforce sends someone from their Africa business or a notable African tech personality (for example, a known tech evangelist or government tech official) to do a keynote – this would underscore the significance of the event. In addition, veteran community figures such as **Salesforce MVPs (perhaps from South Africa or Europe)** might conduct the advanced sessions or workshops to ensure quality content.

Tickets & Pricing: West Africa Dreamin' 2025 is very likely **free to attend**. The organizers' goal is to maximize reach and remove financial barriers, as hinted by community announcements (no ticket price has been advertised, and typically African tech community events aim to be free or heavily sponsored). If any fee is charged, it would be nominal (to manage headcount) – but given sponsor support and possibly grants (Salesforce might indirectly support via community funds), free

registration is expected. The 2024 edition was free as far as we know, and in 2025 they aim to broaden participation further. This means attendees just need to register, and their main cost might be traveling to Accra if coming from another country.

Registration Details: Registration is available online – likely through the **West Africa Dreamin' website or Eventbrite**. The event has been announced on social media with "Save the Date" posts (Source: x.com); formal registration will open a few months prior. Since it's free, the key is ensuring those who register do attend (the team might over-book slightly to account for no-shows or require confirmation closer to date). The venue (perhaps a hotel like Kempinski Accra or a university hall) will have a fixed capacity, so registering early is wise. The **African Salesforce community site (African Supernova)** and the **Trailblazer Community groups** are also outlets that share the registration info (Source: africansupernova.com). International attendees may need visa assistance – Ghana offers visa on arrival for some countries, but organizers can help if needed by providing an invitation letter. Local accommodations and travel tips will be likely shared on the website; often, community members help each other (for instance, arranging airport pickups or recommending affordable hotels).

Overall, **West Africa Dreamin' 2025** is poised to greatly strengthen Salesforce's footprint in Africa, providing a platform for learning and inspiration where none existed just a couple of years ago. As one summary put it: it's expanding and strengthening the Salesforce ecosystem in Africa by connecting professionals for "networking, workshops, and innovation" (Source: africansupernova.com)(Source: africansupernova.com).

North Africa Dreamin' 2025 (Casablanca, Morocco – Nov 22, 2025)

Hosting Organization: North Africa Dreamin' Association (Salesforce community conference organizers in North Africa, initiated by the Casablanca Salesforce Developer Group). **Location/Format:** In-person conference held in **Casablanca, Morocco** on Saturday, November 22, 2025 (Source: northafricadreamin.com). Venue is the **Barceló Anfa Casablanca hotel** (as per event listings) (Source: northafricadreamin.com). North Africa Dreamin' (NAD) is a **one-day Salesforce community conference** and is the **only Salesforce event of its scale in the African continent** (a pioneering event started in 2019) (Source: northafricadreamin.com)(Source: northafricadreamin.com). The conference is primarily in English and French, reflecting Morocco's bilingual business environment; some content or introductions may be in Arabic as well to cater to the local audience.

Agenda & Themes: Marketed as *"the #1 Salesforce community conference in AFRICA and MENA region"* (Source: northafricadreamin.com), North Africa Dreamin' offers a jam-packed agenda:

- **Keynote Sessions:** A morning keynote likely addresses the significance of Salesforce in Africa and MENA. In 2023, they had dignitaries like the Mayor of Casablanca welcome attendees; for 2025, possibly a Moroccan tech leader or a Salesforce EMEA representative will speak. The tone is inspirational – *"Dreamin', a taste of Dreamforce in the heart of Africa"* is their motto (Source: northafricadreamin.com), so the keynote will emphasize bringing the Dreamforce-level excitement and innovation to the local community.

- **Breakout Sessions:** Running through the day across perhaps 2–3 parallel tracks. NAD caters to both "clicks" and "code" – meaning sessions for **admins (clickers)** and **developers (coders)** alike (Source: northafricadreamin.com). Agenda highlights include technical workshops (e.g., building Lightning components, mastering Apex integration techniques) and declarative sessions (like using Flow to automate business processes). They will "certainly find a theme that suits your goal," whether you prefer clicks or code (Source: northafricadreamin.com). Some specific topics likely: **Data Cloud and AI** (the Casablanca community is keen on the latest innovations, evidenced by prior event content), **Marketing Cloud** (several agencies in Morocco use it), **Career development and Salesforce certifications**, and **customer success stories** from North African companies (perhaps a telco or bank that implemented Salesforce).

- **Speakers & Demo Sessions:** NAD prides itself on drawing international experts – e.g., in 2025, they've advertised speakers like **Samir Naciri (Salesforce SVP for EMEA Services)**, **Avanthika Ramesh (Director of Product, Salesforce AI)**, and **Mustapha El Hassak (Salesforce Technical Architect Director)** (Source: northafricadreamin.com). These names indicate sessions likely covering strategic insights (AI future, etc.) and technical deep-dives. The presence of such speakers shows heavy Salesforce involvement, turning the event into a high-caliber learning opportunity. Expect their sessions to revolve around **Salesforce AI advancements, professional services best practices, and architecture guidance**.

- **Networking & Community:** The event makes space for community interaction. They often have **mini-contests** (in 2023 they gave out certification vouchers and swag in "mini-contests" during the day (Source: northafricadreamin.com)). There is likely a dedicated networking area where attendees meet MVPs, as noted *"opportunity for members to get to know Salesforce MVPs and share their ideas"* (Source: northafricadreamin.com). Also, sponsors from Europe/Africa will have booths (previous NAD had partners from France, etc.). A closing ceremony wraps up with acknowledgments and maybe a group photo with all Trailblazers, celebrating that **this is the only event of its kind in Africa** (Source: northafricadreamin.com).

- **Evening Social:** While not explicitly stated, past events often include an optional post-conference dinner or party for speakers and engaged community members. With many international visitors, an informal gathering at a local restaurant or rooftop could be in the cards.

Key Themes: The overarching theme is captured in their tagline: *"Dreamin', a Salesforce conference led by the community for the community!"* – bringing **Ohana spirit to Casablanca** (Source: northafricadreamin.com). They explicitly call it *"a taste of Dreamforce in the heart of Africa"* (Source: northafricadreamin.com). Therefore, key themes include **innovation, knowledge-sharing, and Trailblazer community unity**. Technologically, **AI, Data Cloud, and multi-cloud solutions** are prominent. In fact, content snippets reveal that topics such as **Data Cloud, Marketing Cloud, AI, Financial Services Cloud, and even "Best of Dreamforce" recaps** are on the agenda (Source: ascendix.com). This indicates NAD curates content to cover the spectrum of new Salesforce tech (AI/Data) and industry solutions, as well as bringing the highlights of Dreamforce (for those who couldn't attend DF, they get the distilled insights at NAD). Another theme is **capacity building** – the event includes sessions to train and upskill attendees (the quote mentions you can follow sessions "to train you and stock up on knowledge") (Source: northafricadreamin.com). Plus, by holding mini certification contests, they encourage professional development. Lastly, **pan-regional connectivity**: NAD positions itself to serve not just Morocco but Africa/MENA at large, fostering an inclusive environment for all North African/Middle Eastern trailblazers to connect.

