2019 Breakout Sessions

See an overview of all that Leap has to offer, including the full list of breakout sessions.

Details are subject to change.
Monday, May 6th, 2019
10:00 a.m. – 7:00 p.m. Registration and Check-in
1:00 p.m. – 1:50 p.m. Breakout Sessions
2:05 p.m. – 2:55 p.m. Breakout Sessions
2:55 p.m. – 3:15 p.m. Snack Break
3:15 p.m. – 4:05 p.m. Breakout Sessions
4:20 p.m. – 5:10 p.m. Breakout Sessions
7:00 p.m. – 10:00 p.m. Welcome Reception

Tuesday, May 7th, 2019
7:00 a.m. – 8:30 a.m. Breakfast
8:00 a.m. – 8:50 a.m. Breakout Sessions
9:05 a.m. – 9:55 a.m. Breakout Sessions
10:10 a.m. – 12:10 p.m. Opening General Session
12:10 p.m. – 1:25 p.m. Lunch
1:25 p.m. – 2:15 p.m. Breakout Sessions
2:30 p.m. – 3:20 p.m. Breakout Sessions
3:20 p.m. – 4:00 p.m. Snack Break
4:00 p.m. – 4:50 p.m. Breakout Sessions
4:50 p.m. – 5:50 p.m. Happy Hour
6:00 p.m. – 12:00 a.m. Open Night

Wednesday, May 8th, 2019
7:00 a.m. – 8:30 a.m. Breakfast
8:00 a.m. – 8:50 a.m. Breakout Sessions
9:05 a.m. – 9:55 a.m. Breakout Sessions
9:55 a.m. – 10:25 a.m. Networking Break
10:25 a.m. – 12:05 p.m. General Session
12:05 p.m. – 1:25 p.m. Lunch
1:25 p.m. – 2:15 p.m. Breakout Sessions
2:30 p.m. – 3:20 p.m. Breakout Sessions
3:35 p.m. – 4:55 p.m. Closing General Session
7:30 p.m. – 10:00 p.m. Conference Party

Thursday, May 9th, 2019
7:00 a.m. – 8:30 a.m. Breakfast
8:00 a.m. – 8:50 a.m. Breakout Sessions
9:05 a.m. – 9:55 a.m. Breakout Sessions
10:10 a.m. – 11:00 a.m. Breakout Sessions
11:15 a.m. – 12:05 p.m. Breakout Sessions
Business sessions
Establishing a Workfront Governance Model
Chris Berry, Solutions Architect, Workfront
David Clift, Risk and Compliance Program Manager, Workfront

Establishing Workfront as an operational system of record (OSR) requires thoughtful and deliberate attention to standards and cooperative administration. This session explores the importance of establishing a Workfront governance model from an administrative perspective and discusses best practices to maintaining structure in an expanding Workfront environment.

Done Right: Lead-with-Purpose Workshop
Jordan Staples, Director of Training, Workfront

Workfront has developed a new maturity model to increase your organization’s ability to get work done. Companies such as Nordstrom, GM Financial, and Whole Foods have used it to assess their maturity in relation to work, assets and analytics, and people, and then to advance their departments to the next level of work management maturity. During this session leaders from these companies will share their stories, offer advice, explain the value of Workfront’s new maturity model, and answer your questions.

Done Right: Plan-for-Action Workshop
Jordan Staples, Director of Training, Workfront

The purpose of this workshop is to allow learners to explore best practice and leadership principles to plan for action. Using a shared Vision Statement and a Commander’s Intent, the learner will now create Extraordinary Goals, Key Initiatives, Milestones and Best Next Actions. The focus will be on creating a simple Plan for action.

Configuration or Transformation? That Is the Question
Kayla Lamoreaux, Solution Consulting Lead, Workfront

Beginning a true digital transformation can seem daunting when statistics show that 70% of companies that start the process fail to finish it. In this session we’ll share a case study of enterprise transformation from an executive point of view. Learn the vision roadmap and success metrics needed to help you and your teams realize the benefits of technology and best-practice work management.

