

The Insider's Guide to DREAMFORCE

8 TIPS FROM A
DREAMFORCE VETERAN

14 SESSIONS NO
MARKETER SHOULD SKIP

HOW SALES AND
MARKETING CAN BOND AT
DREAMFORCE

HOT DESTINATIONS YOU
CAN WALK TO



So What is Dreamforce, Exactly?

The short answer: The most anticipated cloud-computing event of the year.

What began ten years ago as a user conference for salesforce.com customers has transformed into an annual pilgrimage for about 50,000 people in the cloud-computing industry.

While the event still serves as a platform for new product announcements, it also hosts a number of networking opportunities, big name concerts, more than 750 wide-ranging educational sessions, a massive

trade show with over 300 exhibitors, and keynotes from the likes of Colin Powell, George Lucas, Bill Clinton, Neil Young, Michael Dell, will.i.am, and Malcolm Gladwell, to name a few.

That's the high-level view. You're probably wondering who attends the event. Let's break down the numbers from Dreamforce 2011.

29.5% of attendees held a "staff" level position, 28.2% were managers, 25.5% held a VP or Director title, and 16.8% came from the C-level;



JESSE NOYES

Big enterprises (1000 or more employees) and small- to mid-sized businesses (56 to 325 employees) made up the bulk of attendance at **39.7%** and **23.7%**, respectively.

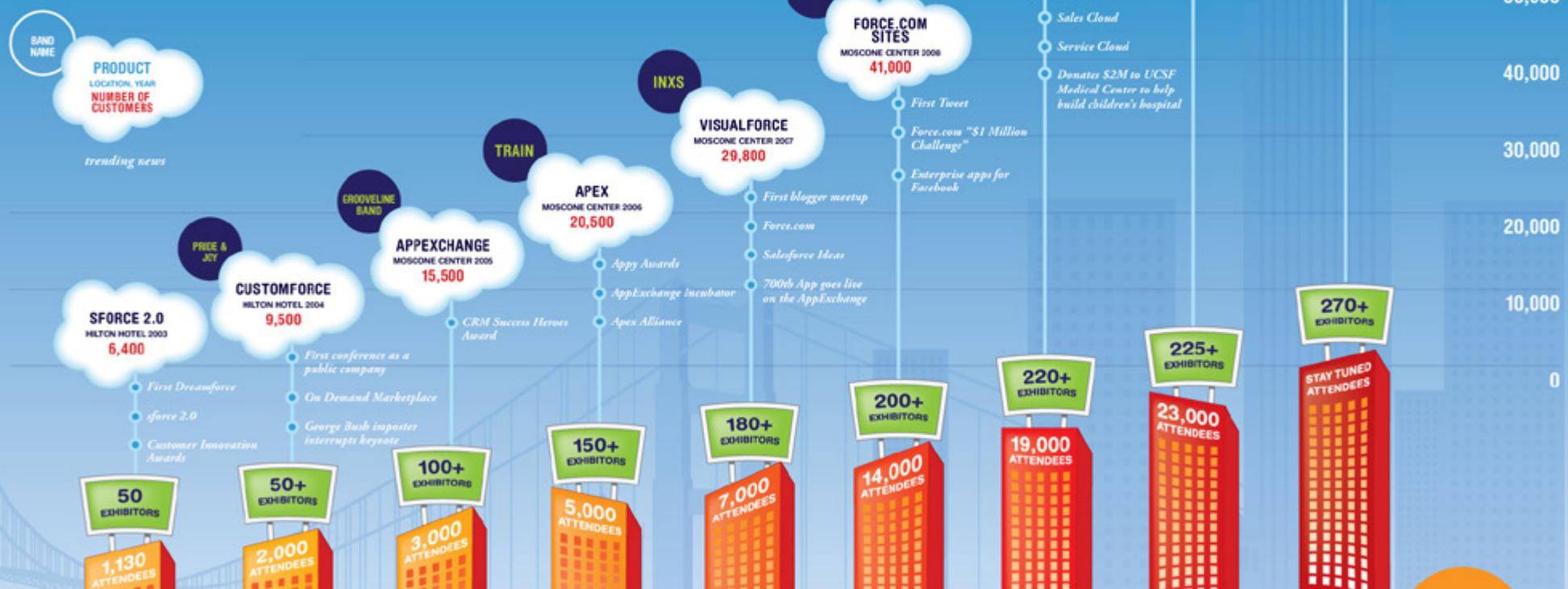
Over **10,000** companies are represented.

A history of DREAMFORCE

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Eloqua is a Titanium Sponsor of Dreamforce 2012 (booth #911)

Dreamforce is more than a user conference. It's a movement. It's where "the cloud" was born. It's the hub of collaboration, connection and inspiration for sales, marketing and support. It's also turning 9 this year. This infographic is a celebration of the movement that's Dreamforce.