Target Audience: Salesforce professionals and aspirants across North Africa and the Middle East. Attendees come from Morocco, Tunisia, Algeria, Egypt, and beyond (some from Europe too). Roles range from **developers and admins to business users, partners, and students**. Since it's the only major Salesforce event in Africa, many enthusiasts travel to it. In 2023, they had hundreds of participants; for 2025 they expect around 300+ attendees including 20+ speakers (Source: ascendix.com). The audience includes *developers and admins eager to learn*, *consultants and Salesforce partners looking to network*, and *companies evaluating Salesforce*. French-speaking Salesforce users will especially benefit (there are sessions in French or with French translation likely). Also notably, many **Salesforce partners from France and Europe attend** – NAD has established itself on the European Salesforce map, not just African. They come to meet a new talent pool and share expertise. Moreover, local university students in IT fields might attend to learn about career paths. The event is open and free which encourages a mix of senior experts and junior attendees. This melting pot helps achieve NAD's aim to "gather Salesforce professionals to share knowledge and expertise" (Source: northafricadreamin.com).

Notable Speakers: As highlighted, **Salesforce itself is heavily represented**: speakers like Samir Naciri, Avanthika Ramesh, Mustapha El Hassak are *Salesforce executives and directors* (Source: northafricadreamin.com) – bringing real clout to the stage. Additionally, expect **Salesforce MVPs from Europe and the US** to present; past editions had MVPs such as Jitendra Zaa and others. The local heroes like **Anass Larbi and Abdou Bennani** (founders of NAD, Morocco's community leaders) will likely speak or host. Also, professionals from prominent Moroccan companies (like OCP, Royal Air Maroc, etc., if they use Salesforce) might share user stories. The diversity is noteworthy: international MVPs (covering deep technical content) plus **Salesforce product managers** (giving roadmap insights) plus **regional customers** (providing context). This blend makes the content rich and credible. When Salesforce product and engineering directors take time to speak at a community event, it's a clear signal that the content will be very up-to-date and perhaps even reveal hints of future features. Another example: an MVP might run a session on "AI for Admins" – bridging cutting-edge tech with everyday use. In summary, attendees will rub shoulders with and learn directly from top-tier experts – something supported by NAD's speaker list which reads like a mini-Dreamforce speaker list itself.

Tickets & Pricing: Free registration. North Africa Dreamin' is a non-profit community event made possible by sponsors (in 2023, sponsors included big names like Capgemini, IBM, etc.). The aim is to keep it free so as many people as possible can benefit. The official site invites people to register and join without mention of a fee (Source: eventbrite.nl). Indeed, being a community-led event, they likely only require sign-up for planning purposes. There might be limited paid options (for example, a special **VIP dinner ticket** if they host an exclusive speaker dinner that some attendees can buy into, just hypothetically). But the general conference attendance is free. This is particularly important in Africa to ensure accessibility.

Registration Details: Registration is done via the **northafricadreamin.com website and Eventbrite** (Source: eventbrite.nl). The event was announced early (March 2025 posts on social media) so people can save the date (Source: x.com). One can register through their website which links to the Eventbrite form; it captures name, role, etc., for the organizers. Because it's free and popular, those interested should register as soon as possible. In 2024, NAD reached full capacity; for 2025, possibly they have a bigger venue or are ready to handle more, but still, spots can run out. The organizers have a Slack community and are active on LinkedIn/Twitter (#NAD2025) for updates. International travelers should note Morocco offers visa-free entry to many countries or visa-on-arrival – but checking requirements is advised. The site provides details on **things to do in Casablanca** (for those extending their stay) and travel tips (Source: northafricadreamin.com). On the day of, bring an ID and the Eventbrite confirmation. Thanks to sponsor funding, attendees often receive nice swag (T-shirts, etc.), and a warm Moroccan welcome (mint tea at breaks wouldn't be

surprising!). North Africa Dreamin' truly embodies the Salesforce Ohana in the MENA region, making it a can't-miss event for local Trailblazers and a remarkable experience for international visitors as well.

*(With Dubai Dreamin', West Africa Dreamin', and North Africa Dreamin', the latter half of 2025 sees **Salesforce community momentum across the Middle East and Africa**. Each event serves its region's unique needs, but collectively they signal Salesforce's expanding global community.)*

Asia-Pacific

Salesforce World Tour Osaka 2025 (Osaka, Japan – July 2, 2025)

Hosting Organization: Salesforce (Official "Agentforce World Tour" event) **Location/Format:** In-person conference in **Osaka, Japan** on July 2, 2025 (Source: ascendix.com). Part of Salesforce's global World Tour series, this is a **single-day event**. Given Salesforce Japan's presence, the venue is likely a large conference center in Osaka. The event is free and also may offer some Salesforce+ virtual content, though primarily it's an in-person roadshow stop. Language-wise, sessions will be predominantly in **Japanese**, with possibly some English materials or subtitles for major keynotes if global speakers appear (Salesforce often provides simultaneous translation for keynotes in Japan).

Agenda & Themes: As an official World Tour stop, the Osaka event will **deliver Salesforce's latest innovations and content tailored to the Japanese market** (Source: sfapps.info). The agenda includes:

- **Main Keynote:** A cornerstone of the day. It will likely be presented by top Salesforce Japan executives (e.g., Salesforce Japan CEO/leadership) and feature product demos. The keynote will highlight "the latest Salesforce solutions and industry best practices" and local customer success stories (Source: sfapps.info). Expect heavy focus on **AI (Agentforce/Einstein)**, as Salesforce Japan has been marketing the "AI agent" message in 2025, and perhaps on **automation and data** (Data Cloud) since Japanese businesses are keen on efficiency and data integration. Osaka's key industries (manufacturing, retail) might be featured in the examples.

- **Breakout Sessions:** The World Tour provides specialized content for regional needs (Source: sfapps.info). In Osaka, sessions might cover topics like *Salesforce for Manufacturing (* け *CRM)*, *Commerce Cloud for Retail*, *DevOps and Automation in Japanese enterprises*, etc. There will also be broad sessions on Salesforce fundamentals and what's new (e.g., "What's new in

Summer '25 Release"). Some sessions will likely be hands-on workshops or theatre sessions on the expo floor. Given local interest, look for sessions on **integrating Salesforce with legacy systems (a common challenge in Japan)**, and on **Lightning Platform customization**.

- **Customer Showcase:** Often Salesforce Japan invites local customers to present their success stories. We might see a panel or individual talk from, say, a representative of a well-known Kansai region company (Osaka is home to companies like Panasonic, Sharp, etc.) describing their Salesforce journey.

- **Expo Hall ("Customer Success Expo"):** Partners and Salesforce demos will be in a trade-show style environment. Attendees can visit booths to see live demonstrations, including **Salesforce product booths** (where Salesforce employees show features like Field Service or Slack integrations) and **Salesforce partner booths** (Japanese consulting firms, ISVs with popular apps for things like ERP integration, etc.).

- **Networking & Lounges:** World Tours often have community areas – for example, a **Trailblazer Community Cove** where user group leaders meet attendees, and certification zones for consultation on getting certified. Osaka's event will encourage networking among the Kansai Salesforce community (many of whom might not travel to Tokyo events as often), in addition to visitors from Tokyo and other regions.

Key Themes: The content is specialized for regional interests (Source: sfapps.info). For Osaka 2025, key themes include: **AI and Agentforce** (mirroring global messaging, but likely with local case studies – e.g., how a Japanese service center uses Einstein AI to improve customer support), **Customer 360 success in Japan** (addressing how Salesforce helps create unified customer experiences, which Japanese businesses are focusing on), and **industry solutions** (manufacturing, retail, finance – aligning with industries strong in the Kansai area). Another theme is encouraging adoption of new Salesforce tech in Japan's sometimes conservative IT culture, so expect emphasis on **practical skills and immediate benefits** ("open up new possibilities for your business" (Source: sfapps.info)). In short, innovation tempered with practical application is the tone. Salesforce Japan also often stresses community: highlighting local Trailblazers and maybe plugging **certification programs or Trailhead** (especially because Japan has been investing in raising more Salesforce-skilled workers).

