



“A rock star, a politician, and an entrepreneur walk into a bar...”

No, that’s not an introduction to an oft-heard bar room joke. That’s just a highly possible scenario in one of the most anticipated and participated tech events in the world - Dreamforce. On October 4-7 this year, the streets in downtown San Francisco are expected to swell from almost 200,000 participants not just from California and the US, but all over the world. And yes, some of them are rock stars, political figures, and business leaders.

## **What is Dreamforce?**

Dreamforce is an annual customer conference hosted by Salesforce, a leading customer relationship management (CRM) and Software-as-a-Service (SaaS) provider. It is also one of the largest gatherings of sales and marketing and tech people, IT professionals, developers, startups, entrepreneurs, executives, and pretty much anybody, actually, who’s interested in improving their company in terms of systems, processes, innovation, and of course, ROI. It’s a one-of-a-kind customer forum made up of more than 2,000 sessions and hundreds of hours of keynotes, trainings, and demos. Hillary Clinton, Colin Powell, Sir Richard Branson, Metallica, Red Hot Chili Peppers, The Foo Fighters, and Bruno Mars have all graced an edition of Dreamforce. Really, it’s part conference, part festival, part concert, and part social gathering.

## **Why Attend?**

The Dreamforce website promises that, “... you’ll learn, connect, and grow. You’ll mingle

with thought leaders, industry pioneers, and thousands of your peers, and you'll walk away with knowledge, connections, and memories that last a lifetime. Best of all, you'll have the time of your life..."

Great PR job by Dreamforce, but don't take their word for it.

Be there and see and experience it yourself.

See, the Callbox team is also going to be there. Being one of the most trusted and recognized leaders in B2B lead generation, we thought you might want to personally ask us how we've managed to exceed our clients' expectations year in and year out. Four of our executives, including our CEO, [Rom Agustin](#) would relish the opportunity to talk with you about the Callbox brand of lead generation, our vaunted [SMART Calling program](#), the very efficient [Callbox Pipeline Lead Nurture tool](#), or just about anything marketing. If you are or have been a client, we'd also love to meet you there and thank you for the partnership. Coffee's on us!

And oh, did I mention one of the best live acts in the world is going to be there, too? Yes, U2 (Bono and the rest of the gang) is headlining DF16.

Believe me, I'd happily part with a few hundred dollars in exchange for a week of learning about the industry, getting all the product updates, and meeting like-minded people. Of course, getting a Dreamforce certification plus the possibility of snapping a selfie with Bono could've been reasons enough.

The Callbox Team will be there October 4 to 7. Schedule your meetup by clicking on this link:

[HOT COFFEE AND WARM LEADS - I'M IN!](#)

We can't wait to meet you!



Bernadette Huele



Gary Sia



Rebecca Matias



Rom Agustin

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