Lion Award Session: 2019 Workfront Innovator Winner
The Lion Award Winners, Workfront

Come and learn from the company being recognized for blazing new trails for its organization, its industry, and Workfront. You’ll learn how the company achieved great results, with discussions on unique use cases, third-party integrations, or the use of multiple Workfront products.
Lion Award Session: 2019 Workfront Visionary Award Winner
The Lion Award Winners, Workfront

Come and learn from the company being recognized for driving its digital transformation deep and wide within its organization. In this session you’ll learn how the company is using Workfront within single departments and divisions and as its enterprise operational system of record for driving modern work management.

Lion Award Session: 2019 Optimization Expert Winner
The Lion Award Winners, Workfront

Come learn from the company being recognized for implementing and optimizing Workfront to enable exceptional business results and ROI. You'll learn how this company implemented Workfront to the next level, with a focus on optimization, reporting, and strategic alignment within its organization.

Lion Award Session: 2019 Workfront Change Leader Winner
The Lion Award Winners, Workfront

Come learn from the company being recognized for significantly transforming its work culture with Workfront. You’ll learn about its intense focus on adopting Workfront, which has improved business processes and created an environment where employees love their jobs and customers are noticing a difference.

Lion Award Session: 2019 Workfront Rising Star Winner
The Lion Award Winners, Workfront

Come learn from the company being recognized for achieving amazing results within its first year of implementing Workfront. You’ll learn about the company’s rapid implementation; its high levels of adoption, usage, and expansion; its improvements in company work culture, processes, and employee morale; and more.

Driving Adoption through Change Management
Jamie Penny, Operations Team Lead, Boeing
Corey Dill, Senior Operations Manager, Boeing

Two years ago Boeing Creative Studio began implementing Workfront, which replaced another system used for 20 years. Workfront has been a big change, and it's affected the work our team members do every day. Implementing Workfront in your organization is a massive undertaking that requires careful planning. This session will review the critical steps of implementation, starting with a definition of process and going all the way through implementation and enhancement.
Building Engaging Product Training for Your Users
Jessica Leauanae, Senior Instructional Designer, Workfront
Chris Knittle, Training Delivery Specialist, Workfront

You've got to onboard or train how many users?? We've got you covered. Join us for some hands-on training plans where we will uncover different learning styles, approaches, and benefits for leveraging Workfront training in the right way.

Modern Work Myth Busters: Workfront Best Practices
Betsey West, Learning Program Manager, Workfront
Jeremy Flores, Manager, Learning Programs, Workfront

Come learn best practices for Workfront and work management. We'll even define what "best practice" even means.

Fly on the Wall - 5 Ways to Ruin Your Team
Tyler Bushman, Sr. Manager - East Deployment, Workfront

What if you could be a "fly on the wall" in some of the largest organizations on earth? What would you learn? What might you see? Through his personal experience working with over 200 Workfront customers, Tyler will share 5 common pitfalls that can ruin team growth and stall digital transformation. Additionally, learn key strategies for avoiding these pitfalls and how to see them coming from a mile away.

Jeremy Flores, Manager, Training Strategy, Workfront

Going from business to the cloud can be daunting. This session helps you discover how to approach work management when driving digital transformation for your organization. We expose the pattern for successfully transforming work, realizing business value, and repeating it all over again. The goal: to minimize disruption to your people and business while accelerating momentum to push the initiative to success.

Results-Oriented Collaboration
Betsey West, Learning Program Manager, Workfront

Collaboration and communication are key to business success. This session covers the Top 10 communication and collaboration tips you can leverage when using Workfront. Come join us to see how you can really get the full benefit of Workfront's collaborative features.
How to Conduct a Successful Resource Planning Meeting
Michael Swan, Group Product Manager, Workfront

Come hear a real-world perspective on how to execute a successful planning meeting. You’ll learn best practices for resource planning discussions, from what questions to ask to what actions to take, that will drive your company forward with confidence.