Target Audience: Business and IT professionals in Japan using or evaluating Salesforce. That includes *executives and decision-makers* (for the keynote and strategy sessions) as well as *admins, developers, and end-users* (for breakouts and workshops). Specifically, since this is in Osaka, it caters to the **Western Japan** audience – companies based in Osaka/Kyoto/Kobe region – though many will travel from Tokyo or elsewhere too. The event is ideal for **existing Salesforce customers**

to learn about product updates and new features (and for their teams to get training), and for **prospective customers** to see what Salesforce can do. Partners (consultants and ISVs) also attend to connect with clients. Japanese language content ensures even those who are not comfortable in English can fully engage, so it broadens reach to more stakeholders (some of whom might not attend Dreamforce due to language). In summary: whether you're a seasoned admin wanting to learn about the latest automation feature, or a business manager exploring CRM solutions, the World Tour Osaka has tailored content for you.

Notable Speakers: The keynote will likely be led by **Salesforce Japan leadership** – possibly by the President of Salesforce Japan or senior VPs. Salesforce often brings a global executive to Japan events as well; for example, in past World Tours, co-founder Parker Harris or other top execs have made appearances (with translation). It's not guaranteed for Osaka (Tokyo usually gets bigger global execs), but one or two global guests might show up. Additionally, **local customer executives** are featured in keynotes – e.g., CEO or CIO of a renowned Japanese company sharing how they innovated with Salesforce. Breakout session speakers will include **Salesforce product experts** (Salesforce Japan employees demoing features), **partners**, and possibly **Trailblazer community leaders** (like Japanese MVPs or user group leaders who can share best practices). Given the specialized tracks, a session on development might be led by a Salesforce Developer Evangelist (speaking Japanese or with translation). In sum, attendees will hear from a mix of corporate leaders (for vision), product experts (for technical know-how), and real users (for practical insight). For instance, a session might be "Project X at Company Y: How we connected Salesforce and legacy systems" delivered by that company's project lead, which grounds the event in reality. These combined voices ensure the event is not just marketing, but also peer learning.

Tickets & Pricing: Free, with required registration (Source: sfapps.info). As with all Salesforce World Tour events, there is no cost to attend. Salesforce uses these events to engage customers and prospects, so they remove the price barrier. Attendees just need to sign up. Salesforce Osaka will likely provide some complimentary refreshments, etc., as part of the experience. There could be some **add-on, invite-only sessions** (for example, an executive lunch or a partner briefing) separate from the main agenda, but the general event including all keynotes and breakouts is free.

Registration Details: Registration is through Salesforce Japan's event site or invitation system. The official global events page listed "Osaka, Japan – July 2, 2025" as part of the World Tour calendar (Source: salesforce.com) and provided a "Save the date" link (Source: salesforce.com). By mid-2025, the **Salesforce Japan website** (Salesforce Events Japan) will have a dedicated page where individuals can register by filling in their details (name, company, etc.). Often these pages are available in Japanese. Since it's free, the main gating factor is venue capacity – which could be a

thousand or more seats for the keynote. It's advisable for interested attendees to register early and arrive on time to secure a good seat for keynotes (Salesforce events in Japan can get very full, and sometimes latecomers view keynotes from an overflow room). Upon registration, a confirmation email (with QR code or badge info) will be sent. On event day, typically you show the QR or confirmation to pick up your badge at the venue. All up, Salesforce World Tour Osaka is a not-to-miss event for Japanese Trailblazers in 2025, bringing all the excitement of Salesforce developments to their doorstep in Kansai.

Salesforce World Tour Tokyo 2025 (Tokyo, Japan – Nov 20–21, 2025)

Hosting Organization: Salesforce (Salesforce Japan – Official Event) **Location/Format:** In-person conference in **Tokyo, Japan** on November 20–21, 2025 (Source: sfapps.info). Notably, this is a **two-day event**, reflecting its status as one of the largest Salesforce World Tours (Salesforce Japan often holds a multi-day "World Tour" which is more conference-like in scale). It is effectively Salesforce Japan's annual summit, taking place likely at a major venue such as Tokyo Big Sight or Makuhari Messe. The format includes keynotes, breakouts, expo, etc., spanning both days. The event will be conducted in Japanese and English (with translations provided as needed), and significant portions might also be streamed on Salesforce+ for a broader audience given its size.

Agenda & Themes: Described as *"the largest events hosted by Salesforce Japan"* (Source: sfapps.info), the World Tour Tokyo is akin to a mini Dreamforce focused on the Japanese market. Agenda highlights:

- **Keynotes:** Expect a **headline keynote each day**. Day 1 likely features Salesforce global executives (perhaps even Marc Benioff or another C-suite via video or in person) alongside Salesforce Japan's CEO, delivering visionary messages. Keynotes will cover **latest product innovations, AI announcements** (Agentforce, Einstein GPT localized for Japan), and customer success spotlights. They often bring a wow factor – product demos with live translations, big screen visuals, etc. Day 2 might have a themed keynote (for example, focusing on industries or Salesforce ecosystem growth in Japan).

- **Breakout Sessions:** Across two days, there will be **numerous sessions and tracks** – possibly 100+ sessions. These cover everything from high-level strategy to deep technical workshops. According to Salesforce, throughout the two days, there's a **variety of programs including keynotes, expert sessions, and hands-on training** (Source: sfapps.info). So one can anticipate:

- **Expert sessions:** e.g., "AI for Service: Einstein Bots in Japanese – best practices" or "Driving User Adoption in Japan – lessons from the field."

- **Hands-on workshops:** maybe a Trailhead workshop area or specific lab sessions where attendees can try features like building a prototype app or doing a Trailhead module with instructors present.

- **Industry sessions:** focusing on verticals big in Japan (Automotive, Finance, Retail, Manufacturing). For example, a session on "Omni-channel Retail with Salesforce – A Case Study from UNIQLO" could happen.

- **Developer & Admin sessions:** lots of technical content, from beginner ("Intro to Flow in Japanese") to advanced ("Architecting for Scale – multi-org strategy").

- **Innovations showcase:** Given Data Cloud and Genie (AI) push, likely a session or demo center for those, showing how to unify data or implement AI in a Japanese context (like multi-byte language considerations).

- **Expo Hall:** The "Customer Success Expo" in Tokyo is huge. All major Salesforce partners in Japan (NTT Data, Fujitsu, Accenture Japan, etc.) will have booths. ISVs (like those offering popular plugins for ERP integration or Japanese business customs) will showcase. Salesforce themselves will have demo booths for each product (Sales Cloud, Slack, MuleSoft, Tableau, etc.), staffed by product experts, offering live demos and Q&A. Often there are theater presentations in the expo floor – short 20-minute talks on specific solutions.

- **Community & Extras:** There should be a **Trailblazer Community booth** where user group leaders meet attendees. Also possibly a **certification zone** – sometimes Salesforce offers a discount for onsite certification exams or at least has a place to talk to certification experts. And given it's near year-end, they may have a fun element like Trailblazer character mascots, photo ops, or even a small Astro-themed merchandise store.

