



salesforce

Everything You Need to Know:

# The Ultimate Guide to Dreamforce

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# Introduction

Whether you've never been to Dreamforce or this is your tenth time, you're in for an incredible week this September. You'll learn about technology and innovation during transformative keynotes. You'll attend breakout sessions specifically tailored to your business needs and industry. And most of all, you'll leave inspired to approach your work – and life – in a whole new way.

Dreamforce is an unforgettable time, and you'll get even more out of your experience if you take a few tips from the pros. This e-book shares our knowledge of San Francisco and Dreamforce, meaning you can stress less about seeing everything and enjoy every moment more. Flip to the section that's most relevant to you, such as advice for a few weeks out, the night before, or even during Dreamforce. And if you haven't registered yet, head to [dreamforce.com](http://dreamforce.com) now. See you in San Francisco!

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# Before You Get to San Francisco

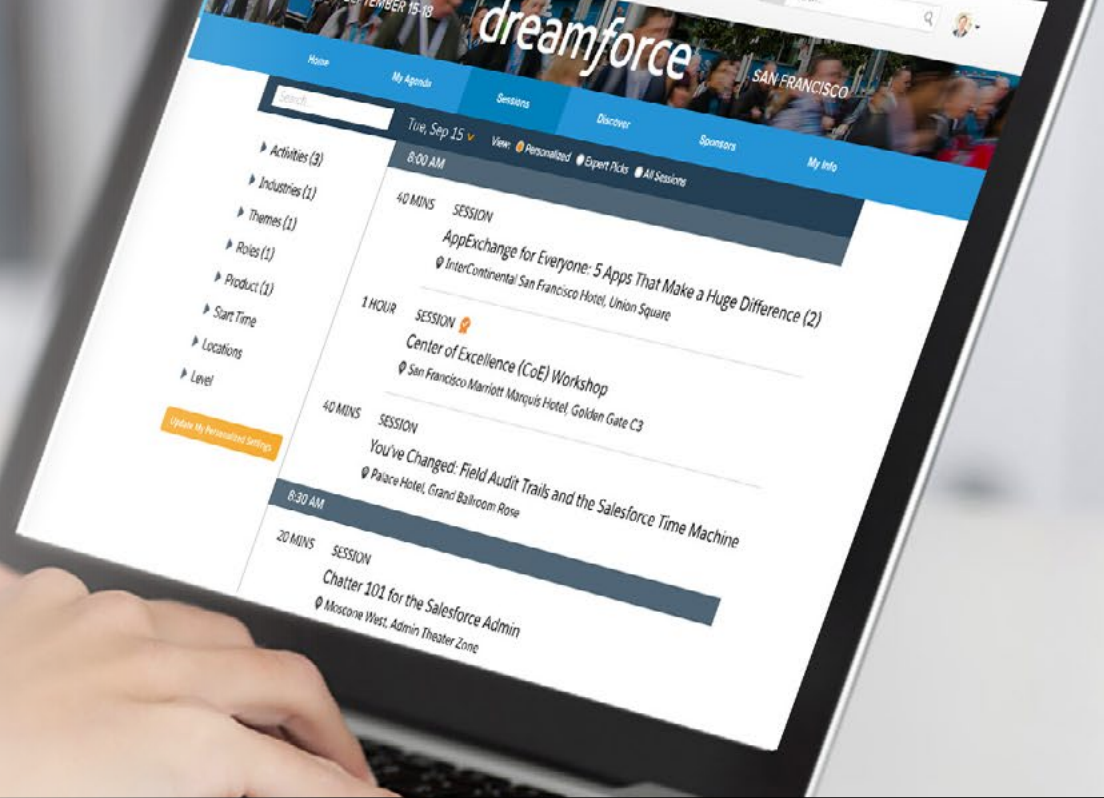
**You've looked at the agenda, convinced your boss, and registered for Dreamforce.**

Your head is probably swimming with all you hope to learn – and coffee roasters you could visit. Do some preparation now to ensure an even better time in a few weeks. Here's our guide to long-term Dreamforce planning, from weeks out to the night before. (We didn't forget the coffee. See the sidebar "10 Insider Dining Tips" for our coffeehouse pick.)