SPEAKERS

Alan Bosworth	Ray Lane	Chris Anderson	Maynard Webb	George Lucas	Sheryl Sanberg	General Colin L. Powell	President Bill Clinton	Vivek Kundra
Haley Minor	Jonathan Schwartz	Adam Bosworth	Laurent Philonenko	John Chambers	Dave Gironard	Sueie Wunder	Sevii Wunder	Neelie Kroes
David Vaskevitch	Brad Boston	John Freeland	Michael Dell	Nicholas Carr	Michael Dell	Bob Beauchamp	Bob Beauchamp	Gary Vaynerchuk
Jim Balsillie	Jim Balsillie	Laurent Philonenko	Bob Sub	Bruce Chizen	Malcolm Gladwell	Dave Gironard	Enrique Salem	Eric Schmidt
Chris Thomas	Marie Wiecek	Chris Thomas	Ray Lane			Neil Young	Susan Desmond-Hellman	Kaushik Haraguchi

MORE SPEAKERS TO BE ANNOUNCED FOR 2011

8 Tips from a Dreamforce VETERAN



JILL ROWLEY

Whether you're a Dreamforce rookie, or just someone looking to get the most out of your trip, you'd be hard pressed to find a better source for advice than [Jill Rowley](#). She hasn't missed a Dreamforce yet. Luckily, she's offered to share eight time-honored tips.

1 KNOW THE AGENDA

There are so many great sessions going on at any one time, it can feel overwhelming. Sessions run simultaneously so you need to research what panels and speakers you most want to

hear. Events fill up fast. If you don't schedule beforehand, you'll end up missing a lot. Make sure you rifle through the agenda online and assemble a game plan.

2 FIND YOUR CLIENTS

Don't be caught by surprise when you see a client wandering the event floor. Reach out ahead of time to find out if they are going to be on site. Invite them to stop by your booth, your session or just to grab coffee. Having the foresight to check in before Dreamforce goes a long way in maintaining a solid – and fruitful – relationship.

3 LOOK FOR PROSPECTS AND POTENTIAL PARTNERS

Nearly every industry uses salesforce.com. That means Dreamforce can't be beat as a source for drumming up new business. But it also means you can't show up unprepared. Study up on which prospects and possible

partners will be there. Reach out to them ahead of time, if you can. Be on the lookout, have your business cards ready and craft your best pitch before you walk through the door.

4 LOSE THE BAG, TAKE THE SWAG

You'll want to pack light. Plenty of sponsors will be handing out freebies, from t-shirts and notepads to iPad skins and flipcams. If you wander the expo floor, you'll definitely go home heavier than you came. If you can avoid it, keep your laptop bag in the hotel room. It gets crowded down at the Moscone Center.

5 STUDY THE FLOOR PLAN

So now you know the prospects, clients, media outlets and analysts expected to attend.

*In Their Own Words: **JASON FALLS**, author of [Social Media Explorer](#)*
“Dreamforce is a revival meeting for people passionate about their business more than anything else. I can't think of any other user conference that has evolved into something that's predictably that awesome with passionate people learning, connecting and enjoying being a part of a community of like-minded folks. It's not just sales people, either. You get a nice dissection of disciplines and expertise there and the knowledge that is on display from speakers and panelists is impressive.”

Do you know exactly where they will be? At an event as huge as Dreamforce it pays to have a map. Look over the [floor plan](#). Check out where your scheduled sessions will be held. Don't be afraid to ask where your clients and prospects booths are. Familiarity with the space now will save you time later.

6 SCOUR SOCIAL MEDIA

Save yourself the trouble of depending simply on nametags or badges to find people. Some due diligence on Twitter, LinkedIn and Dreamforce's [Chatter app](#) will help you figure out who you need to meet. It will also give you some terrific insights. Research potential clients to see if you went to the same college, are interested in the same hobbies or worked with the same people in the past. Be ready to drop names. And searching the

sites might also give you a face to put with the name, which is a huge advantage in such a big crowd.