Key Themes: Very aligned with global themes: **AI, Data, Automation**, and **Customer 360** are front and center, tailored to Japanese business culture. For example, a theme might be "Connect with your customers in a whole new way with AI + Data + CRM" – highlighting how Salesforce's evolving platform (Agentforce AI agents, Data Cloud) can create a "deeply unified" experience (Source: x.com), which was a key message from Dreamforce 2024. Because it's two days, they might theme day 1 around innovation and day 2 around training/skills. Salesforce Japan will certainly emphasize how these tools drive **business growth and efficiency**, addressing issues Japanese companies care about: like overcoming labor shortages with automation (AI agents could help), personalizing

customer service in a highly competitive market, and integrating with legacy systems (still a theme for Japan). Also, a continuous undercurrent theme: **Trailblazer empowerment and community** – Japan has a rapidly growing Trailblazer community, and Salesforce may highlight success stories of individuals or companies that leveraged the ecosystem (perhaps showcasing a small business or a non-profit in Japan that achieved big impact with Salesforce, to inspire others).

Target Audience: Given its scale, **virtually anyone involved with Salesforce in Japan** is the audience. This includes top-level executives (who attend keynotes and executive briefings), mid-level managers (to learn strategy and evaluate solutions), and hands-on practitioners (admins, developers, marketers who attend breakouts for skills). Customers of all sizes, from enterprise to SMB, will be there. It's also a major event for **prospective customers** – Salesforce sales teams in Japan use World Tour Tokyo to invite potential clients to experience the ecosystem firsthand. Additionally, a lot of **partner consultants** and ISV employees will attend (some as staff, others to network and learn). Given the training content, many **admins and devs** come to earn Trailhead badges, get tips, and connect with peers. Salesforce likely also invites students or job seekers for certain sessions to help with the skills gap in Japan (there's an ongoing push to train more Salesforce professionals in Japan's workforce). With thousands of attendees, the crowd is segmented into interest areas – e.g., marketers flock to Marketing Cloud sessions, IT architects to integration sessions, etc., but all unified by Japanese market context.

Notable Speakers: Very notable: Salesforce will bring heavy hitters. In past Salesforce Tokyo events, top executives such as **Marc Benioff** have appeared (either in person or via video). For 2025, it's plausible that one of Salesforce's global co-CEOs or CTO could attend, considering Japan is a key market. We can also expect **Arundhati Bhattacharya (CEO of Salesforce APAC)** or other high-profile international execs to be on stage. Salesforce Japan's CEO/lead (currently, it's a position held by industry veterans) will lead and host major sessions. Keynotes also feature **Japanese customer executives** – e.g., a CEO or CIO of a large Japanese corporation, discussing their digital transformation with Salesforce (in 2024, for example, Mizuho Bank or Toyota might have been featured – 2025 will have similarly big logos on stage). Other notable speakers across sessions: **Salesforce Product Managers and Engineers from HQ** often come to deliver product-focused sessions with translation, especially if it's a complex new feature. **Salesforce MVPs in Japan** (like Shinichi Yamamoto or others) might speak in community-led sessions or theaters. Also, the presence of Tableau, MuleSoft, etc., means **specialist speakers** (like a well-known Tableau Zen Master or MuleSoft Ambassador) could be leading those breakouts. In short, the speaker lineup for Tokyo World Tour is a mix of top corporate figures for vision, and top experts for deep dives. It's effectively the all-star gathering for the Salesforce ecosystem in Asia.

Tickets & Pricing: Free (Full Conference). As with all World Tours, there is no fee to attend both days' standard programming (Source: sfapps.info). Salesforce wants maximum turnout. However, note that there might be **separate invite-only events** around it: often a "CXO Summit" or "Partner Summit" takes place adjacent to the main World Tour, which are exclusive and require invitation (for example, a VIP dinner for CEOs of customer companies). Those are not public tickets but part of Salesforce's hospitality. The general sessions and expo are open to all who register.

Registration Details: Registration is required via Salesforce's website (Salesforce Japan events page). Since this is a marquee event, registration usually opens months in advance. Given the date (Nov 20–21), sign-ups might start by late summer 2025. Attendees register for free, selecting which days they'll attend (some may come only one of the two days if schedule dictates). Salesforce will then send a confirmation and likely a QR code or digital badge. Because of high interest, Salesforce sometimes imposes a cap (for example, if 10,000 people register and venue can hold 8,000, they might prioritize confirmations for customers or do first-come-first-served). It's advisable to register early and if possible, pick up your badge on Day 0 if they allow early check-in (to avoid morning crowds). Also, foreign visitors can register – sessions are mostly in Japanese but some might be bilingual; international Salesforce enthusiasts have attended Tokyo events out of interest, though the majority are local. Keep an eye on Salesforce Japan's social media and emails – they'll release the detailed agenda as the event nears, allowing you to pre-schedule which sessions to attend. The Salesforce Events mobile app might also be used for schedule building and notifications during the event.

All in all, **Salesforce World Tour Tokyo 2025** is a capstone event in APAC for the year, where attendees will get two intense days of learning and networking, essentially bringing the Dreamforce spirit and latest announcements directly to the Japanese audience, complete with local context and success stories.

WIT Dreamin' 2025 (Ahmedabad, India – Aug 23, 2025)

Hosting Organization: WIT Dreamin' Organizers (led by the Salesforce Women in Tech user group community in India). **Location/Format:** In-person conference in **Ahmedabad, India** on August 23, 2025 (Source: trailhead.salesforce.com). WIT Dreamin' stands for "Women in Tech Dreamin'" and is a special community-led event **focused on empowering women in the Salesforce ecosystem**. It is a single-day conference (likely a Saturday), featuring keynotes, sessions, and networking. The event is expected to be conducted in English (the common language for Indian tech conferences) though local languages may be used in informal discussions or certain contexts.

Agenda & Themes: As a Women in Tech oriented conference, the agenda is tailored to promote **diversity, inclusion, and leadership** in tech, alongside Salesforce technical content. Key elements include:

- **Inspiring Keynote:** Possibly by a prominent woman leader in the Salesforce ecosystem (for example, a Salesforce India executive who is female, or a renowned woman MVP). The keynote will set a tone of empowerment, discussing challenges and opportunities for women in the tech industry, and how Salesforce skills can propel careers.

- **Technical and Career Sessions:** WIT Dreamin' offers "inspiring sessions, panels, and networking opportunities" (Source: sfapps.info). Expect a mix of technical talks (Salesforce product know-how) and soft-skill/career talks. For instance, technical session topics might include *"Building Your First Lightning Component"*, *"Mastering Salesforce Flows"*, or *"Demystifying AI in Salesforce (Einstein GPT) for admins"*. Given the audience focus, these sessions might often be led or co-led by women, highlighting female expertise in what are traditionally male-dominated areas of tech. On the career side, panels like *"Trailblazing as a Woman in Tech: Panel of Salesforce MVPs"* or workshops like *"Personal Branding and Networking for Women Professionals"* could be there.

- **Panels:** Underscoring the community aspect, there may be panel discussions such as a **Women Leaders Panel** (with women who are founders, CEOs of Salesforce partner companies or community group leaders) sharing their journeys, or a panel on **Allyship** (including male allies discussing how to support diversity in the workplace).

- **Hands-on Workshops:** Possibly small breakout workshops for skill-building, such as a Trailhead Mini-Hack or group work on a scenario (these encourage collaboration and confidence in a supportive environment).