Workfront’s Avengers: Building Our Super Team
Alison Angiletta, Director, PMO, RWJ Barnabas
Nick Matarazzo, Project Manager, RWJ Barnabas

Bit by a spider? Genius, playboy, or millionaire? Injected with Super Soldier Serum? Come join the Avengers—the Workfront Avengers, that is! Grab your popcorn and learn how IT joined forces with Creative Services to battle evil with Workfront by our side. We’ll explain how we introduced, designed, and implemented a new business into our existing instance. Plus, we’ll demonstrate that you don’t have to wield your mighty hammer for multiple system administrators to peacefully coexist.

Adoption: Overcoming Obstacles and Embracing Opportunities
Betsey West, Learning Program Manager, Workfront

How do we get people to adopt Workfront? How do I overcome my specific challenges? Join Betsey West, Senior Instructor and Learning Program Manager, as she answers these questions and discusses proven methods to achieve success.

Working Smarter, Not Harder, While Leading through Change
Jessica Franciscus, Associate Director, Print Marketing Operations, Bristol Myers-Squibb

Do you want to learn how to enhance your skills as a change leader? Join this session to learn how one team adopted a new system and new processes and drove behavior change across many internal and external teams. Learn best practices for template development and data consolidation, and find new ways to work smarter, not harder.

Agile Effectiveness: Using Workfront in Agile Teams
Chris Low, Group Product Manager, Workfront
Mandy Anger, Product Manager, Workfront

Can Workfront handle the planning and execution of Agile-based software-engineering teams? You bet. This session will teach you how to use Workfront in Agile environments; it will be especially helpful for non-marketing teams who are used to Agile methodology.
Digital Content Best Practices
Jeff Herrington, Sr Product Manager, Workfront

Digital Content Best practices for creating, managing, sharing digital content.

Measuring What Matters: Evolving Culture through Project KPIs
Elizabeth Volini, Project Delivery Lead, JLL
Rose Hayes, VP of Program Management, JLL

When we aggregated all our operational data into Workfront, we realized we had a treasure trove of data that could help us define the future of our business. Our goal was then to use this treasure to provide our company leaders with a consistent and actionable view of our project data so they could better understand project performance. This discussion will highlight JLL’s journey through the data foundation, measurements, and mechanism we use to measure our projects and teams.

Movin’ on Up: Accelerate Your Organization’s Maturity
Jon Fotheringham, Director of Operations, Customer Experience, Workfront
Troy Coady, Workfront Experience Program Manager, Workfront

Workfront has developed a new maturity model to increase your organization’s ability to get work done. Companies such as Nordstrom, GM Financial, and Whole Foods have used it to assess their maturity in relation to work, assets and analytics, and people and then to advance their departments to the next level of work management maturity. During this session leaders from these companies will share their stories, offer advice, explain the value of Workfront’s new maturity model, and answer your questions.

The WF Journey: "You are Here" — Tying it All Together
Matt Broschinsky, Manager, Training Strategy, Workfront
Spencer Wardrop, Value Engineer, Workfront

With a tool as powerful as Workfront, customers don’t know where to start or where they are in their journey. Join Jake Wells or Daniel Hayden on a tour of WF and your work world. They will tie it all together for you to help you feel at ease and in control.
Improving Your Work Culture with Workfront  
John Schefer, Enterprise Account Executive, Workfront

Studies show that happy workers are more productive than dissatisfied workers. How do you keep your employees engaged and happy? We'll explore the work-culture benefits of implementing Workfront and how to use the system not only to work smart but to work happy. We'll share actual case studies that show how using Workfront has improved company culture.

Inside Out: Managing Change through Understanding Personalities in Your Organization  
Jake Wells, Senior Value Engineer, Workfront  
Daniel Hayden, Senior Value Engineer, Workfront

Every organization is unique, as it's made up of varied personalities who make your culture what it is. These personalities can enable your success or cause certain failure if you don’t understand and manage them. Join us as we explore the most common personalities found in all organizations, and learn how to identify them, appeal to them, and turn them into advocates for change.