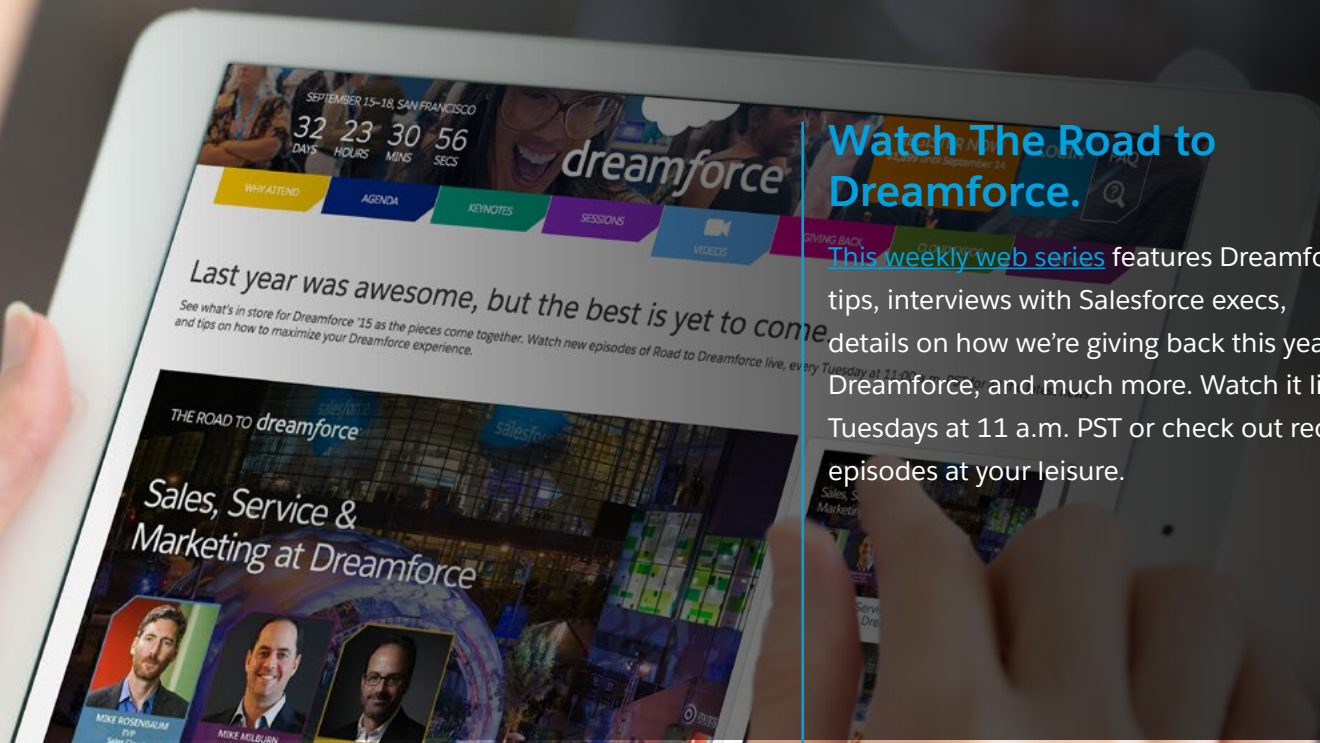
## Select your sessions.

Dreamforce offers [1,500+ breakout sessions](#), and there's something for everyone. You can filter sessions by industry, role, product, themes, and more, to pick and choose your own palette of sessions. Build a schedule in Agenda Builder for a guaranteed seat, or wait until you arrive. We save 25% of the seats in sessions for those who prefer to choose sessions on the fly.



## Watch The Road to Dreamforce.

[This weekly web series](#) features Dreamforce tips, interviews with Salesforce execs, details on how we're giving back this year at Dreamforce, and much more. Watch it live on Tuesdays at 11 a.m. PST or check out recorded episodes at your leisure.



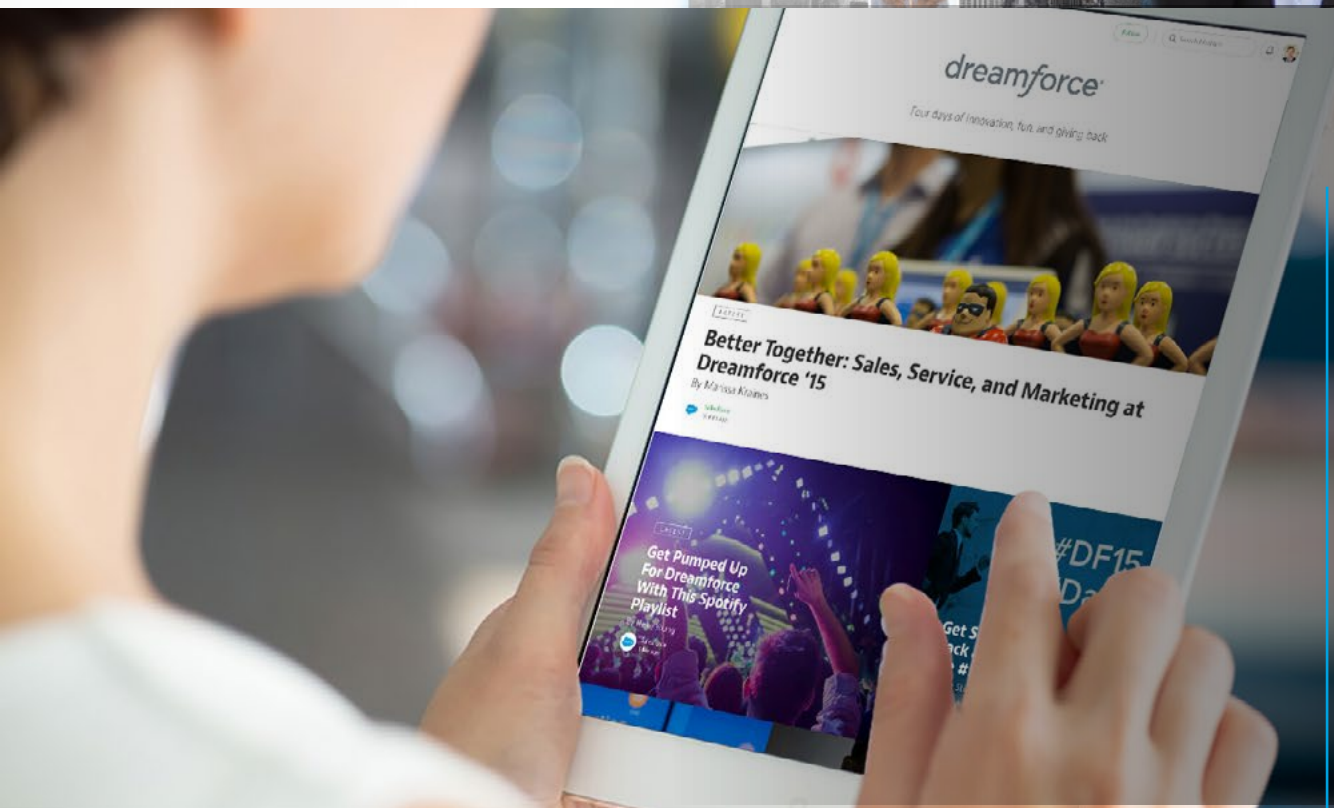
## Get social.