- **Networking & Mentoring:** A core feature will be networking sessions – maybe structured as speed networking or mentoring circles where early-career attendees can speak with experienced mentors. The event explicitly focuses on "connecting women in tech through inspiring sessions and networking opportunities" (Source: sfapps.info), so there may be a dedicated slot for mentorship meet-and-greet.

- **Celebration of Success:** Often, WIT events include recognizing achievements (like highlighting newly certified women, or winners of a community contest, etc.). They might also have some fun elements – e.g., a photo booth, or small group activities to break ice.

Key Themes: The primary theme is **empowering, educating, and connecting women in tech** (Source: sfapps.info). This means content that boosts confidence, provides role models, and builds community. Technically, the event covers Salesforce topics similar to other Dreamin' conferences, but possibly with an angle of making sure **women feel comfortable to engage, ask questions, and learn**. There's likely a focus on **emerging Salesforce tech (AI, Automation)** as those are important skills for the future – delivered in an accessible way. Another key theme is **career advancement**: encouraging more women to step into leadership, to speak at events, to pursue architect or developer roles, etc. Also, expect underlying discussions on **work-life balance, imposter syndrome, diversity and inclusion strategies** within the context of the Salesforce ecosystem. Essentially, WIT Dreamin' merges technical growth with community sisterhood and allyship.

Target Audience: Women in the Salesforce ecosystem (and allies) across India and beyond. This includes **developers, admins, consultants, analysts, end-users – any woman involved with Salesforce or aspiring to be.** Men are generally welcome as allies; the content is inclusive but designed to amplify women's voices and experiences. Many attendees will be from India's large Salesforce community (India has a huge number of certified Salesforce professionals and a very active Trailblazer community). Because it's in Ahmedabad, we'll see a strong showing from nearby tech hubs (Mumbai, Pune, Bangalore, Delhi, etc., people will travel to attend). Students and recent graduates (women in STEM) may also attend to get inspired and learn about opportunities in Salesforce; WIT Dreamin' would be encouraging to them. Furthermore, since this is likely one of the first WIT Dreamin' in India (if not the first), it has a symbolic importance, so prominent community members (including male MVPs as supporters) might also attend to show solidarity. In short, the audience is predominantly female Salesforce professionals at various career stages – from newbies to seasoned architects – coming together to learn and support each other.

Notable Speakers: The speaker lineup will showcase **successful women in the Salesforce ecosystem**. We can expect multiple Salesforce MVPs who are women (India has several, like Mansi Zaveri, Satya Sekhar, etc.), Salesforce Women in Tech group leaders, and possibly women from Salesforce India's leadership (for example, a director or VP from Salesforce's Hyderabad or Bangalore office). One likely keynote or featured speaker could be someone like **Deepa Patel or Suman Raj** (just hypotheticals, representing accomplished women Trailblazers or Golden Hoodie recipients). Panels might include women who are CEOs of partner companies or senior architects – demonstrating the heights women can reach. Additionally, **male allies** might be invited in certain discussions, but the majority of stage time goes to women. We might also see **international guests**: perhaps a well-known woman MVP from abroad (like Ladies Be Architects founder Gemma B or similar) dialing in or attending to give a talk on architect journey, or Salesforce's global equality

team sending a representative. Given India's connection to the global Salesforce community, if any of the Salesforce Developer Relations or Advocacy team's prominent women can participate (like a Senior Developer Evangelist who's female), they might appear. Overall, attendees will hear from a very inspiring group: women who have broken barriers, who have deep Salesforce expertise (covering everything from code to consulting), and who are passionate community contributors.

Tickets & Pricing: Community events in India are often **low-cost or free** thanks to sponsorship. The ascendix listing for WIT Dreamin' doesn't show a cost, implying it might be covered or minimal (Source: sfapps.info). Many Dreamin' events in India have had either free entry or a very nominal fee (to ensure commitment in attendance). If there is a fee, it might be a token amount like ₹500–₹1000 (roughly $6–$12) to cover catering or venue, but sponsors typically back these initiatives strongly (especially since diversity events might attract CSR funding or support from companies). Given the mission to include and not exclude, I anticipate **free registration** or perhaps an optional donation-based model. The event likely solicited sponsors (perhaps Salesforce itself is a key sponsor, along with consulting firms who champion diversity).

Registration Details: Registration would be available online through the WIT Dreamin' website (which might be witdreamin.com or similar) and promoted via the Trailblazer Community and social media. As per a LinkedIn post snippet, the website is witdreamin.com (Source: linkedin.com). They likely opened registration several months ahead. Those interested would sign up on a platform like Townscript or Meetup or a dedicated site. Because it's a community event, they might cap it at a few hundred attendees (maybe 200-300). We saw in the snippet an advertisement of the date and site (Source: linkedin.com), so it's actively being circulated in community channels. Once registered, attendees will get a confirmation email. There might also be a waitlist if interest is high. It's advisable to register early, as Women in Tech initiatives in India draw a lot of support. The event presumably encourages not just individuals but also companies to send their women Salesforce teams (some companies might sponsor their employees to attend as part of professional development and diversity initiatives). Look out for updates on Twitter with the hashtag #WITDreamin.

On the day, the registration desk will welcome attendees, perhaps handing out name badges with pronouns or ribbons highlighting first-time attendees, etc., to foster inclusion. As a tip, participants might be encouraged to wear something in certain theme colors (some WIT events use purple for women in tech or similar) to build solidarity. Overall, WIT Dreamin' 2025 will be a landmark event in India's Salesforce community, combining tech learning with a powerful message of inclusion.

Yarl Dreamin' 2025 (Jaffna, Sri Lanka – Sept 6, 2025)

Hosting Organization: Yarl Salesforce Ohana (Salesforce community group in Northern Sri Lanka) – a team of volunteers from the Jaffna Salesforce Developer/User Groups. **Location/Format:** In-person conference in **Jaffna, Sri Lanka** on September 6, 2025 (Source: ascendix.com). Yarl Dreamin' is a unique community-led Salesforce conference; "Yarl" refers to Jaffna (historically known as Yarlpanam). It's a single-day event and notably **the only Salesforce community event in Sri Lanka** (Source: ascendix.com). The format includes keynotes, multiple sessions, and networking, likely all in English (the tech industry in Sri Lanka commonly uses English, though some sessions or side conversations might happen in Tamil given the local language in Jaffna).

Agenda & Themes: As a relatively new but vibrant event (inaugural Yarl Dreamin' was in 2024), the agenda balances technical learning with community building in an area that doesn't often host tech conferences. Key agenda highlights:

- **Opening Keynote:** Possibly by the organizers or a notable Sri Lankan tech figure. It will set the stage by emphasizing the importance of Salesforce skills and community in Sri Lanka. They might share how this event brings "a taste of Dreamforce" to Sri Lanka, inspiring attendees locally.

- **Technical Sessions:** A range of sessions covering Salesforce clouds and emerging technology. According to one summary, Yarl Dreamin' features content like **"Data Cloud, Marketing Cloud, AI, Career Consultations, Salesforce for Financial Services, and Best of Dreamforce"** (Source: ascendix.com). This indicates a broad sweep of topics:

  - *Data Cloud:* a session on unified customer data could be included, explaining Salesforce's CDP and how it can benefit businesses (maybe relevant to any telco or bank presence in SL).

  - *Marketing Cloud:* possibly a session on how to leverage Marketing Cloud or WhatsApp integration (Sri Lanka has high mobile and WhatsApp usage).

  - *AI:* a talk on Einstein AI or Agentforce with demonstrations.