Creating an Operational Measurement Strategy for Workfront  
Jake Wells, Senior Value Engineer, Workfront  
Daniel Hayden, Senior Value Engineer, Workfront

Your organization invests a great deal in work management processes and an operational system of record. These investments include critical resources like time and dollars. Even so, most organizations don’t effectively measure the returns of these investments to the organizations. Join us for an informative session where we’ll help you create a quantitative and qualitative measurement strategy that includes defining your KPIs, determining a baseline, and measuring over time.

Bringing Together Disparate Teams  
Mike Clark, Program Manager, Healthgrades

Do you have disparate teams, business units, or even organizations? Are you struggling to get these disconnected groups to come together and work cohesively? In this session we'll experience the journey Healthgrades took to use Workfront as its Trojan lion to break down barriers_both physical and emotional_and bring two separate marketing agencies together as one. After this session you'll be ready to ditch “your” way and “my” way for “our” way!
Managing Change through Acquisition
Patrick Haywood, Senior Manager, Marketing Operations, Plantronics
Amy Barzdukas, EVP, Chief Marketing Officer, Plantronics
Marshall Comden, Senior Specialist, Marketing Operations, Plantronics

What happens when one company acquires another and each uses Workfront in different ways? This is the exact question Plantronics/Polycom have been answering together. In this session we’ll present our integration story and discuss how we’re helping our people, processes, and technology merge to work as one company.

Stretch Yourself and Unify Your Team
Jaimeson Wennerstum, Manager, Workflow and Process, Health Partners
Matthew Preston, Project Manager, Health Partners

The Workfront workout starts here. Every team faces the same challenge—do we change our process to make Workfront work, or vice versa? The quick answer—you should be evolving (and exercising) both. From implementation challenges, process evolution, role clarity and a few Jazzercise sessions, here’s how we’re unifying our team. We’ll show examples of how we’ve evolved both our process and Workfront to unify our division and deliver on our brand.

Break on Through to the Other Side: How to Generate Sustainable Breakthroughs
Ryan Herson, Manager, Director, People Consulting, BASF
Nicholas DeBenedetto, Chief Executive Officer, LeapPoint

At BASF, our strategy is focused on putting customers first and winning together, as we enable innovation, and improve business performance. As the leader of the US HR Practice for Internal Consulting, Dr. Ryan Herson works to achieve breakthroughs with internal and external clients through the discipline of digital transformation. He focuses on driving business value at all phases of the lifecycle of work. In this session, we’ll share tips and tricks for how best to attain goals, improve work performance and create breakthroughs that may have previously seemed unattainable. You’ll leave with actionable insight that you can apply to your work life immediately to gain a competitive edge.
Technical sessions
Redefining How Workfront Administrators Interface with Layout Templates
Gevorg Kazaryan, Product Manager, Workfront
Darin Patterson, Director, Product Management, Workfront

At Workfront we’ve invested a lot lately in improving the overall user experience for all types of workers. Key improvements include how Workfront administrators manage the information users see and how the users interact with it. During this session Workfront product managers will present an entirely new interface for managing layout templates. The new interface for administrators will be more intuitive and allow for more customization.

How You Can Influence the Workfront Product Roadmap
Jennifer Moore, Director, Product Management, Workfront
Stephanie Hartsog, Director, Customer Advocacy, Workfront

This session will demonstrate how customers can influence the direction of the Workfront product by participating in user groups.

"I Want It All!" How to Appeal to Your Frontline Users and Get Stuff Done
Jennifer Moore, Director, Product Management, Workfront
Wade Shearer, VP, User Experience, Workfront

Your frontline users demand a modern, intuitive user experience, and you need to show results of getting stuff done. How do you do both? Join Workfront’s UX and Product experts to learn how to help your team members do their best work with more speed and clarity.

