



MAY 5, 2025 | CITY WINERY | PHILADELPHIA, PA

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM
8:15 AM - 9:00 AM	Registration + Breakfast			
9:00 AM - 9:45 AM	Opening [MidAtlantic Dreamin' Leaders]			
9:45 AM - 10:00 AM	Break			
10:00 AM - 10:20 AM	Choose Your Own (Cert) Adventure: Finding the Right Path Healey Sutton	Who's Your Customer? Tracking Complicated Market and Customer Segments Jim Stoltzfus	Empower Your Users from Step 1: Login Flows to Improve Engagement Ben Dobkin	Speed Networking
10:20 AM - 10:25 AM	Break			
10:25 AM - 10:45 AM	Growing your Salesforce Career: From Day to Day to Decision Maker Christian Belko	DevOps is More Than Just Deployments Jack McCurdy	Platform Event Flows Unleashed: Salesforce's Overlooked Power Tool Michael Farrelly	
10:45 AM - 11:05 AM	Break			
11:05 AM - 11:25 AM	The Hidden Keys to Salesforce Success: Aligning People, Processes, and Purpose Rubin Singh	Mastering Trigger Troubleshooting: Apex and Flow Error Resolution in Salesforce Andy Engin Utkan	Building a Dynamic Data Table in Flow using SOQL and Data Fetcher Dan Mrazik	Ask an Expert Feeling stumped on a Salesforce problem?  Stop by to get paired up with a Salesforce expert who has deep knowledge about the platform. Please bring your own laptop.
11:25 AM - 11:30 AM		Break		
11:30 AM - 11:50 AM		Communications Skills for Technical Experts Aaron Crosman		
11:50 AM - 12:00 PM	Break			
12:00 PM - 12:20 PM	Troubleshooting Tips to Fill Your Salesforce Toolbox Judi Sohn	Unleashing Visual Insights: Uncover the Power of Embedded Charts in Salesforce Aaron Crear	Your Unit Tests Need Work Mike DeMaria	Resume & Interview Advice Corner with  INVESTIGO
12:20 PM - 12:25 PM	Break			
12:25 PM - 12:45 PM	Product Ownership for Accidental Admins Jaemi Loeb			
12:45 PM - 1:45 PM	Lunch + Demo Jam [Main Downstairs] airSlate, Keri Curkendall   Vicasso, Sam Humes + Sean Lewis   Sweep, Ari Bornstein Flow Canvas, Andy Engin Utkan   WithSecure, Raj Patel			
1:45 PM - 2:05 PM	Diagram Jammin' - How to Build Beautiful and Informative Diagrams Michelle Hansen	The Art of Discovery Sarisha Meda	From Idea to Impact: Use Prototypes to Unlock Better Requirements Pratima Shrivastav	Talk Session presented by  airSlate  Minutes to Win It: Cut Your eSign cost by 40% in 5 Keri Curkendall + Mike Camilleri
2:05 PM - 2:10 PM		Break		
2:10 PM - 2:30 PM		Notification Liberation: Using Slack or Microsoft Teams in Flow for Communications Adam Erstelle	LWCs with Accessibility in Mind Julie Branyan	

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM
2:30 PM - 2:45 PM	Break			
2:45 PM - 3:05 PM	Delivering Empathetic and Joyful User Experiences Daniel Gorton	10 Expert Tips for Stellar Salesforce Solution Demos Oleh Mykytyn	Supercharging Salesforce DevOps: Scratch Orgs & Salesforce CLI  David Rose + Sean Barrett	Ask an Expert Feeling stumped on a Salesforce problem?  Stop by to get paired up with a Salesforce expert who has deep knowledge about the platform. Please bring your own laptop.
3:05 PM - 3:10 PM		Break		
3:10 PM - 3:30 PM		Mastering Salesforce Formulas: From Beginner to Expert Andrew Montemayor		
3:30 PM - 3:45 PM	Break			
3:45 PM - 4:05 PM	Manage and Secure Your Data with Salesforce Trusted Services Rachel Beard	Neurodiversity in the Digital Workspace Kurt Iobst	Get (Actually) Ready for Agentforce Service Agents Sean Lewis	Speed Networking
4:05 PM - 4:10 PM	Break			
4:10 PM - 4:30 PM	Automation ROI: Measuring the Impact of Salesforce Automation Tools Melissa Shepard			
4:30 PM - 4:40 PM	Break			
4:40 PM - 5:15 PM	Closing Remarks, Trail Quest Winner Announced and Raffle			
5:15 PM - 6:00 PM	Happy Hour			

## SPONSORS

### DIAMOND SPONSOR

**airSlate**

### PLATINUM SPONSOR

**vicasso**  
We Accelerate Service

### GOLD SPONSOR

**peergenics**  
A STAND 8 Company

### SILVER SPONSORS



**INVESTIGO**



**FlexiKanban**  
Every user's command center



**metaZOO**



**TITAN**

### BRONZE SPONSORS



**FormAssembly**



**FLOW CANVAS  
SUPPORT**



**Sweep**



**W / T H  
secure**

### SPOTLIGHT BAR SPONSOR



**BRIO**