  - *Financial Services:* Given Sri Lanka's growing fintech and microfinance sector, a targeted session might cover Salesforce's Financial Services Cloud or banking solutions.

  - *Best of Dreamforce:* likely a recap session where speakers distill the biggest announcements and product demos from Dreamforce 2025 for those who couldn't attend in person.

- **Career Consultations:** They explicitly mention career consultations (Source: <u>ascendix.com</u>). There might be a segment where attendees can get one-on-one or small-group advice on careers – for instance, how to get Salesforce certified, how to apply for remote jobs in the ecosystem, etc. Possibly experts reviewing resumes or guiding on next learning steps.

- **Networking & Community Activities:** Yarl Dreamin' being in Jaffna (far from Colombo, the capital), part of its agenda is fostering a local tech ecosystem. There could be an interactive activity – perhaps a "Trailblazer Quest" (earning a badge on Trailhead by completing certain tasks during the event) or a group photo at a notable Jaffna landmark to symbolize the event.

- **Entertainment/Culture:** They highlight the "mesmerizing location" and unique vibe (Source: <u>ascendix.com</u>). It wouldn't be surprising if they incorporate a bit of local culture – e.g., a traditional welcome dance or music – to give it a Sri Lankan flavor. Many tech events in SL include some cultural performance or at least a social event with local cuisine, which doubles as a networking mixer at the end.

Key Themes: Yarl Dreamin' carries the theme of *Trailblazing in a new region*. One theme is definitely **"bringing Salesforce to Northern Sri Lanka"** – bridging a gap where most IT events happen in Colombo. This democratization of knowledge is key. Technically, the event covers hot topics: **AI, Data Cloud, Marketing** – showing that local developers/admins should gear up in these areas to be on par globally. Another theme is **community and connection**: with 20+ speakers and 300+ participants expected (Source: <u>ascendix.com</u>), it's about connecting trailblazers who might have felt geographically isolated from the larger community. Yarl Dreamin' emphasizes that even if you're far from tech hubs, you have access to the same knowledge and can contribute. Also, by specifically listing *Career Consultations* and *Best of Dreamforce*, a theme is **career growth and global integration** – helping attendees leverage Salesforce for personal advancement and linking them to the global ohana (maybe encouraging participation in global programs or hackathons). Finally, there's likely an undercurrent of **youth empowerment and education**: Jaffna has many universities; getting students involved to spur interest in cloud technologies could be an implicit goal.

Target Audience: Salesforce users, developers, and students in Sri Lanka, especially those in the Northern province. That includes current Salesforce professionals in SL (the number is growing, many are working remotely for overseas or at local firms implementing Salesforce) as well as aspirants. Because it's the only event of this type in Sri Lanka, people will travel from all over the country – expect attendees from Colombo and Kandy too, not just Jaffna. We'll see **university students** from Jaffna University and others, given the region's academic environment. The event is open to anyone interested: *developers, admins, IT managers, entrepreneurs considering Salesforce*, etc. There may even be a handful of international attendees – possibly folks from India or other

parts of Asia who want to support (Jaffna is not far from South India, so a few Indian Trailblazers might hop over, and the Tamil cultural link might encourage that cross-border community support). But majority will be local Sri Lankan talent. Also, given the career focus, **recent graduates and those new to Salesforce** form a key segment; Yarl Dreamin' offers them first exposure. Conversely, there are a few Sri Lankan Salesforce MVPs and highly experienced professionals (though small in number, they exist) – they will be present as mentors/speakers, ensuring newbies and mid-level attendees have someone to learn from.

Notable Speakers: The event boasts 20+ speakers (Source: ascendix.com) which is substantial for a one-day conference, implying multiple parallel tracks. Speakers will include **Salesforce MVPs and experts from Sri Lanka and abroad**. Likely candidates:

- **Local Salesforce champions:** e.g., the leaders of Sri Lanka's Salesforce Developer Group (the co-founders of Yarl Dreamin', such as Nanthavarman Lingeswaran, who is a notable community leader in Jaffna). They will present or moderate.

- **International MVPs:** To provide varied content, they probably invited some well-known Salesforce MVPs from outside. Perhaps an MVP from India, or even Europe/US, who has an interest in fostering the community (some MVPs travel on their own dime to new Dreamin events to support them). This adds expert sessions – for example, an overseas speaker might run an advanced session on Apex or AI.

- **Salesforce Employees:** Possibly Salesforce's regional Developer Relations or Community staff (maybe someone from Salesforce Singapore or India office) might attend as speakers. For example, a Salesforce Developer Evangelist could deliver a session on "Build AI-powered apps on Salesforce".

- **Local Industry speakers:** If any Sri Lankan companies have implemented Salesforce, a representative might share their story. For instance, if a bank or NGO in SL uses Salesforce, a talk by their project lead would resonate with the audience by showing a homegrown success.

- **Women in Tech voices:** The Sri Lankan tech community values diversity, so I anticipate some female tech leaders as speakers or panelists, aligning with the global diversity push (and given the WIT Dreamin just one week before in India, there could be cross-pollination: perhaps a woman leader from that event also speaks here).

The mention of "20+ speakers, 300+ participants" and specific topics indicates a well-rounded lineup (Source: ascendix.com). For example, a snippet suggests content on AI, Data Cloud, etc., likely delivered by those with specialized knowledge – possibly an MVP or Certified Technical

Architect tackling Data Cloud, a Marketing Cloud expert for the marketing track, etc. The combination of local and international ensures attendees get world-class content. And importantly, these speakers coming to Jaffna is inspirational in itself – it shows the community that geography is not a barrier in tech learning.

Tickets & Pricing: Free or very low-cost. Ascendix's description doesn't mention a fee (likely free) (Source: ascendix.com). Given it's community-driven and aiming to include students and new grads, it's almost certainly free to attend. Possibly with required registration, of course. If any cost, it could be a token amount in LKR, but sponsors (maybe local IT companies or universities) likely offset costs. Also, cultural note: events in Sri Lanka often rely on sponsorship to keep them free for students/professionals, as affordability can be a concern. The wording "Mesmerizing location, 20+ speakers, 300+ participants... an opportunity to connect" (Source: ascendix.com) focuses on benefits, not cost, implying it's meant to be accessible to all.

Registration Details: Registration would be through the **Yarl Dreamin' website or via Trailblazer Community Group page**. The trailblazercommunitygroups.com had an entry for NAD and likely has one for Yarl Dreamin' (Source: 10times.com) – indeed search results showed a Trailblazer Community listing Yarl Dreamin' on Sept 13, but ascendix says Sept 6; possibly one is initial plan vs actual, but likely Sept 6 as per ascendix. They likely opened registration a couple of months prior and promoted through social media and tech meetup networks in Sri Lanka. Interested participants sign up by providing details (name, role, etc.). If free, turnout could exceed venue capacity, so they might have instituted a cap or a confirmation step. Since they expect ~300 participants (Source: ascendix.com), venue might be a large hall at a university or hotel in Jaffna. Out-of-town attendees would travel (some might take the train from Colombo, etc., or join virtually if any sessions are streamed).

Attendees would receive a confirmation email. The organizers possibly coordinated with local universities and tech hubs to bus students or groups to the venue, ensuring good turnout and representation. On the day, one should bring the registration confirmation (or an ID). The event likely provides refreshments, maybe even lunch, given a full day program (with sponsor support).