Start networking and finding new people now to connect with during Dreamforce. Follow @salesforce and @dreamforce, use #DF15, and tweet about what sessions you'll be attending. Check out our new e-book [How to Maximize Social Media Before, During, & After Dreamforce](#) for a deep dive on growing your social connections during Dreamforce. You can also [share our Dreamforce](#) badges that let people know you're attending, sponsoring, or speaking at Dreamforce.



## Follow Dreamforce on Medium.

We're writing useful [blog posts every week](#) to help you make the most out of Dreamforce. Follow our Dreamforce publication to stay up-to-date with the latest announcements, interviews, and additional Dreamforce tips.






A wide-angle photograph of the Golden Gate Bridge in San Francisco, taken from a high vantage point looking down the length of the bridge towards the city. The bridge's iconic orange-red color is prominent, and its suspension cables create a rhythmic pattern against the sky. The water below is a deep blue, and the city lights are visible in the distance under a soft, hazy sky.

## Get to know San Francisco.

You're going to spend a lot of time in this city. Study a map and familiarize yourself with where the Dreamforce campus and your hotel are (and how to get from one to the other). You may also want to do some Yelp searches for intriguing restaurants and coffee shops near where you're staying. See the sidebar "Insider Dining Tips" for more helpful hints.

A photograph of a woman with short brown hair and sunglasses, smiling broadly as she stands at the top of a large, white, curved water slide. She is wearing a black long-sleeved shirt and a blue lanyard. Her arms are outstretched, and she appears to be holding a blue circular object. The background shows other people and structures, suggesting a fair or festival setting.

## Check out the Dreamforce partners.

Take a look at the list of [innovative Dreamforce partners](#) and plan who you want to meet. The Cloud Expos are the best way to meet innovative partners to help you get the most out of Salesforce products. You'll see the world's largest cloud ecosystem firsthand, with hundreds of partners showcasing thousands of solutions, so plan now where you want to stop by.



## Bring a book. Give an education.

This year, the Salesforce Foundation is asking Dreamforce attendees to bring a children's book for the biggest book drive ever! We'll be [donating 1 million books to kids who need them](#). Please pick up a book or two to bring with you.



### 10 Insider Dining Tips

Looking for a local's guide for the best places to eat in San Francisco? Spanning sandwiches to dessert, here are our picks.

- ✓ **1. Best place for chicken and waffles:**  
Little Skillet, 360 Ritch St. For those perpetually on the chicken and waffles craze, this place will fill you up for \$10.50.
- ✓ **2. Burritos from pretty much anywhere:**  
You're in San Francisco now, which aside from being the capital of beauty, also happens to be a delicious hub for cheap tacos. The Mission District is packed with famous taquerias.
- ✓ **3. The usual suspect:**  
Pier 23, the Embarcadero. If you're looking to chow down on some SF-style chowder, this is the place. It's a nice low-key spot on the water, and if you make it in time, you might catch the jazz trio.
- ✓ **4. Just dessert:**  
Mitchell's Ice Cream, 688 San Jose Ave. If you're more into dessert than you are dinner, hop in a cab down to Mitchell's Ice Cream, take a number, and wait in line for the largest scoop of homemade ice cream.
- ✓ **5. Best sandwiches:**  
Ike's Place, 3489 16th St. A great place for vegans and Giants fans alike, Ike's Dutch crunch bread and the fillings are legendary.
- ✓ **6. Best place to dine with coworkers:**  
Boulevard, 1 Mission St. You can't go wrong with fine dining in San Francisco, but this place is a keeper. Let your boss treat you!
- ✓ **7. Best sushi:**  
Sushi Zone, 1815 Market St. Sushi lovers will delight in this hidden hole-in-the-wall. Get there early. And because this is SF, you can also find an entirely plant-based sushi joint at Shizen (370 14th St).
- ✓ **8. Best coffee:**  
Philz, 201 Berry St., plus other locations around SF. San Franciscans are fanatic about a lot of things: composting, burritos, the Giants, and coffee. Specifically, Philz Coffee. This is not your ordinary cuppa Joe from an ordinary barista. It's delicious jet fuel that will keep you on point all day. And when we say all day, we mean a full 15 hours. Be prepared to wait in line.
- ✓ **9. Best place for a pint:**  
The Chieftain Irish Pub & Restaurant, 198 5th St. If you want to eat and drink like an Irishman while watching baseball like a San Franciscan, the Chieftain won't disappoint.
- ✓ **10. Best place for cheese and cowboys:**  
Fondue Cowboy, 1052 Folsom St. You can't go wrong with fondue and old westerns – it's double classy.

