

THE AXTRIA® 5 STEP GUIDE

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GETTING THE MOST OUT OF YOUR DREAMFORCE EXPERIENCE

Dreamforce 2016 is one of the industry's largest technology conferences with over 2,000 sessions, including keynotes, breakouts, training, and certification. The event takes place across a range of venues in downtown San Francisco from October 4th – 7th.

Past Dreamforce-goers have experienced huge increases in ROI across the board. Sales productivity, customer satisfaction, employee productivity, lead volume, and business insight - all tend to go up post-Dreamforce. However, with so many sessions and different options available, there is a very fine line between generating value and wasting the opportunity.

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I wish I had this guide last year. There are some great tips in here, especially the one about coming to see us at Booth 101!

VP, Sales & Marketing, Axtria Inc.

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Having taken part in Dreamforce for a number of years now, Axtria has some experience in getting the most out of the event. Working with our past attendees, we have put together this insightful 5 step guide to assist you in having the best Dreamforce experience possible!

We hope you find this guide useful and that we get the opportunity to see you there.

Step 1: Pack appropriately

Step 2: Start planning now

Step 3: Socialize and join the community

Step 4: Don't go to bed early!

Step 5: Remember to give back



STEP 1 - PACK APPROPRIATELY

GETTING THE MOST OUT OF YOUR DREAMFORCE EXPERIENCE

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My Fitbit clocked over 45 miles at last year's Dreamforce. There were so many great sessions to get to. Comfortable shoes are a must!

Junior Analyst, Commercial Ops Cloud Team, Axtria Inc.

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There are a few essentials we think you should pack to make the trip more enjoyable.

First, the event is business casual, so make sure you pack comfortable clothes that you can spend all day in. Unless your hotel is right in the city-center, you will often not return to your room until after the evening's events. Though October is usually a warmer month, San Francisco's weather can be unpredictable. Make sure you pack layers and check www.weather.com before you plan your outfits.



Don't forget to pack your walking shoes. Last year, one of our team members clocked over 45 miles on their Fitbit during the 4 days. You don't want to be doing that in heels or new shoes that haven't been broken in!

We also recommend going mobile during the day. Leave your laptop in the office, and use your tablet and smartphone. Don't forget to bring a portable charger too. The long days, coupled with lots of mobile and social activity will drain your battery, and you don't want to be a 'wall sitter' next to an electrical outlet in the

Moscone Center! We've also found that the conference Wi-Fi can get crowded at peak times, so if you have a really important online meeting or email to send, it's probably best to bring your own Wi-Fi access point.

Stay hydrated! Our bodies depend on water to function properly and maintain good health. It will be difficult to remain alert and engaged if you aren't properly hydrated. So be prepared and bring a refillable water bottle that you can use at the hundreds of water fountains scattered around the conference center. There is no excuse for not filling up during the breakouts!

Finally, leave some room in your luggage for the return trip. Dreamforce is notorious for great swag and promotional giveaways. The days of pens and data sticks are long gone. Get to the Cloud Expo and be on the lookout for the cool tech toys; it's like Christmas in October! Be sure to drop by Axtria's Booth 101 for some very cool giveaways.



STEP 2 - START PLANNING NOW

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For my first year at Dreamforce I just turned up and planned to go to the key sessions. I didn't realize the scale of the event. I was missing out because I didn't know what was going on. My top tip is to think about your objectives and get a game plan together!

Sales Executive, Leading Financial Services Company

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Don't leave the success of your Dreamforce trip to chance. With over 2,000 sessions, including keynotes, breakouts, training, and certification, it's very easy to get overwhelmed and miss out on the real value.

To start, make sure you check out the Dreamforce '16 Agenda Builder. You can access it by clicking [here](#). We recommend attending all of the main keynotes and networking sessions, as well as the breakouts that relate to your business function. Salesforce has put together some great "trail maps" which call out the sessions / events you do not want to miss, along with insightful recommendations. These trail maps are designed by industry, and you can access them [here](#).



We know this is a lot of information, but luckily you don't need to remember it all! There is a helpful Dreamforce Mobile App that should be your go-to guide to keep all the information you need at your fingertips. You can download it [here](#). There is also a great FAQ page [here](#), which answers many common questions.

Some of the best value you get out of Dreamforce will be in the partnerships you create. Make sure you allow some dedicated time to visit the Cloud Expo and network with some of the innovative Salesforce partners, like Axtria. We will be in the Cloud Expo every day at Booth 101, and would love to meet you. This year we are putting decision science into action, and showcasing a robot solving a Rubik's cube. If you are feeling up to the challenge, you can race the robot for some awesome prizes.

Alongside the robot, we will also have many of our leaders at the Axtria Booth. We'd love to meet with you and discuss the value of data science, and how you can leverage data-driven insights within your organization. We'll also be showcasing Axtria SalesIQ™, our cloud based sales planning and operations platform. SalesIQ was rated by Forbes as a top 10 sales tool at Dreamforce '15 and this year it is looking even better with new enhancements!

If you'd like to book some dedicated time with Axtria at the event, please reach out to our marketing team at andrew@axtria.com.

STEP 3 - SOCIALIZE AND JOIN THE COMMUNITY

GETTING THE MOST OUT OF YOUR DREAMFORCE EXPERIENCE

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The social channels are the best way to keep up-to-date with all of the key announcements at Dreamforce. Get on Twitter!

