

Friday

Begins	Ends	Track	Room	Speaker(s)	Session Title
7:15 AM	12:00 PM		Check-in		
8:15 AM	9:45 AM	Everyone	Regency ABC	Mary Scotton	NorCal Dreamin' Keynote
10:00 AM	11:00 AM	Admin	Golden State	Andrew Sinclair	A Deep Dive into Native Salesforce Duplicate Management
10:00 AM	11:00 AM	Developer, Admin	Regency D	Vladimir Gerasimov	Understand your org better with Dependency API
10:00 AM	11:00 AM	General	Regency E	Becky Potts	Project Management: Your Key to Successful Salesforce Project
10:00 AM	11:00 AM	Marketing	Carmel	Eshwar Reddy, Gabe Miklos, Barbara Smith	Lessons learned on smart Marketing Cloud implementations
10:00 AM	11:00 AM	Nonprofit	Regency F		NonProfit Kickoff
10:00 AM	11:00 AM	Public Sector	Big Sur		Public Sector Kickoff
11:00 AM	12:00 PM		Regency ABC		LUNCH A
11:00 AM	12:00 PM	Admin, Developer	Regency E	Dan Appleman	Top 10 Things Admins Can Learn from Developers (without learning to code)
11:00 AM	12:00 PM	Developer	Regency D	David Brooks	5 Steps to Salesforce DevOps Enlightenment
11:00 AM	12:00 PM	General	Golden State	Parker Webb-Mitchell	Unlocking the Best Salesforce Implementation Story: 7 Keys to a Successful Implementation
11:00 AM	12:00 PM	Marketing	Carmel	Casey Cheshire	Email Outlaws: The Good, The Bad & The Spam Report
11:00 AM	12:00 PM	Nonprofit, General	Regency F	Eshe Swafford, Susan Tobes, Marisa Lopez	Amplifying Diversity and Inclusion at Your Organization
12:00 PM	1:00 PM		Regency ABC		LUNCH B
12:00 PM	1:00 PM	Admin, Developer	Regency E	Michelle Regal	Debug Like a Developer
12:00 PM	1:00 PM	General	Regency D	Erick Mahle	Managing Complacency: Using Lean Principles to Achieve Continuous Improvement
12:00 PM	1:00 PM	General	Golden State	Rikke Hovgaard	Einstein Analytics, the art of the possible
12:00 PM	1:00 PM	Marketing, Admin	Regency F	Maya Peterson	Introduction to Salesforce Campaigns
12:00 PM	1:00 PM	Public Sector	Big Sur	Jocelyn Gutierrez, Tiare Sol, Steve Geahry	Public Sector Customer Success Stories
1:00 PM	2:00 PM	Admin, Developer	Regency E	Sharon Liao	Next generation permission management in your org
1:00 PM	2:00 PM	Developer	Regency D	Dan Alden	Salesforce Application Lifecycle Management Using Salesforce DX
1:00 PM	2:00 PM	Marketing	Carmel	Lara Black	Smart Tricks That Make You Look Like a Pardot Pro
1:00 PM	2:00 PM	Nonprofit, Admin	Regency F	Gordon Lee	Awesome Admin Recipe: 90% People, 10% Tech
1:00 PM	2:00 PM	Public Sector	Big Sur	Steve Geahry	Public Sector Roundtable
2:00 PM	3:00 PM	Admin, General	Golden State	Marcus Romero	Salesforce CPQ and your subscription-based business
2:00 PM	3:00 PM	Developer	Regency D	Chuck Liddell	Lightning Web Components And You
2:00 PM	3:00 PM	General	Regency E	Jessica Langston	Get Involved in the Trailblazer Community
2:00 PM	3:00 PM	Marketing	Carmel	Rashmi Vittal	The Future of Work is Now: What is AI's Impact on Marketing?
2:00 PM	3:00 PM	Nonprofit	Regency F	Susan Tobes	Enabling Nonprofits to measure their Impact!
2:00 PM	3:00 PM	Public Sector, Admin	Big Sur		Transforming Service with Customer-Centric Case Management
3:00 PM	4:00 PM	ALL			BREAK
4:00 PM	5:00 PM	Admin	Regency E	Roan Bear	Admins! Take a Deep dive exploration into the Mysterious World of Metadata!
4:00 PM	5:00 PM	General	Golden State	Khosrow "Cas" Hassibi	Top Data Science Use Cases for Einstein Analytics
4:00 PM	5:00 PM	General	Big Sur	Katherine Boothe, Jay Carter	Customer Success Stories from local Trailblazers
4:00 PM	5:00 PM	Marketing	Carmel	Milton Antony	Deeper Relationships, At Scale
4:00 PM	5:00 PM	Nonprofit, Admin	Regency F	Anne Crawford	Create Love at First Sight when (Salesforce) Lightning Strikes
4:00 PM	5:00 PM	Developer	Regency D	Vignesh Ravi, Abhi Murali, Mike Samboy	Salesforce DevOps: Which Path Should You Take – Build or Buy?
5:00 PM	6:00 PM	Admin	Regency E	Steve Molis (aka SteveMo)	Formulas For The Everyday Admin
5:00 PM	6:00 PM	Developer, Admin	Carmel	Greg Smith	Salesforce Migration Pitfalls
5:00 PM	6:00 PM	General, Public Sector	Golden State		Using Conversational Text Messaging and Automated SMS for Marketing Outreach and Prospect Qualification
5:00 PM	6:00 PM	Marketing, General	Regency D		Pardot vs. Marketing Cloud SMACKDOWN
5:00 PM	6:00 PM	Nonprofit	Regency F	Peter Fife, Cynthia Bazin	My first year with the NPSP
5:00 PM	6:00 PM	Public Sector	Big Sur	Ryan Smith	Leaving behind a legacy: Keys to Success for Digital Transformation in the Public Sector
6:00 PM	7:00 PM	ALL	Sponsor Area		HAPPY HOUR