## Pack smart.

Do you have everything you need to stay comfortable and connected? Remember to pack walking shoes, layers (it gets chilly at night), extra chargers, a backup smartphone battery, your tablet, business-casual attire, and a backpack or light messenger bag. We recommend bringing a tablet for note-taking if you have one, as laptops are heavy to carry around all day.



## Prepare your phone.

First of all, download the Dreamforce app if you haven't yet – just search for it in your app store of choice. Then install other important apps, like Lyft, Uber, and Flywheel for transportation; Instagram and Periscope for sharing photos and videos; LinkedIn for networking; and Evernote for taking notes during sessions.



## Set expectations.

Prioritize what you want to do and see most, and divide and conquer the schedule from there. With so many sessions and activities, it's impossible to see everything – but you can definitely see everything on your priority list.



## Arrange meetings.

It can be hectic to schedule meetings and happy hours during Dreamforce with everyone rushing off to different events and staying in different areas. So choose a few people you definitely want to meet with, and decide when and where you'll meet ahead of time.





## Download the Dreamforce Jetpack.

Coming in September is our first-ever Dreamforce Jetpack: a one-stop shop for helpful Dreamforce content. You can download the Jetpack before your flight and enjoy its contents (and get educated) offline on your way to San Francisco.

[Dreamforce on Medium](#) will share it when available, so stay tuned!



## Get familiar with the campus and set up partner meetings.

The Dreamforce campus will be bigger than ever in 2015. Make a note of the partner locations you're looking for and set up meetings to ensure you get a place on their calendars.



## The night before Dreamforce

Can you visualize the San Francisco fog yet? Use these tips for the night before Dreamforce.

### Pack lightly.

Make sure you have your chargers, a backup smartphone battery, and walking shoes. Leave room for swag! Those free t-shirts can take up more space than you'd think, plus you'll appreciate a lighter bag around 9 p.m.

### Charge devices – and yourself.

Make sure everything is charging before you fall asleep so you can hit the ground running. Avoid the temptation to stay out late the night before Day 1 of Dreamforce – you'll have plenty of time to enjoy San Francisco's bars and late-night snacks later in the week.

### Download your schedule.

Save your itinerary from the Dreamforce app as a PDF and print it, just in case your phone battery dies or you don't want to drain it by frequently referring to your schedule.

If you follow these steps, you'll be feeling well prepared for Dreamforce when that very first morning arrives. So get your itinerary ready, put on your walking shoes, and head to Moscone.

## Doing Dreamforce on a Budget

Dreamforce is an event for budgets of all sizes. Save money on dining and entertainment by attending one of the many Dreamforce parties that usually feature drinks and delicious appetizers (bonus: you'll meet a ton of people, too). We'll serve you complimentary breakfast and lunch during the week, so that's two meals you've got covered.

Also consider using public transportation during Dreamforce. It's inexpensive and BART (short for Bay Area Rapid Transit) can go underneath traffic-clogged streets. Stay at or near one of the Dreamforce hotels – free shuttle buses run between them and the main Dreamforce campus. You don't need to be staying at that hotel to get the shuttle, either. Just walk over and board. If you're not staying near a shuttle, pack light and dress in layers so that you don't need to go back and forth between your hotel and Dreamforce events throughout the day. As an added bonus, that's less time spent in transit and more time enjoying the event!