Flex Your Workfront Muscles: Implementation, Adoption, and Success Insights
Gisela Delgado, Director, Creative Operations, Equinox
Brent Bird, Director, Integrated Programs, Workfront

Back by popular demand! Take a deep dive into how Equinox uses Workfront, learning what has worked, missteps to avoid, and what’s on the horizon. Review best practices for implementation, adoption, dashboards, and proof approvals. Learn how to build your processes with Workfront’s current tools, what’s in development, and interesting workarounds. Also discover how to utilize the Workfront community to get answers to difficult questions.
Cross-Functional Project Management Case Study
Denise Hackner, Sr. Director, Consumer Experience, Optum
David Nelson, Vice President, Consumer Experience, Optum

Managing work within a complex organization can be a daunting task for any project manager. We'll explain how to reduce worker chaos by creating a project management platform that provides teams with clear requirements and project standards and provides leadership with the visibility needed to support its teams. This session will address how to use Workfront tools and resources to bring together cross-functional teams with differing project requirements.

Workfront and Fusion: The Core of Your Connected Tech Stack
Jeff Cullimore, Sr. Manager, Marketing Technology, Workfront

The average employee only spends 40% of the workday performing primary job duties. In this session you'll see how Workfront's Marketing Technology team uses Workfront and Workfront Fusion to streamline its team's workflows and create a seamless flow of key marketing data between tools like Marketo, Salesforce, Coupa, and Allocadia. These integrations have allowed Workfront marketers to focus on what they do best and have access to all the data they need.

Getting out of Office: Taking Release Management out of the MS Office Suite
Lillian Hamilton, Senior Supplemental Insurance, Aetna
Shantanik Langston, Senior Project Manager, Aetna

Aetna Senior Supplemental Insurance adopted Workfront two years ago. Its Implementation Management Office converted MS project plans into Workfront projects, adopted an Agile approach, and merged new product development and state launches with release management. This session shares how the company delivers new products and manages release deployment in tandem with and through Workfront. Attendees will leave this session knowing what needs to be in place to move your deployment process into Workfront.

It Ain't All Projects: Wrangling Unstructured Work with Request Queues
Corey Young, Senior Project Manager, Dayton Children's Hospital

This is an overview of one of Workfront's most powerful features: request management. We'll focus on practical techniques Workfront administrators can employ to simplify request management for requesters, service managers, and teams responsible for doing the work. Learn about tiered request queues and how to optimize forms, exploit queue topics and routing rules, and stay on top of the request stream with role-specific dashboards. We'll also touch on a few "off-label" uses for request queues.
Workfront, Party of One? Human Resources Workfront Evolution  
Terricka Brooks, Assistant Vice President HR Services, GM Financial

Executives and senior leaders need visibility into their teams' work and initiatives so their organizations can be agile in their solutions, advance business priorities, and meet their customers' needs. Workfront provides the visibility and alignment leaders seek. But how do you transform an organization that is siloed and not ready for this level of work accountability? Hear how an organization moved the needle with one persistent and strategic Workfront user.

Motivating Your Team to Adopt Best Practices  
Todd Ross, Manager - Customer Operations Training, ViaSat

Within the Viasat Customer Operations group we struggled with continued adoption and project updating. We tried a variety of tactics before we found the one-two combo that stuck. In this session you'll learn how to use visible reporting to grab the attention of your struggling Workfront adopter.

Workfront Not a Financial Tool? Guess Again!  
Sara Rothkopf, Director, Digital Portfolio Management Office, Marriott

In this session Marriott will share how its Digital Marketing department tackled complex project financial management within Workfront through creative use of the Workfront hierarchy as well as integrations. With innovative setup, Marriott captures and reports on multiple types of budgets for a single project, track fiscal year funding and how the funds gets allocated across projects, bulk process billing records and convert them into invoices, show billed vs. unbilled cost, and more.