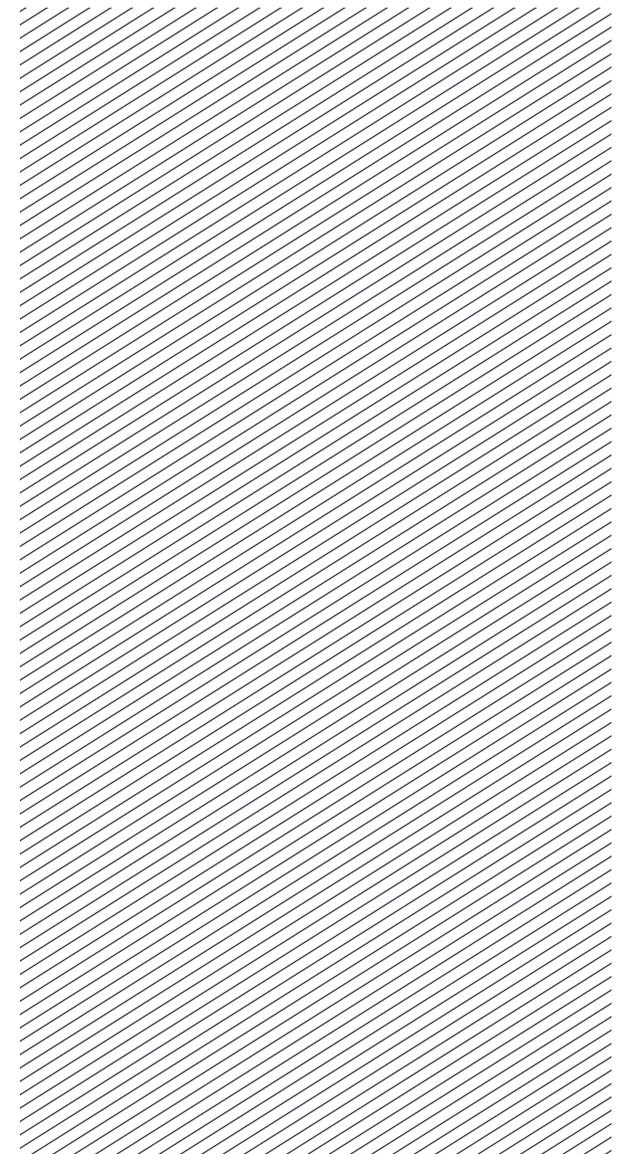
7 GET APP'Y

There are few better friends to have at Dreamforce than mobile apps. The Dreamforce app is an absolute must for keeping your agenda and schedule in one place. The [Yelp! app](#) is great when you need to find a bite to eat or quiet coffee spot. If you're like me, furiously taking notes, you'll want an organizer app like [Evernote](#). And a good [QR Reader](#) is helpful as many vendors will be using them everywhere.

8 GET THERE EARLY

It doesn't matter if you signed up for a session if there's nowhere to sit. Arrive early for those panels, talks and keynotes

you *really* want to hear. A half-hour barely even counts as early. If you hate standing in line, arrive 45-60 minutes early for a highly anticipated speaker.



Getting Started with Dreamforce Chatter

Excited? Eager to start tapping into the energy of Dreamforce? Then you'll want to join the conversation taking place on the Dreamforce Chatter app. It's the perfect way to meet folks in your industry and start building buzz.

Here's how to get started

Step 1: LOG IN TO THE DREAMFORCE APP

Start by visiting the [Dreamforce app](#). If you registered for Dreamforce, you can create a login and password to access the app. Click "login" from the homepage, on the top right hand navigation.

Step 2: COMPLETE YOUR PROFILE

Once you login into the app, you'll be prompted to update your profile. This is where you can share info about your work, industry and interests. It's also

How Sales and Marketing Can Bond at Dreamforce

Dreamforce is a favorite event for both sales and marketing. About 17% of attendees in 2011 were in sales, and nearly 15% were in marketing. Since it's all about collaborating in the cloud, this is a great opportunity for sales and marketing to bond.

But too often it's a missed opportunity. Don't pass up the chance to mix it up with your sales or marketing compatriots. Here are some simple ways to connect.

CATCH A COUPLE OF SESSIONS TOGETHER

Dreamforce sessions go well beyond your basic primers. They're about real-time trends and shifts in the landscape. By attending a couple sessions together, you can get a glimpse into what's impacting your counterparts' world... and vice versa.

where you upload a photo. Make it a good one because it will be on your badge!

Step 3: FOLLOW FOLKS

Dreamforce is a huge networking opportunity. You can look for co-workers, customers, prospects and peers, follow them on the app and connect before the event.

Step 4: GET IN GROUPS

There are groups galore. Find ones based on your interests and join so you can start conversing. (Don't forget to join the [Eloqua group!](#))

Step 5: PARTICIPATE

Be sure to check your newsfeed so you can engage other attendees by commenting. Make use of relevant hashtags to share your content and find new people. (Some of the most popular include #DF12 and #DreamforceTips.)

GRAB A COCKTAIL

This classic still can't be beat. Instead of having sales sit on one end of the bar and marketing at the other, saddle up next to each other. Nothing helps you speak the same language than swapping stories with your counterparts.