# During Dreamforce

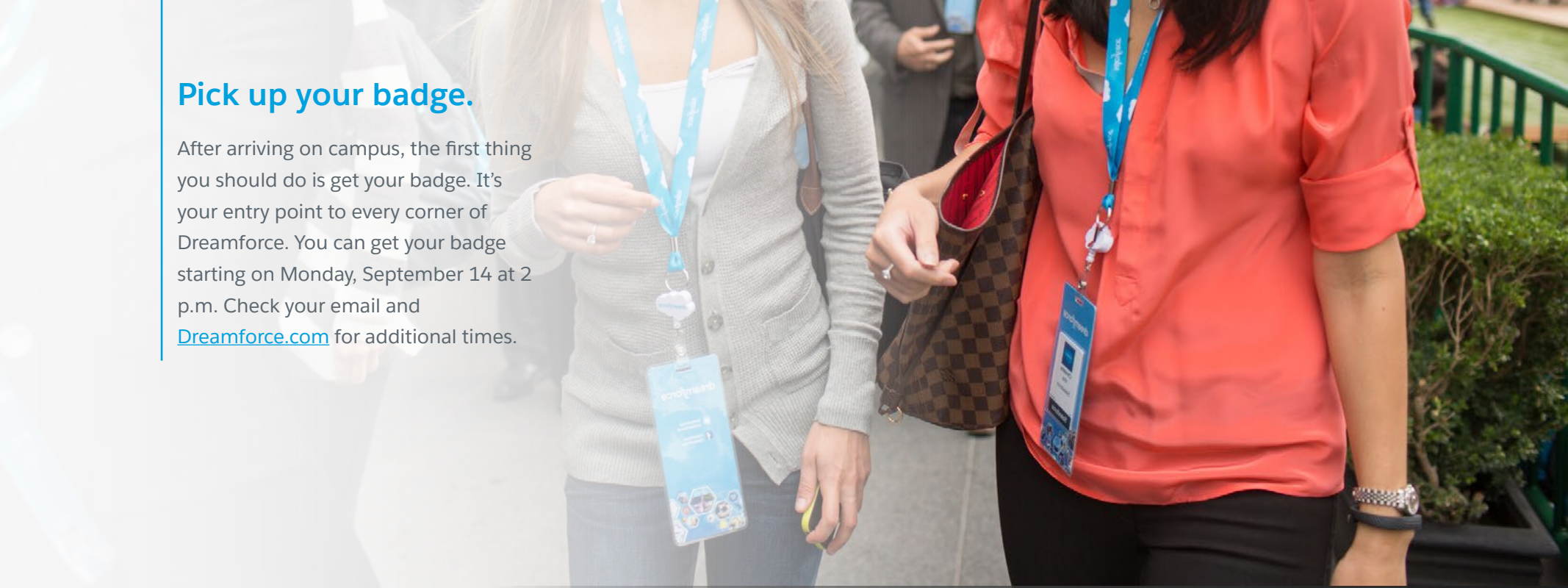
Many know Dreamforce as the Super Bowl of cloud computing.

It's truly epic, and you'll understand as soon as you set foot in the Dreamforce Plaza. Use the tips in this section to enjoy every minute and experience Dreamforce like a pro.



## Pick up your badge.

After arriving on campus, the first thing you should do is get your badge. It's your entry point to every corner of Dreamforce. You can get your badge starting on Monday, September 14 at 2 p.m. Check your email and [Dreamforce.com](http://Dreamforce.com) for additional times.



## Explore the Dreamforce campus.

Moscone Center is the heart of Dreamforce. Moscone North houses the Cloud Expo and Product Showcase, while Moscone West houses Keynotes, Cloud Expo, Customer Success Showcase, Dev Zone, Admin Zone, SMB Zone, Analytics Zone, Sales Zone, Breakouts, and more. Moscone South also holds Keynotes, plus Sponsor Super Sessions. There's tons to see just by meandering around Moscone, but grab your phone and Dreamforce app for a map of everything.



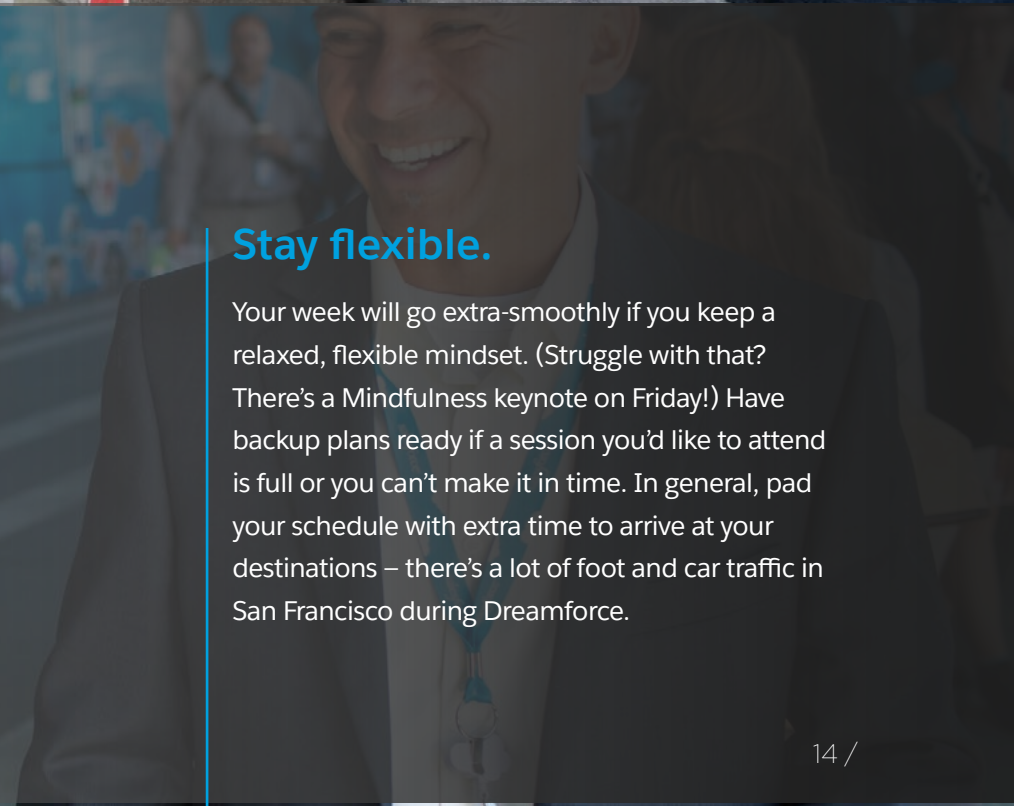
## Get all of the swag.

