

Making the most of Dreamforce 2026

By Hikko

Hikko is a Salesforce consulting partner since 2013, helping mid-market and enterprise teams across the US and LATAM turn Salesforce releases into real operational wins. We're a Certified B Corporation and a member of the Anthropic Claude Partner Network, and we'll be at Dreamforce 2026 too.

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Why this guide

Dreamforce is huge, over 400 sessions, thousands of attendees, and a schedule that changes in real time. It's easy to spend three days reacting instead of planning. This guide is built to help you walk in with a plan, filter signal from noise, and leave with something more useful than a tote bag full of swag.

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Before you land: get your logistics sorted

A little prep goes a long way once you're on the ground.

Download the official Dreamforce app ahead of time and build your personal agenda before day one

Walking in blind means you'll spend your first hour just figuring out the floor plan.

Book your must-see sessions early

Popular ones (anything with a live customer on stage) fill up fast, arrive 10-15 minutes early or you'll be watching from an overflow room.

Check the venue map in advance

Moscone Center spans multiple buildings (North, South, West), and back-to-back sessions in different buildings can eat 15-20 minutes just walking.

Note the Salesforce+ streaming schedule

Anything you can't get to live streams free through September 18, one extra day than the in-person event.



Prioritize before you land

You can't see everything, and trying to is how people burn out by day two. Pick 3-4 sessions per day max and build slack time around them.

Use this filter when two sessions compete for the same slot

Is there a live customer or a case study on stage?

Prioritize it over a pure product demo.

Does it cover governance, ROI, or something you'll have to explain to your own leadership?

That's usually worth more than a flashy feature reveal.

Can you watch it later on Salesforce+?

If yes, deprioritize it live and free up that slot for something you can't get remotely, like a hallway conversation or a booth demo.



What to actually watch for in 2026

Three themes will dominate the floor this year. Here's what to listen for in each, beyond the headline.

Agentforce 360

Salesforce is pushing hard to prove this scales beyond a demo. Listen for real production numbers, not just capability claims.

Ask: "How many agents are actually live for a customer your size?"

Data 360

Governance and data quality are the real story here, not the AI layer on top. If you're evaluating this, the questions that matter are about compliance and unstructured data, not the UI.

Claudeforce

The Salesforce-Anthropic partnership is new and everyone will be talking about it. Worth understanding what it actually changes for how your team works day to day, not just what was announced on stage.



Networking with intention

Booth swag and business card collecting rarely turn into anything. A better goal: 2-3 real conversations per day with people who can actually influence a decision.

Ask session speakers a specific question after their talk

It's a natural, low-pressure way in.

Skip the biggest booth lines

The smaller partner booths often have the people who'll actually answer your questions.

Look for meetups and community groups (Trailblazer Community events, user group mixers)

These tend to have a much better people-to-noise ratio than the main floor.

Write down one takeaway from each conversation immediately

You will not remember it by dinner.



A simple way to track it all

You don't need a fancy system, just something better than a pile of business cards. For each session or conversation, jot down:

WHAT

WHY IT MATTERS

One key takeaway

The thing you'd actually repeat to your team

One follow-up action

A concrete next step, not "look into this more"

One name/contact

Who to follow up with, and how

Do this in real time, on your phone or a small notebook. Review it once at the end of each day, not just once you're back home, by then half the context is gone.



Don't skip the basics

The unglamorous stuff is what actually determines whether you make it through three full days.

Portable charger

Your phone will die by 2pm every day.

Comfortable shoes

Moscone Center is bigger than it looks on the map.

Block 15 minutes between sessions

To actually write down what you heard, not just what you'll "remember".

Eat something before noon

Sessions run long and lines run longer.

Layer up

Conference rooms run cold no matter the San Francisco weather outside.



Compare notes with us

Hikko's been a Salesforce partner since 2013, and we'll be at Dreamforce 2026 too. If you want to sanity-check what you're hearing on the floor, or just want a second opinion from people who implement this stuff for a living, let's grab time.

[Schedule a conversation →](#)

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