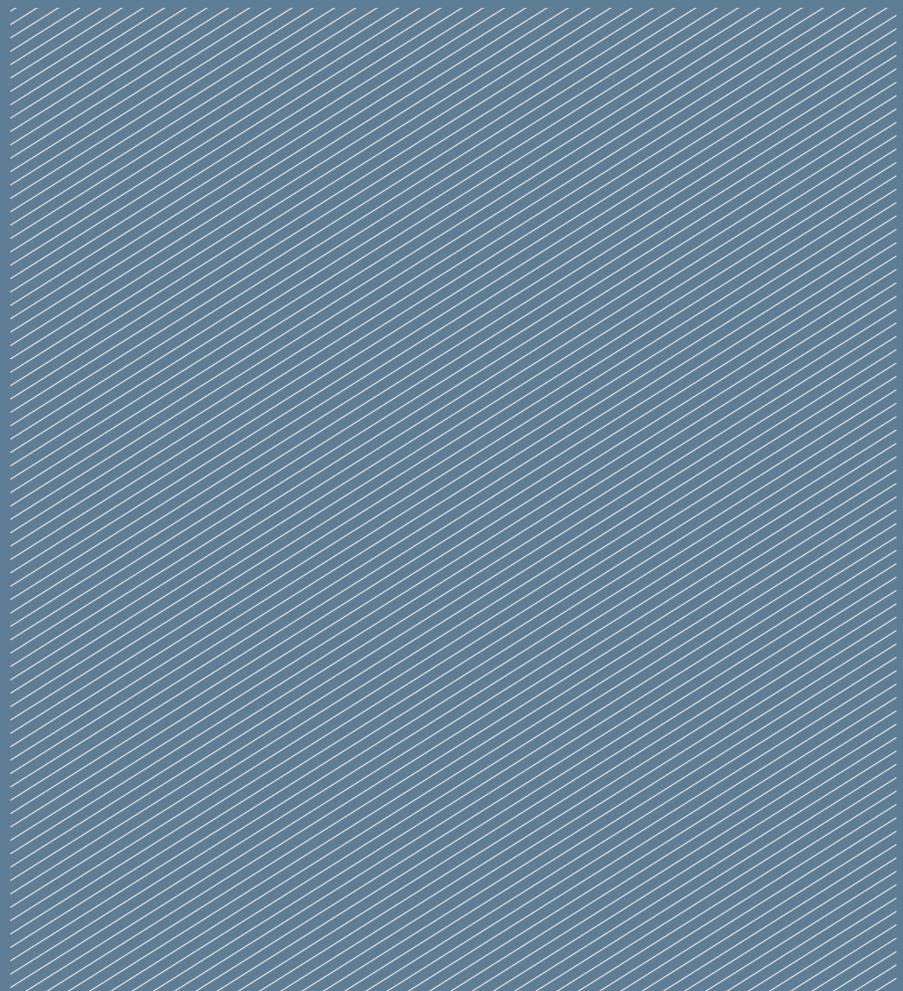
TOUR THE FLOOR

Even if you can't schedule a few sessions together with your sales friends, you can still gain insights into each other's minds. How? Take a tour of the expo floor. There are solutions for sales, solutions for marketing. Checking out vendors and apps together will help you both understand sales and marketing's individual needs.

MEET WITH CUSTOMERS

Sales wants to close deals and marketers want to generate leads. But neither team should miss out on the chance to talk to their key constituents – current customers. This way you can hear about their journey through your sales and marketing funnel firsthand. Plus, they can tell you what you're doing right, and what you could be doing better. That's the kind of intelligence that fuels future success.

14 Sessions No Marketer Should Skip



Dreamforce has something for everyone – IT, sales, HR. And for marketing, there’s a treasure trove of knowledge. Sessions can span from SEO to social media. In fact, there are so many sessions that setting an agenda gets complicated. We’re here to help. We selected 14 Dreamforce ’12 sessions no modern marketer will want to miss. It’s guaranteed to keep your days full of learning. And best yet, none of them overlap!

SECRETS OF TOP CONVERTING WEBSITES

Tuesday, 9/18 12:30-1:30PM

Websites are considered the front door for many organizations, but getting people to come in isn't easy. Jeffrey Eisenberg, a bestselling author on exactly this topic, will be offering strategies to boost your website's conversion rate.

SOCIAL MEDIA INFLUENCE: CAN IT BE MEASURED AND WHAT DO YOU DO WITH THE DATA?

Tuesday, 9/18 2:00-3:00PM

Everyone is talking about "influencers" these days. But what to do about it? Jeff Dachis, Tom Webster (of BrandSavant), Chris Penn and David Alston (of salesforce.com) will discuss how to make it matter.

BEYOND CONTESTS: HOW ZILLOW USES GAMEFICATION TO INCREASE SALES

Tuesday, 9/18 4:30-5:00PM

It's a hot topic, but how does it work? Zillow will discuss the specific ways they employ gamefication to close deals.

MEDIA INDUSTRY KICKOFF: MEDIA CURRENCY FROM GUTENBERG TO ZUCKERBERG

Tuesday, 9/18 5:00-6:00PM

Publishing isn't just for the media elite anymore. Marketers are likely to benefit from this session of big name media pros discussing how technology is changing the relationship between publishers and their audience.

TOUCH THE SOCIAL ENTERPRISE – MARC BENIOFF AND FRIENDS

Wednesday, 9/19 9:00-11:00AM

Salesforce.com's CEO, Marc Benioff, gives yearly insights into where the industry is headed from a social, mobile and cloud perspective. These keynotes shouldn't be missed.

A PERFECT PAIRING: HOW MODERN MARKETERS ARE HELPING SALES CRUSH IT'S QUOTA

Wednesday, 9/19 12:00-1:00PM

At the end of the day, B2B marketing is about helping sales make its number. Eloqua's CMO, Heidi Melin, and CRO, Alex Shootman, will join Splunk's CMO, Steve Sommer, on how marketing can become sales's biggest asset.

CAN SOCIAL ADVERTISING WORK FOR B2B?