T-shirts, beer coozies, screen cleaners – you'll find plenty of free swag to enjoy yourself or share with coworkers. On an afternoon or morning when you don't have many sessions planned, stop by the various booths in the Cloud Expo and stock up on goodies.



## Stay flexible.

Your week will go extra-smoothly if you keep a relaxed, flexible mindset. (Struggle with that? There's a Mindfulness keynote on Friday!) Have backup plans ready if a session you'd like to attend is full or you can't make it in time. In general, pad your schedule with extra time to arrive at your destinations – there's a lot of foot and car traffic in San Francisco during Dreamforce.





A photograph of Marc Benioff, CEO of Salesforce, speaking at a conference. He is wearing a dark suit jacket over a light purple shirt and glasses. He is gesturing with his right hand while speaking. The background is dark and out of focus.

## Prioritize big keynotes.

Don't miss the big ones: Marc Benioff's Wednesday keynote, the product keynote for the Salesforce products you use and are interested in, and all other big-name keynotes that pique your interest. Try to arrive 30-45 minutes early for these to secure a great spot. If you're late, you can catch keynotes in the Dreamforce Plaza on big screens, or online at Salesforce Live.

## Top 10 Sightseeing Spots

If you have a few hours of extra time to explore outside the Dreamforce campus, visit one of these excellent sightseeing spots in beautiful San Francisco.


- ✓ **1. Walk through Chinatown:** If you're looking for some authentic San Francisco subculture and killer dim sum, head down to Chinatown for an afternoon walk. Don't forget to see the Sing Chong Building.
- ✓ **2. Nighttime trip to Alcatraz:** Take a boat to one of the nation's most historic prisons. Bring a jacket or two!
- ✓ **3. Giants game:** Now is your chance to see the world champions in action. Where else can you watch baseball with the ocean as the backdrop?
- ✓ **4. Golden Gate Park:** This is a spot that both locals and tourists enjoy. Stroll the city's open space, which includes the Japanese Tea Gardens and the Botanical Gardens. And don't be alarmed if you see a family of buffalo.
- ✓ **5. Twin Peaks (at night):** If you want to view the city sparkling from above, you must hit this spot after the sun goes down. Bring a camera – this is not your typical view of San Francisco.
- ✓ **6. California Academy of Sciences:** Sure, it's a great, educational place to take the kids, but they also host indoor/outdoor parties where adults can act like kids. There's even an albino alligator.
- ✓ **7. Ride the cable car:** One of the many things locals take for granted around here, this is the perfect place to relish in San Francisco tradition. Hop on the Hyde Street cable car at Union Square and ride it like a rollercoaster through San Francisco.
- ✓ **8. Musee Mecanique:** Head to Fisherman's Wharf to see an old-fashioned interactive museum with more than 300 rare 20th-century penny arcade games and artifacts, including coin-operated fortune tellers. You should also make a quick stop to Ghirardelli for some local chocolate.
- ✓ **9. Crissy Field:** If it's not foggy, walk Crissy Field up to the Golden Gate Bridge. It's a flat pathway that lines the Bay and has breathtaking views of the nation's most iconic bridge. If you're feeling in shape, carry on and walk the whole Golden Gate Bridge. Then you'll truly earn your SF bragging rights.
- ✓ **10. Be a kid again at the Steward Street Slides:** Sure, the hills of San Francisco are a tough climb, especially for out-of-towners. But they also make for fun slides. Designed by a 14-year-old but loved by San Francisco adults, the Steward Street Slides in Noe Valley are a great way to blow off some steam.





## Learn about the latest technologies in the Cloud Expo.

Dreamforce hosts the world's largest cloud ecosystem in a single location. If you're looking to see the most dynamic, game-changing technologies that will power the customer relationships of tomorrow, head to the Cloud Expo and see what our partners are cooking up.



## Take notes wisely.

You can watch videos of major keynotes after Dreamforce, so you can skip taking notes on those. For sessions you want to remember and share with your team immediately, use an iPad app like Evernote or Microsoft OneNote. Remember that session slides are typically available after Dreamforce, so there's no need to photograph them unless you want to tweet them.



