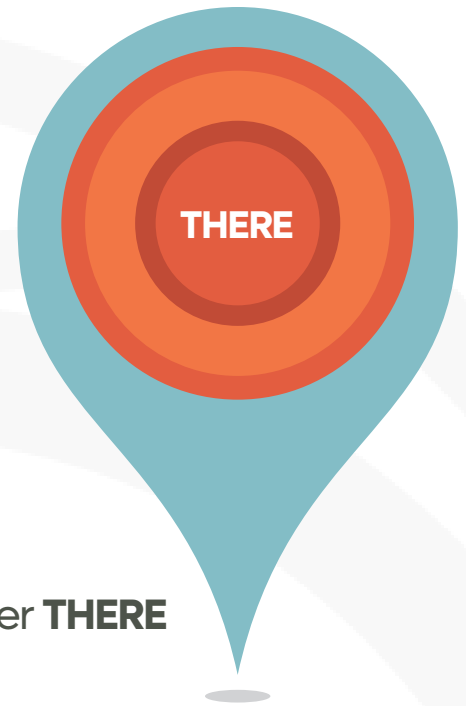


Your Path to Mobilizing Community

Insights from “The Core Four: A Framework for the Future of Events”

Meet your customer **THERE**



People attend events, but they join communities.

Events & experiences are valuable opportunities to create memories, learn & boost brand image/sentiment. Yet, the real power & purpose of events is connecting people to each other, ideas & inspiration—sustaining those connections so that they develop into community long after the experience is over. Communities can create lasting change. They unite individuals around a common cause, offer belonging & inspire advocacy.

The true purpose of an event is to serve as the catalyst for connection. People want more than a one-time experience—they yearn for a group to which they can belong & alignment with others who share their values. Brands that spark connection & build community beyond the meeting room will generate value that lasts beyond the event itself, thriving at & between subsequent events.

Salesforce: Building a community of passionate Trailblazers

Salesforce built Dreamforce into a massive event, attracting 40,000 attendees in 2022. But what is truly impressive isn't the staggering 1,000 sessions or the 60 keynotes from splashy names including Bono, Jane Goodall and Matthew McConaughey. Rather, it's the passionate and active community of “Trailblazers”—members who the company calls the “pioneers, innovators, life-long learners, and the heart and soul of Salesforce.”

Trailblazers engage on Salesforce's free online learning platform, Trailhead. Through the gamified program, Trailblazers acquire new skills, obtain certifications & celebrate achievements through earned badges & ranks. Trailblazers connect by attending local group meetings, exploring mentorship & employment opportunities, or chatting with like-minded members.

Community is more than just camaraderie—it pays continual dividends. Dreamforce's massive scale & consistent attendance isn't an accident. Salesforce has built a community of people so connected & invested that they'll advocate, celebrate & promote the brand year after year.

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We can't be a successful business without a successful community and environment, and making sure everyone around us is successful. Our business is integrated into society.

- Marc Benioff
Chairman & CEO
Salesforce

 salesforce