Wednesday, 9/19 1:30-2:30PM

Social ads are a go-to strategy for marketers in the B2C world. This session talks to B2B marketers and how they can take advantage of this emerging medium.

CONTENT STRATEGY BASICS: HOW TO CREATE A KILLER CONTENT MARKETING STRATEGY

Wednesday, 9/19 3:00-4:00PM

Content marketing is a must for most businesses. Jeff Ragovin, Buddy Media's Chief Strategy Officer, will provide a how-to for establishing a strategy for generating conversation and engagement.

BEST PRACTICES IN SOCIAL CRM

Wednesday, 9/19 4:30-5:30PM

Ah, social CRM. Everyone talks about it, few know how to do it. Experts like Esteban Kolsky and Denis Pombriant will offer best practices for social CRM.

SOCIAL AND THE C-SUITE: GETTING BUY IN

Thursday, 9/20 9:00-10:00AM

You love social, but does your boss? Amber Naslund and Matt Ridings will show attendees how to get social buy-in from the very top.

WHEN SOCIAL MEDIA MARKETING AND SOCIAL SELLING CONVERGE

Thursday, 9/20 12:00-1:00PM

There's social media marketing and social selling. How do the two come together? Eloqua brings together Nick Besbeas, VP of Marketing, and Ralf VonSosen, Head of Marketing for Sales Solutions, for LinkedIn to show how they can work together to close deals.

THOUGHT LEADER PERSPECTIVE: THE FUTURE OF SOCIAL INSIDE THE ENTERPRISE

Thursday, 9/20 2:00-3:00PM

You'll hear a lot about the social enterprise. The Dachis Group's Dion Hinchcliffe will provide insight into how social is being layered across organizations.

KEYNOTE: LEADERSHIP – TAKING CHARGE

Thursday, 9/20 5:00-6:00PM

Now this is what I call thought leadership. March Benioff, Colin Powell and GE's CEO Jeffrey Immelt all on one stage.

HOW SALESFORCE.COM USES ONLINE MARKETING TO GROW OUR BUSINESS

Friday, 9/21 10:00-11:00AM

We all want to know how the mix of online marketing tactics can drive the bottom line. Salesforce.com will share their secrets to success.



Understanding the “Social Enterprise”

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ou don't need to stay long at Dreamforce to notice the term “social enterprise.” It's on banners, TV monitors, in speeches...It's the official mantra of the event.

But what exactly does it mean? Is a social enterprise a business that's integrated social media platforms into its marketing and support functions? Are we

talking about a larger industry shift or a marketing slogan?

The confusion, says Michael Kringsman, an industry observer and columnist for ZDNet, is that there's no strict social enterprise definition. “*There is no dictionary definition of the social enterprise,*” he notes.

Salesforce.com's broadest definition of the social enterprise is that “*your brand is the sum of all conversations.*” That's necessarily big, and for many, a lot to wrap your head around.

SALESFORCE.COM'S
BROADEST
DEFINITION
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"The 'social enterprise' to me refers to a business that connects employees to each other and to customers, through the power of social technologies," says Zach Hofer-Shall, an analyst at Forrester Research.

In other words, the social enterprise is centered on an old-fashioned business concept: collaboration is good. *"The social enterprise reinforces what businesses already know – that employees are more effective with access to internal and external communication channels – and applies it to social channels,"* Hofer-Shall adds.

So what are the tools a social enterprise will employ? To be a truly collaborative business, you need more than the household names of social media, says R. Ray Wang, the CEO and principal analyst of Constellation Research Group. *"Facebook and Twitter are fluffy social media tools that are consumer oriented and not enterprise class,"* he adds.

"The first platform (of the social enterprise) isn't one," Wang continues. *"It's an organizational readiness to embrace social concepts. The second one isn't either. It's about aligning social with a business direction and key business processes. Once we have that in place, you should start with listening. Social media and other monitoring platforms need to be paired back to existing analytical platforms. You start with this baseline to identify what your customers are saying about you and more importantly what your competitors' customers are saying about them."*

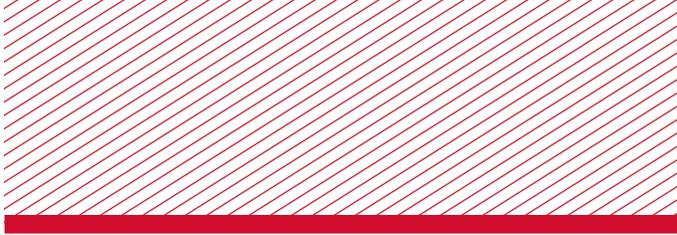
Social tools that could also play a role would include CRM systems, mobile enabling tools, and even gamification systems, Wang suggests.

But all the pricey software tools in the world won't make you a social enterprise if you don't first invest in the company's culture. At heart, it's about aligning the disparate needs of employees and customers, and establishing a state of continual conversation between every aspect of the business. "There's not a switch that you flip," Krigsman notes.