To sum up, Yarl Dreamin' 2025 is a groundbreaking Salesforce event for Sri Lanka, offering global Salesforce knowledge in a local setting, free of charge, in a welcoming community atmosphere. It underscores that trailblazing can happen anywhere – even in the "heart of Jaffna" – and the Salesforce Ohana is reaching every corner of the world.

*(Asia-Pacific also saw other community events earlier in 2025, like **Kiwi Dreaming in New Zealand** and user group-led events in Australia ("Down Under Dreaming") planned to resume. The second half of 2025, however, is especially vibrant in South Asia with WIT Dreamin' in India and Yarl Dreamin' in Sri Lanka, complementing the major Salesforce World Tours in Japan. Together, these events showcase the rapid growth of Salesforce communities across APAC.)*

Trends in Salesforce Conferences (Late 2025)

1. Global Expansion of Community Events: One striking trend is the **proliferation of regional "Dreamin'" conferences around the world** – even in areas new to such events. In the latter half of 2025, we see inaugural or growing events like **Mexico Dreamin' in LatAm, Dubai & West Africa Dreamin' in MEA,** and **Yarl Dreamin' in Sri Lanka**, alongside established ones like French Touch Dreamin' (Source: northafricadreamin.com)(Source: ascendix.com). These community-driven conferences are popping up on almost every continent, indicating Salesforce's ecosystem is no longer concentrated in the U.S. and Europe. They serve local Trailblazers by bringing content in relevant languages and context. For example, North Africa Dreamin' in Morocco draws participants from across Africa and MENA, giving those communities a Dreamforce-like experience without traveling to the US (Source: northafricadreamin.com). The trend is also towards **specialized events** targeting sub-communities – such as **Women in Tech (WIT Dreamin')** focusing on diversity and inclusion (Source: sfapps.info), or industry-specific meetups (e.g., Life Sciences Dreamin', MarDreamin for marketing, etc., which took place earlier in the year). This expansion demonstrates a **maturing Salesforce ecosystem worldwide**, where user groups are confident and organized enough to host multi-track conferences. It also reflects Salesforce's support: the company often sends executives and experts to these community events, essentially decentralizing its reach.

2. Hybrid and Virtual Access Becoming Standard: After the pandemic-era pivot to virtual, 2025's conferences have largely returned to in-person format, but with a **permanent virtual component**. Salesforce's official events lead the way in hybrid experiences – Dreamforce 2025 is both in San Francisco and live-streamed on Salesforce+ (Source: salesforce.com), and World Tours often broadcast keynotes for remote audiences. This model has filtered into community events as well; many Dreamin' organizers share session recordings or facilitate live virtual participation for those who can't attend. The result is greater accessibility of content. A professional in a country without an event can still tune into major announcements (e.g., via Salesforce+ or post-event recordings). While in-person networking is irreplaceable (and indeed, there's a strong resurgence of face-to-face networking at these events), the **expectation now is that key content will be available on-**

demand. Salesforce has even created a rich library of past event highlights on Salesforce+ for roles and industries (Source: salesforce.com). This hybrid approach acknowledges that the Salesforce community is global and often remote – learning should be available "anytime, anywhere" as Salesforce+ suggests. It's also a buffer against travel restrictions or budget constraints, ensuring events have *worldwide reach beyond the physical venue*.

3. Focus on AI and the "Agentic" Era: Perhaps the most dominant content trend in late 2025 is the emphasis on **AI-powered innovation** across Salesforce events. Salesforce itself has branded 2025 as the start of the "Agentforce" or **"agentic" era**, highlighting autonomous AI agents embedded in CRM (Source: salesforce.com)(Source: aprika.com). Consequently, nearly every conference – official or community – has significant agenda space devoted to AI, automation, and data. For instance, Dreamforce 2025's theme centers on **AI agents and a "limitless workforce"** (Source: salesforce.com), and World Tour keynotes showcase **Einstein GPT and AI-driven product features** (Source: aprika.com). Community events are echoing this; sessions on AI and Salesforce are popular in Dreamin' events from Florida to Colombo. In Yarl Dreamin' (Sri Lanka), topics like **AI, Data Cloud, and how to use Salesforce's AI features** were front and center (Source: ascendix.com). Similarly, Dubai Dreamin' was marketed as *"a hub for discussions on AI and data strategies"* (Source: cloudcacheconsulting.com). This trend reflects both Salesforce's massive push into AI (following its releases of Einstein GPT, Data Cloud, etc.) and the community's eagerness to understand and capitalize on these tools. Moreover, conferences are exploring AI not just in theory but with concrete demos and customer stories – showing how AI can automate customer service, predict sales, personalize marketing, and so forth. Hand-in-hand with AI, **Salesforce Data Cloud (formerly Genie)** is a hot topic as companies work to unify customer data for these AI insights. And for the admin audience, **Flow automation** continues to be a staple in content, often tied into AI (like using AI recommendations in Flow) – fulfilling the promise of low-code automation enhanced by intelligence. In sum, if there's one tech theme that defined Salesforce events in late 2025, it's the advent of powerful AI/ML capabilities within the platform and how Trailblazers can leverage them.

4. Evolving Formats Emphasizing Hands-On Learning: The conference format itself is evolving to cater to how professionals learn best. We see a trend of more **hands-on workshops, bootcamps, and certification opportunities** embedded in events. For example, at World Tour Tokyo (a two-day event), there were extensive **hands-on training sessions and even opportunities to get immediate insights and training** (Source: sfapps.info). Trailblazer Bootcamps (multi-day deep dives) were scheduled in some regions (TrailblazerDX in India and Tokyo earlier in 2025) and their influence carries into H2 events where shorter workshops appear. Many Dreamin' events offer **"Demo Jam" style sessions**, live coding, or even mini-hackathons (e.g., a hackathon was part of Midwest Dreamin' in previous years and may return). This reflects a pedagogical shift: attendees

don't just want to hear about features, they want to try them. Some community conferences arranged **certification exam days or vouchers** as incentives (Source: northafricadreamin.com), blending the conference with professional development directly. Salesforce is encouraging this too – note that for TDX 2025, they gave a free cert voucher to attendees (Source: salesforce.com), setting a tone that events should have tangible learning outcomes. Even the Expo halls are more interactive now – with "hands-on demos" rather than static booths (Source: sfapps.info). Post-pandemic, people are craving engaging, skill-building experiences at events rather than passive listening. So conferences have adapted by adding labs, "Camp Quick Start" areas, and more Q&A-driven panels. The trend is a **conference as a classroom** (with the fun of a festival).

5. Growing Emphasis on Community and Inclusion: Another notable trend is the deliberate effort to make conferences more inclusive and community-centric. Salesforce conferences have always been about community ("Ohana"), but 2025 has seen a surge in events tailored to underrepresented groups and discussions about equality. The existence of events like **Dreamin' in Color** (for Black and Latinx communities, held June 2025) and **WIT Dreamin'** (for women) is evidence of that focus. And mainstream events incorporate those values too: Dreamforce 2025 and World Tours have sessions on **workplace development, sustainability, and ethics** as part of the broader narrative (e.g., Dreamforce usually includes equality keynotes or a philanthropic component). In community events, we see diversity in speaker lineups and topics: for example, at WITness Success and WIT Dreamin', topics included how to navigate a Salesforce career as a woman, alongside tech content (Source: sfapps.info). There's also a push for geographic inclusion – Salesforce has extended support to user groups in places like Africa, Southeast Asia, etc., to ensure they join the global conversation. The Trailblazer Community Fund launched by Salesforce helps some community leaders attend Dreamforce or organize local events, which in turn fosters inclusion of diverse voices at conferences (Source: northafricadreamin.com). Additionally, the events are acknowledging the Trailblazer "characters" of various roles: many sessions or tracks are explicitly labeled by role (Admin, Developer, Marketer, Architect) so everyone can find their tribe and relevant content easily (Source: sfapps.info). This role-focused approach is a nod to inclusivity of different professional identities within the ecosystem. Summarily, the vibe at late-2025 Salesforce conferences is highly welcoming – whether you're a newbie, from an underserved region, or from an underrepresented demographic, there's likely a place for you. As one conference tagline puts it, these gatherings bring *"the spirit of community, collaboration, and a relaxed vibe"* where all can engage and learn (Source: sfapps.info).

