

## Thursday

Begins	Ends	Room	Speaker(s)	Session Title
11:45 AM	5:45 PM	Check-in		
1:30 PM	4:00 PM	Golden State (2nd fl.)	Meltem Kutik, Kevn Neary	From Chaos to Calm: How to optimize your enterprise architecture strategy & governance to get the CRM ROI you are dreaming about?
1:30 PM	2:00 PM	Regency A Theater	Pete Thurston	Salesforce Security: 7 Most Common Mistakes
1:30 PM	2:00 PM	Regency D	Pat McClellan	Building Smarter Lightning Components: Making Your Apps More Intuitive and Your Users More Productive
2:00 PM	3:30 PM	Carmel (2nd floor)	James Hou	Being in a Position of Leadership through Influence
2:00 PM	2:20 PM	Regency C Theater	Clint Buechler	Enabling your Sales Team through Marketing Automation
2:30 PM	2:50 PM	Regency A Theater	Rob Brown	Stress-Free Agility
2:30 PM	2:50 PM	Regency D	Ryan O'Sullivan	How & Why to Switch to Salesforce Developer Experience (SFDX)
3:00 PM	3:20 PM	Regency C Theater	Lara Black	5 Quick Pardot Features You Are Overlooking
3:30 PM	3:50 PM	Regency A Theater	Mohit Bhasin	5 Free New Solutions for Admins
3:30 PM	3:50 PM	Regency D	Lucas Lam	3 Steps To ABM Success: Enabling Your Sales & Marketing Teams
4:00 PM	5:30 PM	Carmel (2nd floor)	Rikke Hovgaard	Get the analytics edge, learn Einstein Analytics
4:00 PM	4:20 PM	Regency A Theater	Evan Ponter	Approach Reporting Like Never Before: The Ultimate Guide to Report Types
4:00 PM	4:20 PM	Regency C Theater	Dee Ervin	Roll Out New Features in Salesforce to a Global Team as a Solo Admin
4:00 PM	4:20 PM	Regency D	Tyler Mowbrey	Coding Best Practices: Implementing Object Oriented Design Principles
4:30 PM	4:50 PM	Regency A Theater	Shonnah Hughes	CSAT, NPS & CES, Acronyms O'My!
4:30 PM	4:50 PM	Regency C Theater	Sadia Anees	Selling Your Sales Team on Marketing Automation
5:00 PM	5:20 PM	Regency A Theater	Pete Thurston	The Individual Object 101: Privacy & Consent Management
5:00 PM	5:20 PM	Regency C Theater	Michael Comans	Process Builder: Automate with an Admin's Best Friend
5:00 PM	5:20 PM	Regency D	Ian Gotts	HOW. WHAT. WHY. 3 words that can supercharge your Admin skills and delight your users