In many ways, the public rise of social media networks like Facebook, Twitter and LinkedIn might have helped change the way even powerful B2B companies think about collaboration, perhaps contributing to how businesses conceptualize the social enterprise, Krigsman adds. "The prevalence of consumer social media has prepared us to think about collaboration as something that is very important," he says.

Nevertheless, for the social enterprise to emerge as an industry-shaking business principle, it has to become more than a marketing slogan, observers say.

"Companies today with single channel presences, or even vast social presences across all social networks, still doesn't mean it's a social enterprise," Hofer-Shall argues. "The 'enterprise' extends far beyond marketing."



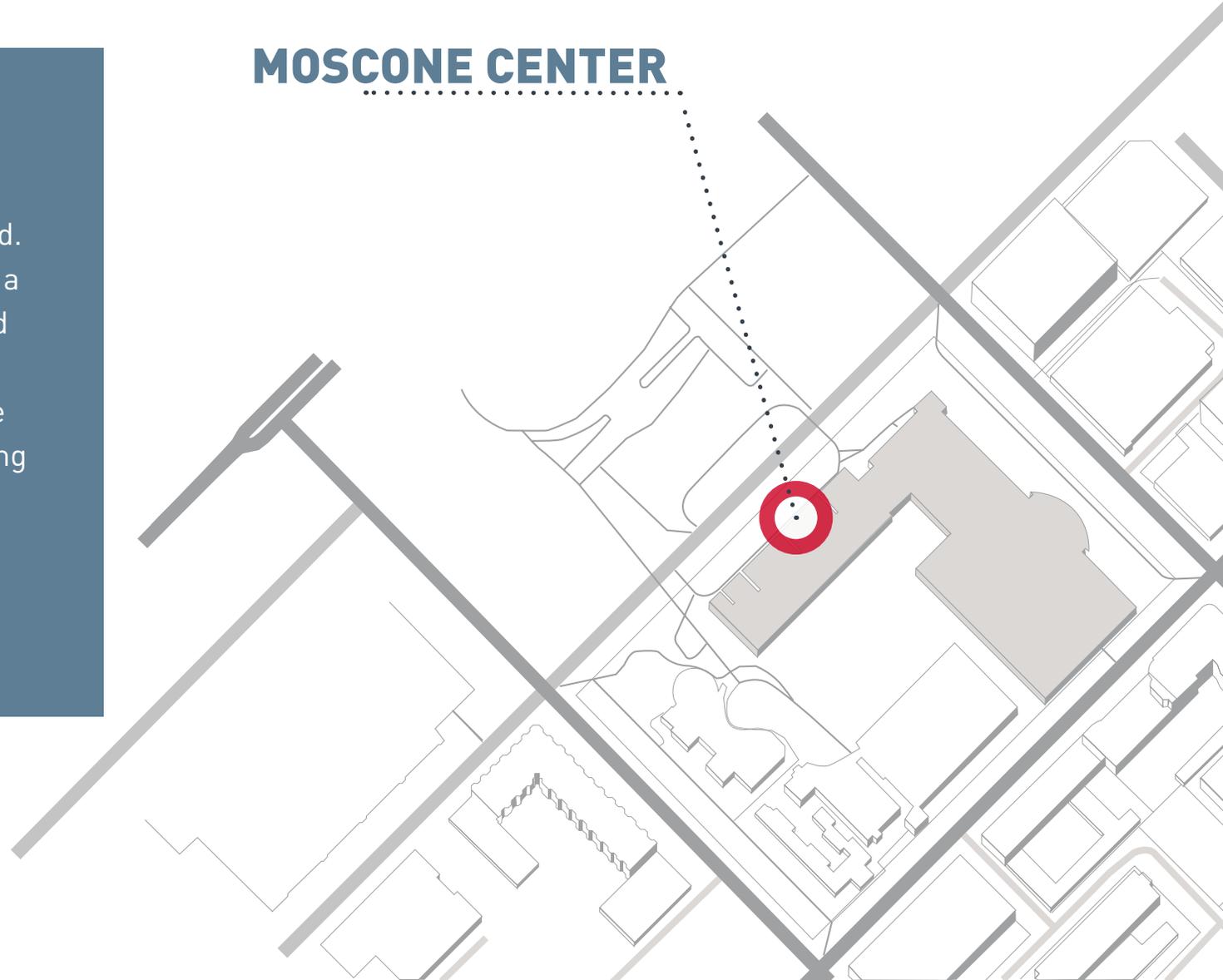
In Their Own Words: **NATALIE PETOUHOFF**, noted CRM expert "More than anything Dreamforce is really a tribute to doing things differently. You may not agree with everything that's said there. You may have your own perspective on where the market is and what you think the week's events mean for business. But there's one thing that I think everyone can agree on. It's a week of celebrating doing things different."



Takin' It To the Streets: **10 Hot Destinations** You Can **Walk To**

Dreamforce is fun. It's also packed. At some point, you'll want to take a client, a co-worker or just a friend to sample the local hot spots. With that in mind, we selected the following ten locales within walking distance from Dreamforce.