6. Salesforce Ecosystem Growth Reflected in Scale and Variety: Lastly, a broad trend is just how **massive and multifaceted Salesforce events have become**, mirroring Salesforce's growth into new domains. Dreamforce 2025 is expected to draw even more global attendees (physical and

virtual) with a strong focus on not just CRM but also adjacent technology like data analytics (Tableau) and integration (MuleSoft). World Tours in December 2025 are planned in numerous cities (New York, Chicago, Toronto, Atlanta) (Source: aprika.com), showing Salesforce's confidence in market demand to justify multiple large events simultaneously. The content is more varied than ever – a Salesforce conference now covers marketing, sales, service, commerce, IT/dev, analytics, integration, industries (financial, manufacturing, government), and philanthropy. For example, the **Education Summit** (March 2025) and **Nonprofit conferences** address specific sectors, and their themes (AI in education, etc.) bleed into main events as well (Source: salesforce.com). So a trend is specialization within the big tent: you might attend a Salesforce event and stick entirely to, say, a Marketing Cloud track or a Tableau analytics track. This ensures value for specialists while preserving the one-community feel. Another sign of ecosystem scale is the huge partner presence: at Dreamforce and World Tours, the expo floor is packed with AppExchange partners and consulting firms, many of whom also host their own user conferences or sponsor Dreamin' events. This cross-pollination means at any given Salesforce conference, you're not just learning from Salesforce, but from its whole ecosystem of ISVs and SIs.

In conclusion, the latter half of 2025's Salesforce conferences scene is **rich and dynamic** – truly global, blended in format, hyper-focused on AI innovation, but also grounded in community values and practical learning. Whether you're a CTO in Tokyo, a student in Sri Lanka, a marketer in Paris, or an admin in San Francisco, there's an event (and probably a session track) tailored for you. And across all these, the energy is high: Salesforce professionals are clearly excited to reconnect in person and dive into the new frontier of AI-driven CRM, together. The phrase "Trailblazer Community" has never felt more apt, as Trailblazers worldwide gather to learn, network, and blaze new trails into 2026 and beyond.

Sources: Official Salesforce event listings and announcements (Source: salesforce.com)(Source: aprika.com), community event descriptions (Ascendix and SFApps info) (Source: ascendix.com) (Source: ascendix.com), and Salesforce Ben coverage (Source: salesforce.com)(Source: sfapps.info) have been used to substantiate event details and the trends summarized above. These trends are evidenced by the broad range of events scheduled globally and the consistent thematic focus on AI and community across those events, as documented in the sources.

Tags: salesforce, conferences, dreamforce, artificial intelligence, data cloud, crm, automation, technology events, cloud computing

About Cirra

About Cirra AI

Cirra AI is a specialist software company dedicated to reinventing Salesforce administration and delivery through autonomous, domain-specific AI agents. From its headquarters in the heart of Silicon Valley, the team has built the **Cirra Change Agent** platform—an intelligent copilot that plans, executes, and documents multi-step Salesforce configuration tasks from a single plain-language prompt. The product combines a large-language-model reasoning core with deep Salesforce-metadata intelligence, giving revenue-operations and consulting teams the ability to implement high-impact changes in minutes instead of days while maintaining full governance and audit trails.

Cirra AI's mission is to **"let humans focus on design and strategy while software handles the clicks."** To achieve that, the company develops a family of agentic services that slot into every phase of the change-management lifecycle:

- **Requirements capture & solution design** – a conversational assistant that translates business requirements into technically valid design blueprints.
- **Automated configuration & deployment** – the Change Agent executes the blueprint across sandboxes and production, generating test data and rollback plans along the way.
- **Continuous compliance & optimisation** – built-in scanners surface unused fields, mis-configured sharing models, and technical-debt hot-spots, with one-click remediation suggestions.
- **Partner enablement programme** – a lightweight SDK and revenue-share model that lets Salesforce SIs embed Cirra agents inside their own delivery toolchains.

This agent-driven approach addresses three chronic pain points in the Salesforce ecosystem: (1) the high cost of manual administration, (2) the backlog created by scarce expert capacity, and (3) the operational risk of unscripted, undocumented changes. Early adopter studies show time-on-task reductions of 70-90 percent for routine configuration work and a measurable drop in post-deployment defects.

Leadership

Cirra AI was co-founded in 2024 by **Jelle van Geuns**, a Dutch-born engineer, serial entrepreneur, and 10-year Salesforce-ecosystem veteran. Before Cirra, Jelle bootstrapped **Decisions on Demand**, an AppExchange ISV whose rules-based lead-routing engine is used by multiple Fortune 500 companies. Under his stewardship the firm reached seven-figure ARR without external funding, demonstrating a knack for pairing deep technical innovation with pragmatic go-to-market execution.

Jelle began his career at ILOG (later IBM), where he managed global solution-delivery teams and honed his expertise in enterprise optimisation and AI-driven decisioning. He holds an M.Sc. in Computer Science from Delft University of Technology and has lectured widely on low-code automation, AI safety, and DevOps for

SaaS platforms. A frequent podcast guest and conference speaker, he is recognised for advocating "human-in-the-loop autonomy"—the principle that AI should accelerate experts, not replace them.

Why Cirra AI matters

- **Deep vertical focus** – Unlike horizontal GPT plug-ins, Cirra's models are fine-tuned on billions of anonymised metadata relationships and declarative patterns unique to Salesforce. The result is context-aware guidance that respects org-specific constraints, naming conventions, and compliance rules out-of-the-box.
- **Enterprise-grade architecture** – The platform is built on a zero-trust design, with isolated execution sandboxes, encrypted transient memory, and SOC 2-compliant audit logging—a critical requirement for regulated industries adopting generative AI.
- **Partner-centric ecosystem** – Consulting firms leverage Cirra to scale senior architect expertise across junior delivery teams, unlocking new fixed-fee service lines without increasing headcount.
- **Road-map acceleration** – By eliminating up to 80 percent of clickwork, customers can redirect scarce admin capacity toward strategic initiatives such as Revenue Cloud migrations, CPQ refactors, or data-model rationalisation.

Future outlook

Cirra AI continues to expand its agent portfolio with domain packs for Industries Cloud, Flow Orchestration, and MuleSoft automation, while an open API (beta) will let ISVs invoke the same reasoning engine inside custom UX extensions. Strategic partnerships with leading SIs, tooling vendors, and academic AI-safety labs position the company to become the de-facto orchestration layer for safe, large-scale change management across the Salesforce universe. By combining rigorous engineering, relentlessly customer-centric design, and a clear ethical stance on AI governance, Cirra AI is charting a pragmatic path toward an autonomous yet accountable future for enterprise SaaS operations.

DISCLAIMER