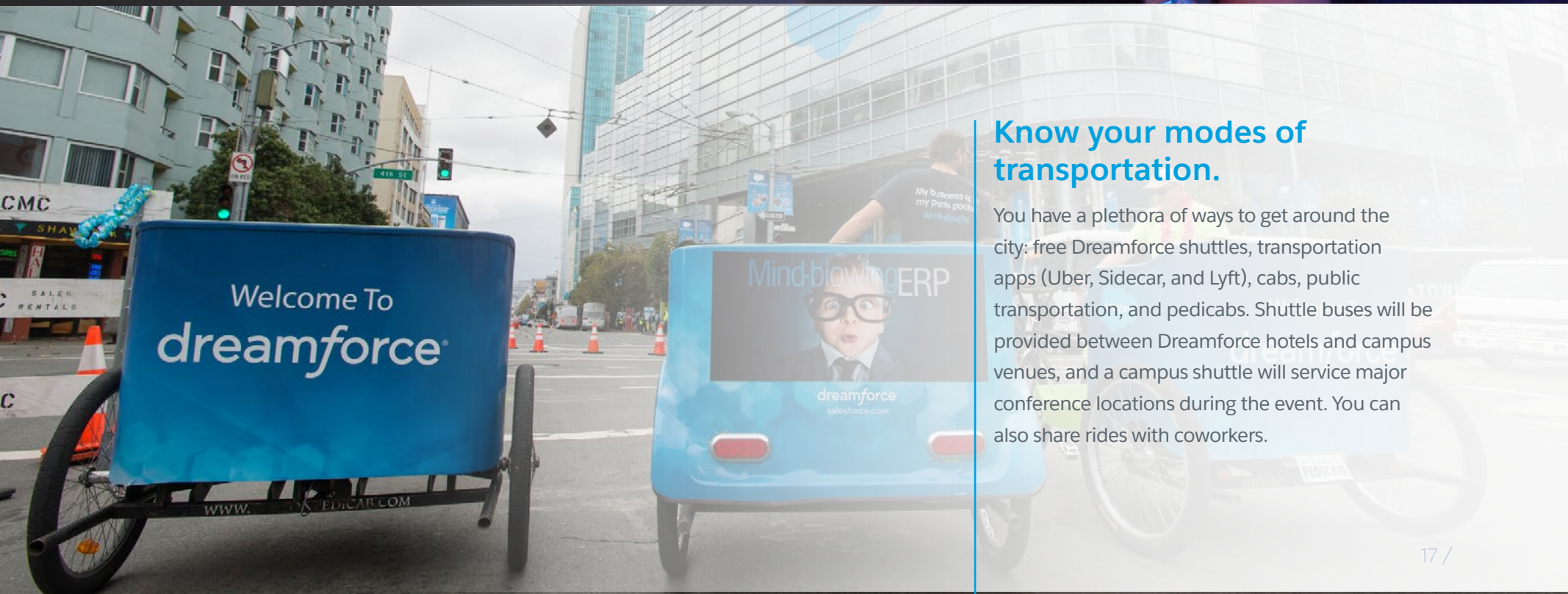
## Be socially active.

There's a lot going on at Dreamforce, and it's all perfect content to tweet, post on Instagram, and share on your other social networks of choice. We'll be live-broadcasting video on Periscope and live-tweeting major events the entire week, so follow @salesforce and @dreamforce and share your experiences using #DF15. This is a great way to find new people to follow (who just might follow you back).



## Know your modes of transportation.

You have a plethora of ways to get around the city: free Dreamforce shuttles, transportation apps (Uber, Sidecar, and Lyft), cabs, public transportation, and pedicabs. Shuttle buses will be provided between Dreamforce hotels and campus venues, and a campus shuttle will service major conference locations during the event. You can also share rides with coworkers.







## Stay hydrated and satiated.

If you see an opportunity to grab a cup or bottle of water, take it! Hydration is key to staying healthy and focused. Breakfast and lunch will be provided during the event, and food is available at official Dreamforce evening events like the Dreamfest. San Francisco will be brimming with hungry Dreamforce-goers, so make sure you have restaurant reservations before heading to that San Francisco foodie hotspot. You can also take advantage of delivery services like GrubHub and Eat24 if you need a night in to work or recharge.



## Navigate the party scene.

Many of our Dreamforce partners host fantastic evening parties around San Francisco, ranging from the casual happy hour to the all-out dance party bash. Find out party details and decide what you'll attend by reviewing the [Apttus Dreamforce Party Calendar](#) and the [Partyforce app](#).



## Don't miss Thursday's Dreamfest.

The big concert is always a highlight of Dreamforce. Even if you're a little tired, we recommend that every Dreamforce attendee checks it out. Pro tip: arrange to meet up with friends and coworkers outside the Dreamfest and walk in together, as it can be tricky to find people in the crowds.

### Get Around San Francisco Like a Local

So you made it to San Francisco – now you're ready to explore, get to the Dreamforce campus, or meet your friends for cocktail hour. Here's a list of every major transportation method in the city.