MOSCONE CENTER



Super Duper Burgers

When you just need two patties, cheese and a mess of toppings. Super Duper has been named among San Francisco's 50 best burgers, and it's a short hop from Moscone.

Boulevard

Maybe you need to impress a client. If fancy is your fancy, be sure to give Boulevard a whirl. They feature an impressive wine list, a renowned chef and a historic building. We recommend you make a reservation.

Johnny Foley's

Why settle for one piano player when you can have two? The dueling pianos act at Johnny Foley's is a crowd favorite. Order a drink and tip your waiters.

Ozumo

Oh, I know there are some sushi lovers among you. For fish fans there's Ozumo. Its great atmosphere and extensive sushi, sashimi and sake menu will make you happy as a clam.

Café Mo'z

Want breakfast on the cheap? Check out Café Mo'z. You can pick up waffles, stacked egg sandwiches, French toast and pancakes – all for around \$7.

Cartoon Art Museum

Need to decompress and have a little lighthearted fun? Stop in at the Cartoon Art Museum. It boasts of 6,000 pieces of editorial, anime, comic book and strip cartoons in its collection.

Thirsty Bear Brewing Co.

Nothing quenches your thirst like a good, local beer. If all the talk about clouds puts you in the mood for a microbrew, head over to Thirsty Bear Brewing Co. They have great pints, a casual atmosphere and phenomenal tapas.

Tempest Bar

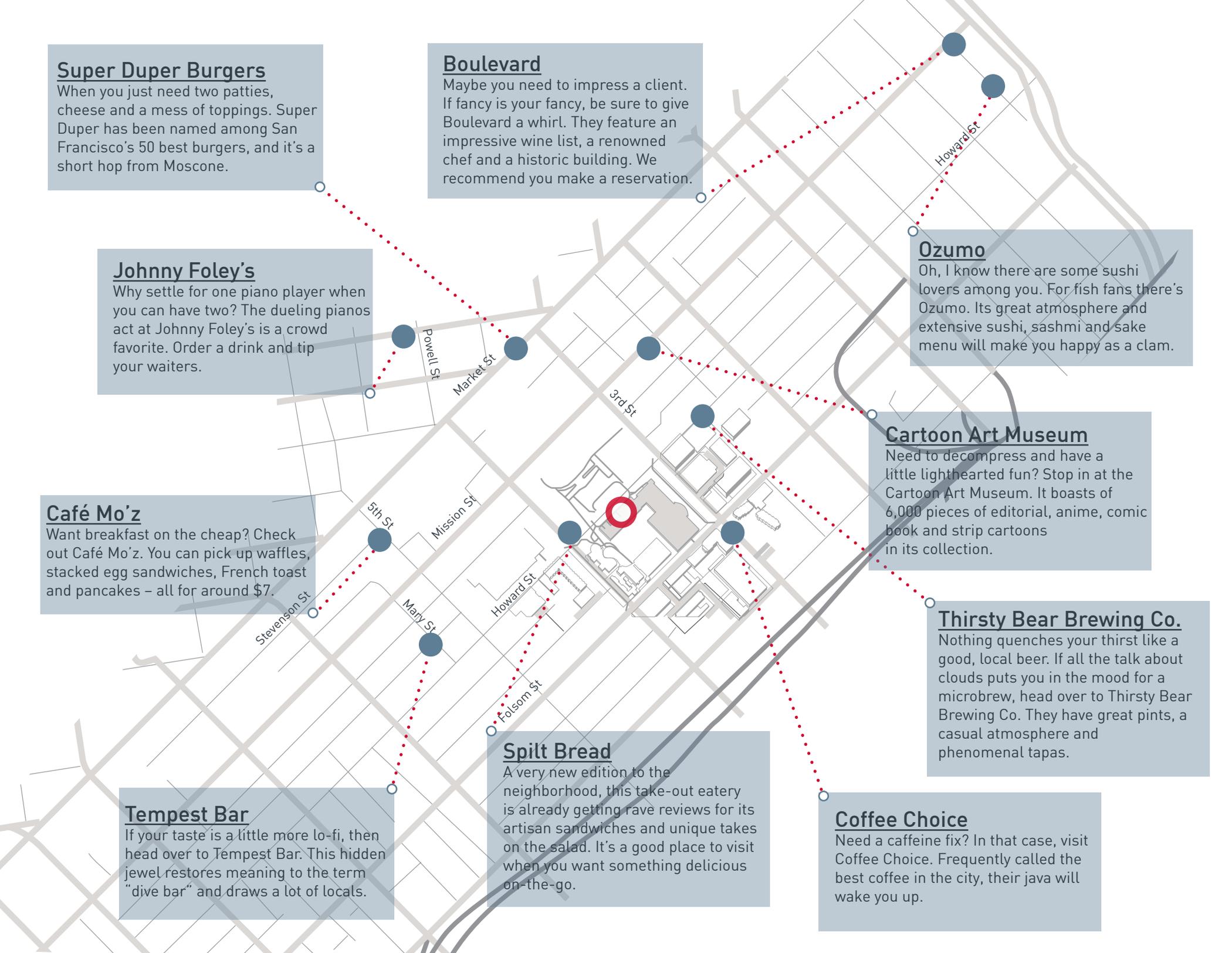
If your taste is a little more lo-fi, then head over to Tempest Bar. This hidden jewel restores meaning to the term "dive bar" and draws a lot of locals.

