

SF BEN CON 26

LONDON - NOVEMBER 12

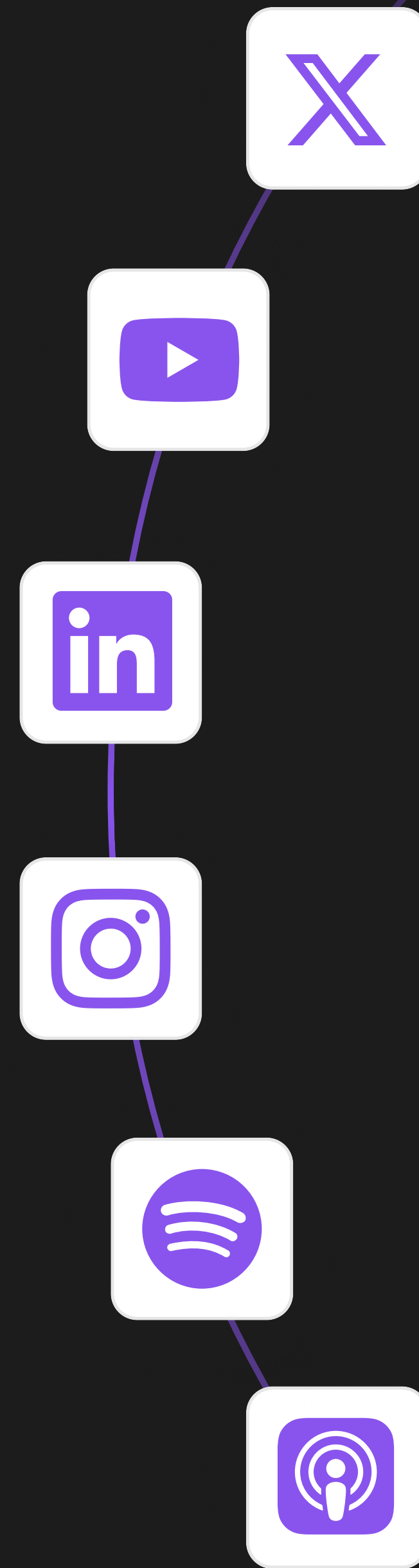
EMPLOYER GUIDE

ABOUT SF BEN

We are the largest independent media platform in the ecosystem, empowering every Salesforce professional – aspiring starters and seasoned specialists alike – to enjoy a more fulfilling and impactful career.

From interviews with industry experts to practical guides and hands-on tutorials, we produce trusted, accessible content to help our audience navigate the latest Salesforce news, releases, and certifications.

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WHAT IS SF BEN CON?

SF Ben Con is an independent, vendor-neutral industry technology conference focused on Salesforce strategy, architecture, AI, and real-world outcomes within the broader enterprise landscape.

Designed for experienced Salesforce professionals, technology leaders, and decision-makers, the event delivers curated, high-level content from credible practitioners.

Attendees gain forward-looking insights into how Salesforce fits into complex enterprise systems, how architecture decisions scale, and how leading organisations are solving real business challenges, leaving with practical ideas they can apply immediately.

WHY SF BEN CON?

SF Ben Con gives clarity in a fast-moving ecosystem. Instead of surface-level updates, attendees will gain deeper context around emerging trends, architectural trade-offs, and strategic decisions that impact long-term success.

What to expect:



Practical insights you can apply immediately, from AI and data strategy to scalable architecture and governance.



Real-world lessons from experienced practitioners solving complex enterprise challenges.



Meaningful peer connections with senior professionals navigating similar strategic decisions.

Investing in your team:

94% of employees would stay longer at a company that invests in their education, learning, and career development. ([LinkedIn Learning Reports, 2025](#))

SF Ben Con is for professionals who already know Salesforce and want to understand what comes next, how it fits into complex enterprise ecosystems, how architecture decisions scale, and how leading organizations are solving real problems.

This is time invested in sharper thinking, better decisions, and stronger outcomes for your organisation.

WHY EMPLOYERS INVEST IN SF BEN CON?

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Sending your team to SF Ben Con is a strategic investment.

Stronger Architectural Decisions



Your team gains insight into scalable design, governance, and AI strategy that directly impacts long-term platform performance.

Better Technology ROI



Attendees return with practical ideas to optimise Salesforce usage, reduce inefficiencies, and improve implementation outcomes.

Retention of Top Talent



Investing in senior-level development signals trust, progression, and long-term commitment.

Competitive Advantage



Exposure to forward-looking discussions helps your organisation stay ahead of ecosystem shifts in AI, data, and enterprise strategy.

WHY EMPLOYERS INVEST IN SF BEN CON?

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When:

November 12, 2026 | London

Where:

ProteinStudios, Shoreditch, London

What to expect:

☆ **Engaging speakers**

✎ **Hands on workshops**

🤝 **Networking opportunities**

Ticket Information:

Priority Early Bird

First 50 people get access to Priority Early Bird 30 March 10 AM GMT

£325

Early Bird

On sale from 6 April.

General Admission

On sale from 1 June.

Speak to our events team for group tickets



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