- ✓ **Ride a bike:** Rent a bike and brave the hills like San Francisco residents – or don't, and just use it to ride the flats at Crissy Field for great views of the Golden Gate Bridge. Either way, you'll get a great workout while covering a lot of ground.
- ✓ **Cable car:** Cable cars are limited in terms of where they'll take you, but they're probably the most fun you'll have in San Francisco traffic.
- ✓ **App-based ride-sharing:** If you want to blend in like a local and you're feeling high-tech, hail a car via your smartphone using an app like Uber, Lyft, or Sidecar.
- ✓ **Bay Area Rapid Transit (BART):** When traffic hits, the city's transit system can be the fastest way to the Mission or the East Bay – not to mention a good way to save some cash.

- ✓ **Walk:** If you really want to look like a local, then ditch all wheels and traverse the hills on your own two feet. Yes, you'll probably work up a nice sweat, but you'll also see some of the best views in San Francisco from all angles.
- ✓ **Take a taxi:** Nobody knows their way around SF better than a taxi driver. And they just might share some interesting facts about the city along the way.
- ✓ **Ride Muni:** Locals rely on these city buses to get across town. If you have time to kill and are looking to get around town on a budget, then Muni is fair game. Be sure to check [nextbus.com](http://nextbus.com) for arrival updates.
- ✓ **Ferry:** Perhaps you're making a vacation out of your trip to Dreamforce. Good for you! Might we suggest a quick ferry ride to Sausalito? Bring your camera for some picture-perfect scenes en route. You can also take the ferry between San Francisco and Oakland.

When you've attended your last keynote and walk out of Moscone for the last time, that's only the beginning. After you leave Dreamforce, you have a clean slate to begin using all you've learned to grow your company and career.

# Wrapping Up the Experience

How to bring your Dreamforce experience to a close.

Once Dreamforce is over and it's back to the real world, you still have opportunities to learn and be inspired. Catch up on anything you might've missed during the busy week through videos and blog posts, and share your own Dreamforce insights with others.



## Follow up on social.

Take a look at everyone who followed you on social media during Dreamforce, and follow back those who share your interests. Now's also the time to follow up on any sales leads you made at Dreamforce. Send LinkedIn requests to anyone whom you got to know well.



## Send thank-yous.

Send a nice thank-you (either in the mail or a thoughtful email) to people who made time to meet with you, speakers who particularly inspired you, and your boss for giving you the budget and time away from the office to attend Dreamforce!

## Recap your knowledge.

You learned a lot at Dreamforce – now pay it forward and inspire others. Write your own Dreamforce recap on LinkedIn or your blog. Share what you learned with your teams back in the office. You can send them a briefing of top takeaways or schedule a meeting to present what you learned and how you'll apply it.



## Watch the videos.

Unless you're superhuman, you probably missed a keynote or two, and maybe even a session you were really hoping to attend. Set aside a few hours to catch up on everything at [salesforce.com/live](https://salesforce.com/live) or our YouTube channel. Salesforce Live will continue to serve up useful Salesforce content long after Dreamforce is over.



## Conclusion

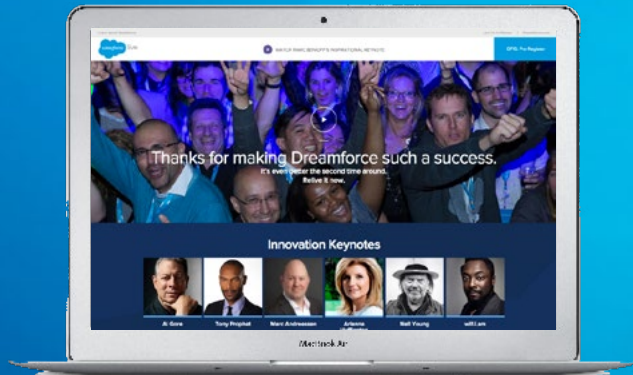
The prospect of thousands of sessions, 100,000+ attendees, and limitless learnings can seem a little daunting, but you'll conquer Dreamforce with some pre-planning and prioritization. No matter what your business goals or interests, you'll find expert content tailored to your industry, role, and company size. You'll probably also find some people similar to you – and the people you meet at Dreamforce are a primary reason to keep coming back.

We at Salesforce are looking forward to seeing you around Moscone or on the Dreamforce livestream! Whether you're joining us in San Francisco or from around the world, stay in touch using #DF15.



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## Resources you might also like:



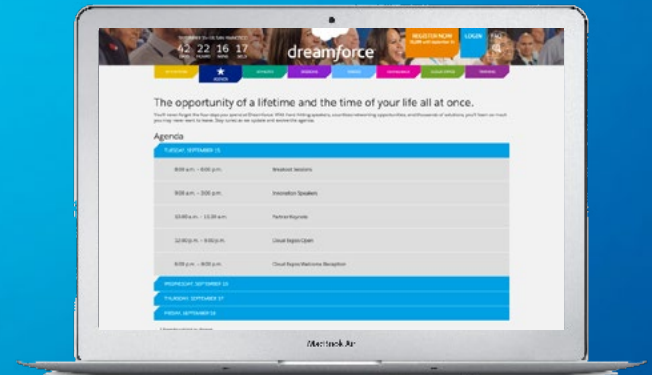
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