Spilt Bread

A very new edition to the neighborhood, this take-out eatery is already getting rave reviews for its artisan sandwiches and unique takes on the salad. It's a good place to visit when you want something delicious on-the-go.

Coffee Choice

Need a caffeine fix? In that case, visit Coffee Choice. Frequently called the best coffee in the city, their java will wake you up.



Dreamforce for the **AR** or **PR Pro**



SHEILA LAHAR

It's not just about customers and leads – Dreamforce draws a lot of press and industry analysts. Over 200 analysts and members of the media are expected to be on site.

Obviously, the event offers a tremendous opportunity for Analyst Relations and Public Relations pros. But you have to think on your feet. Eloqua's [Sheila Lahar](#) has firsthand experience generating media and analyst attention at Dreamforce and shares her tips.

CALL FIRST

Schedules fill up fast at Dreamforce. If you want to get an analyst, reporter or blogger's attention, be sure to reach out weeks in advance. Then start scheduling meetings with your main spokespeople.

FIND PLACES TO MEET

You definitely want to scout out the location and figure out where to meet with analysts or press in advance. If you're a sponsor at Dreamforce, you get

In Their Own Words: **JEFF GROSSE**, author of [CRMFYI](#) “One, it’s just inspiration from the community. You have an enormous breadth of different kinds of companies and the number of tracks has grown so much that there’s a lot to learn. And it’s absolutely about the networking. That’s one thing you just can’t get outside the event.”

a meeting room. These are on the expo floor, not too far from the action. It gets crowded so be extremely specific about where to meet. Keep in mind that there are lots of good coffee shops and restaurants within walking distance.

DEMO IN QUIET

If you want to demo for an influential analyst or reporter, I recommend using a quiet meeting room. While you may have demo stations set up in your booth, these quickly get crowded. Buzz at your stations is great, but it can also be distracting.

FOLLOW THE BOY SCOUT MANTRA

Be prepared. It gets hectic so cell phone numbers, photos (in case you've never met the person), extra pens, briefing materials, and any other form of back-up material is a must.

GET SOCIAL

This event is all about the social enterprise, so get involved socially. Use the Dreamforce Chatter app, as well as Twitter and LinkedIn, to connect and network with analysts, bloggers and members of the media. It's a great way to keep up with their movements.

Getting **the Most** Out of Dreamforce - **Once You're Back in** **the Office**



MATT HEINZ

You're returning from Dreamforce. You're leaving with inspired ideas, pages and pages of notes, and plenty of business cards. The flow of inspiration and ideas at a conference like this can be overwhelming while still away, but it gets worse back at the office.

Unfortunately, those notes often get relegated to a pile on our desks, or forgotten altogether once we dig into the backlog of emails. To get the most out of the conference you need a little preparation, a little discipline, and some organizational best practices.

TAKE BETTER NOTES

Twenty pages of notes can be intimidating. As you take notes during the conference, create a system that identifies the key ideas you want to review later. For example, put checkboxes next

to things you specifically want to add to your to-do list later. Put a different symbol next to ideas that require deeper planning. Organize your notes to make the next step faster and easier.

USE THE RIDE HOME

You'll probably want to tackle the backlog of work on the plane ride home. Instead, give yourself time to accomplish a few things. Spotlight some "headlines" you want to share with your team. Identify 3-6 takeaways, and write a short email with these bullets to your colleagues. Start going through the rest of your notes to capture specific, immediate to-do's. Sorting your notes makes them actionable and doing it now, before you get back into "work mode", ensures it gets done.

PERFORM OFFICE TRIAGE

You can only handle a fraction of those great ideas right away. Be disciplined about what you and your team can tackle now. Keep a specific list of "someday" projects and review them regularly. The last thing you want to do is change everything you and your team is doing. Give yourself time to adjust back to the office pace, perhaps put some of those ideas in perspective, then have a system to review ideas.

PUBLISH YOUR NOTES

This doesn't have to be fancy, but take the time to type up, lightly organize and publish your notes. Organize the "themes" you identified above. Don't overdo it. Don't worry about editing, complete sentences, or anything like that. The goal is to make your notes readable, but also something

your colleagues can review and draw inspiration from. Schedule a meeting to review together, and consider setting up a repository for notes from additional conferences, seminars, webinars, etc. Imagine having one place to read, remember and gain further insight from the past.

MAKE DEADLINES

If you've identified things to do right away, give yourself a deadline. There's nothing worse than attending Dreamforce and letting most of the ideas slip once you're back to the regular routine. You invested time and money to challenge the way you think, the way you do things, and what's needed to accelerate your success. Be sure to do something about it.