Junior Analyst, Commercial Ops CloudTeam, Axtria Inc.

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Dreamforce is about much more than just Salesforce and its partners - it's about the communities of users and fans! A huge part of getting value out of the event is interacting and networking with professionals that share the same focus as you.

On the personal side, be sure to attend the networking and round table events specific to your areas of interest. Dreamforce has a special focus on industries and the trail maps by vertical will guide you through these specific sessions. Take the opportunity to share experiences, connect, and form valuable relationships.



When you're in a session and you see something you like, don't be shy to take a photo and share with others via social media. These photos will also be great post-Dreamforce when you want to remember the details of sessions you liked.

On the digital side, be sure to follow the Salesforce and Dreamforce handles on Twitter and use the popular event hashtag #DF16 to stay up-to-date. Also, be sure to follow Axtria for all things data science, and use our #AskAxtria hashtag for any questions you may have. You can ask us anything, we don't mind... from Dreamforce to data science, Cloud Expo to commercial operations. We'll do our best to answer!

Also, there have been some outstanding Dreamforce discount codes shared across the social channels over the past couple of weeks. Keep your eye out as there will probably be more, but here are some of the best we spotted:

- Uber: \$20 off first ride with FORCE16
- Virgin America: 2% to 12% discount with VXDREAMFORCE
- United Airlines: 2% to 10% discount with ZWQ4944136
- Axtria: \$100 Dreamforce discount with EC16AXTR

If you find any cool codes yourself, please share using our #AskAxtria hashtag.

STEP 4 - DON'T GO TO BED EARLY!

GETTING THE MOST OUT OF YOUR DREAMFORCE EXPERIENCE

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Some of the best networking takes place after hours and Salesforce really knows how to throw a party! Save some energy for Dreamfest!

VP, Sales & Marketing, Axtria Inc.

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Yes, you read that right! Dreamforce isn't just a daytime thing. In fact, most of the fun takes place at night, and since most sessions and the Cloud Expo don't open until 9 or 10 am (depending on the day) you don't have to worry about getting up too early.

Use the event planner to keep on top of the parties and social events – there will be something fun and entertaining on each and every night. The events offer a great opportunity to network, relax, eat, and drink after the long day of sessions.

released 13 studio albums and have record sales in excess of 157 million. Considering their critically acclaimed iNNOCENCE + eXPERIENCE Tour was sold out across Europe and North America last year - this is an experience not to be missed!

Many Axtria attendees have lived and worked in the San Francisco area for numerous years. If you are stuck finding a place to go in the evening or need a recommendation for dinner, just stop by Booth 101 and we'll be happy to give you some ideas.



See, we said you could ask anything (#AskAxtria)!



Pay special attention to the Dreamfest and Benefit on Wednesday @ 7 pm, and get ready for an unforgettable night. The event will be headlined by none other than rock legends U2. Acknowledged as one of the best live acts in the world, U2 has

STEP 5 - REMEMBER TO GIVE BACK

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At this year's conference we are taking Salesforce's lead and we've built donations into our promotional activity. Be sure you visit Booth 101 to help make a difference!

Senior Director, Marketing, Axtria Inc.

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Amazing things happen when we work together to help others. Last year, Dreamforce attendees donated more than 1 million books to schools and libraries around the world for children in need.

This year, Dreamforce is joining forces with (RED), an organization started by Bono and Bobby Shriver with the mission of creating awareness and raising funds to deliver the first AIDS-free generation. Their goal is to raise 1 million dollars to further the AIDS fight, and at Dreamforce, you'll have plenty of opportunities to help them do it. There will be amazing speakers, must-have merchandise, dance parties, photo ops, and hands-on volunteer activities planned throughout Dreamforce to help you get involved and support (RED).



We hope you found this 5 step guide to getting the most out of your Dreamforce experience useful! If you find these 5 steps too much to remember, and just want 3 easy takeaways, we'd suggest:

1. Drop by Booth 101 and meet the Axtria team
2. Stay up-to-date on social media by following #DF16 and #AskAxtria
3. Don't go to bed early!

We are really excited for this year's Dreamforce and look forward to seeing you there!

Axtria will be participating in the fundraising by donating to (RED) through some fun games at our Booth 101. Don't miss the chance to make a difference in the fight against AIDS.



The Axtria® 5 Step Guide

Over the past year we have worked with over 50 leading companies in the commercial operations space with the majority of interactions at the VP and director level. Based on these engagements and our learnings we have created a series of strategic 5 step guides for senior executives on how to drive commercial excellence. This one is just a bit of fun!

For access to the other guides and to learn how Axtria® can contribute to your continued commercial success please go to www.axtria.com.

Contact Us

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Disclaimer

Axtria® understands the compliance requirements behind personalization and we do not work with any personally identifiable data that can identify an end-customer of a business.

We have the strictest data security guidelines in place as we work with businesses to improve the experience for their customers.

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[Axtria – Ingenious Insights](#)

Founded in 2009, Axtria® is a Big Data Analytics company which combines industry knowledge, analytics and technology to help clients make better data-driven decisions. Our data analytics and software platforms support sales, marketing, and risk management operations in the life sciences, finance, retail, and technology industries. We serve clients with a high-touch on-site and onshore presence, leveraged by a global delivery platform that focuses on reducing the total cost of ownership with efficient execution, innovation, and virtualization.

For more information, visit www.axtria.com

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