



Let's connect! I'd love to [Fist Bump with you](#) at Dreamforce!



Here are the places I KNOW I'll be, and other than that, [check my Foursquare](#).

Dreamforce is such an awesome opportunity to meet people in real life. Every year I'm lucky enough to meet people who I know digitally but have never had the chance to see "in the world". As attendance has exploded over the years, it gets harder and harder to be in the right place at the right time. My Dreamforce goal this year is to connect with as many people as possible - if only to fist bump and move on to the next amazing event!

Monday

Foundation Zone: Nonprofit / Higher Ed Circles of Success - Getting Started with Salesforce: *[Nonprofit, Higher Ed] Monday, 10/13 9:00AM - 10:00AM Marriott Marquis, Foundation Zone* Foundation Circles of Success sessions run throughout Dreamforce during the Foundation Zone hours and walk-ups will be accommodated wherever possible.

Foundation Zone: Nonprofit Kickoff *[Nonprofit] Monday, 10/13 1:15PM - 2:15PM Marriott Marquis, Golden Gate A,B* **Session Abstract:** Learn how the leading innovators are driving impact, and engaging supporters by connecting with constituents in powerful new ways. This session will set the stage for an AWESOME nonprofit-centric #DF14 experience!

Foundation Zone: Higher Ed Kickoff *[Nonprofit] Monday, 10/13 3:00PM - 4:00PM Marriott Marquis, Golden Gate A,B* **Session Abstract:** Learn how the leading innovators are transforming higher education across the student lifecycle by connecting with constituents in powerful new ways. Wear your Alma Mater colors to represent!



Tuesday

Foundation Zone: Share Your Story: *[Nonprofit, Higher Ed]* **Tuesday, 10/14 9:00AM - 11:00AM Marriott Marquis, Foundation Zone** Share YOUR organization's success with all of Dreamforce (and beyond)! This feature is open throughout Dreamforce during the Foundation Zone hours.

Understand the Power of Social with The American Red Cross: *B2B, B2C, Nonprofit, Higher Ed]* **Tuesday, 10/14 11AM-11:40AM Palace Hotel, Twin Peaks** The Red Cross built a Digital Operations Center and a command center dedicated to monitoring and staying in touch with the public using social channels. Join **Kristiana Almeida of the Red Cross** to hear their journey and accelerate yours!

The Concert For Kids: Presented by Salesforce.com Foundation (and after party!): **Tuesday, 10/14 8PM-1AM City Hall & Civic Center Plaza** A benefit in conjunction with the Dreamforce Gala [All Attendees] Bruno Mars, Cake, and all of us. In a word, PHENOMENAL. In another couple of words: BENEFITING KIDS.

Wednesday

Leveraging Next-Gen Marketing Automation Tools in Higher Ed: *[Higher Ed]* **Wednesday, 10/15 1:00PM-1:40PM Palace Hotel, Twin Peaks** **Smith College** will share how they are using Salesforce CRM with the ExactTarget Marketing Cloud to improve communications, increase marketing efficiency, and track results.

Engaging Your Supporters on Social: *[B2B, B2C, Nonprofit, Higher Ed]* **Wednesday, 4:00PM - 4:40PM Marriott Marquis, Club Room** **Stephanie Startz, Associate Director, Digital Strategy at The Michael J. Fox Foundation** for Parkinson's Research, will present on the benefits of using social media to reach the Parkinson's community. She'll provide an overview of the MJFF strategy and tools they use to power their mission, including a dive into the tactics that have proven successful on their social channels.