

MAY 5, 2025 | CITY WINERY | PHILADELPHIA, PA

For full speaker bios and session descriptions visit

midatlanticdreamin.com/2025-agenda

	MAY 5, 2025	CITY WINERY PHI	LADELPHIA, 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	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	Feeling stumped on a Salesforce problem? Stop by to get paired up			
11:25 AM - 11:30 AM		Break		with a Salesforce expert who has deep knowledge			
11:30 AM - 11:50 AM		Communications Skills for Technical Experts Aaron Crosman		about the platform. Please bring your own laptop.			
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	Your Unit Tests Need Work Mike DeMaria	Resume & Interview Advice Corner with INVESTIGO			
12:20 PM - 12:25 PM	Break	Aaron Crear		0			
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:			
2:05 PM - 2:10 PM		Break		Cut Your eSign cost			
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	by 40% in 5 Keri Curkendall + Mike Camilleri			

	MAIN DOWNSTAIRS	UPSTAIRS LOFT	TASTING ROOM	BARREL ROOM		
2:30 PM - 2:45 PM	Break		1			
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	Ask an Expert Feeling stumped on a Salesforce problem?		
3:05 PM - 3:10 PM		Break	David Rose + Sean Barrett	Stop by to get paired up with a Salesforce expert		
3:10 PM - 3:30 PM		Mastering Salesforce Formulas: From Beginner to Expert Andrew Montemayor		who has deep knowledge about the platform. Please bring your own laptop.		
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 lobst	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					

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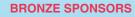
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