Develop a Single Source of Truth with Workfront  
Courtney Kwiatkowski, Director, Digital Marketing, Gale

This session will highlight how a marketing organization, struggling to find consistency and reliable reporting with outdated project management software, created a single source of truth with Workfront. Learn how Gale, a Cengage company, leverages custom forms, project templates, request queues, and pre-built dashboards as a foundation for process visibility, consistency among teams, downstream reporting, support in adapting to other changes, and much more.
15 Advanced Tips to Level Up Your Workfront
Danielle Howard, Sales Engineer, Workfront
Scott McKell, Sales Engineer, Workfront

Back by popular demand! You’re no beginner. From more efficient workflows, more comprehensive project plans, and more useful demand management, you’ve seen firsthand the benefits that Workfront has brought to your organization. Your people are happy, but if you’re honest, you have a feeling that you’re missing something...that you could be doing more. Join this session to hear from Danielle Howard and Scott McKell—two seasoned Workfront wizards—as they share 15 advanced strategies that will help you hone your skills and level-up from novice to expert in no time flat.

Leading the Leaders into Workfront as OSR
Vicky Gonzalez, SVP Director of Production and Business Systems Operations, EP & Company

If you are just building out your instance, or you feel the need to boost your current engagement, nothing beats Executive Buy-in. Vicky will share the journey (it was not without stumbles) and her best examples of what “sells” Leadership on Workfront as an Operational System of Record. Think of it as “high-level adoption techniques”.

Yearly Capacity Planning: Challenge Accepted
Amy Zakrzewski, Manager, Marketing Operations, Thermo Fisher
Heather Slater, Marketing Systems Specialist, Thermo Fisher
Maria Criscella, Marketing Traffic Specialist, Thermo Fisher

Join us as we explore the challenges of forecasting the future. We'll work through how we utilize Workfront to craft a yearly capacity plan. Items to explore include: Estimates vs. Actuals, Creating a Menu, Portfolios, Roles and Resource Managers, the new Capacity Planner, the finalized plan will give you the power to predict the future and the back-up you need to create business plans to lobby for the headcount, resources and tools you need to meet the looming demand.

Leveraging Workfront Security For Your Company, From the Inside Out.
Jason Smith, Sales Engineer, Workfront
Stephen Gentry, Chief Security Officer / DPO / Privacy & GDPR Public Speaker, Workfront

Enterprises have high security standards that are non negotiable. Workfront’s infrastructure and protocols are built to keep your information safe and secure. Watch how industry best practices are built to provide Enterprise-grade security in Workfront. Understand what’s available to Workfront System Administrators to enhance and provide the best security for your users and teams across the organization.
Collections: A Whole New World of Advanced Reporting
Jason Webre, Remote Consultant, Workfront

Back by Popular Demand: Are you ready to take your reporting skills to the next level? Let us open your eyes to a whole new world of reporting capabilities by introducing you to "collections". During this session we'll show you what collections are and where they can be used. We'll provide you with real-life common scenarios that are employed with our customers today. And best of all, you'll leave knowing how to incorporate collections into your own reports.

Birds of a Feather: Workfront Geeks
Melinda Layten, Technical Product Manager, API and Integration, Workfront

Calling all Workfront geeks, especially those active in the community, to meet and share best practices. Whether you're a text-mode master, reporting guru, or API sorcerer, let's get together and form a brain meld.

The Heart of Workfront: Understanding the Workfront Object Model
Melinda Layten, Technical Product Manager, API and Integration, Workfront

Advanced Reporting, API, and Workfront Fusion all require a deep understanding of how Workfront objects work together. Review progress on the data dictionary and how to work with nested objects throughout and beyond Workfront.

“Express” Yourself: Getting More out of Calculated Custom Data
Tony Messam, Implementation Consultant, Workfront

Back by Popular Demand: Have you ever created a calculated custom data field and wondered what else was possible? In this session we'll explore some of the most useful calculated data expressions and review practical applications of those expressions. Learn basic and advanced uses to perform functions that didn't seem possible and to capture your organization's unique information.
An Agile Ascent: Scaling the Waterfall and Other Feats
John Lemme, Director, Marketing Operations, Fidelity Investments
Andrew Frost, Consultant, Moventus

Agile doesn’t have to be hard. Join us as we explain how Fidelity and Moventus tackled Agile marketing operations and emerged with a sustainable, teachable model. You’ll learn how Agile execution can be used to tackle both Waterfall projects and backlog-friendly work. Best of all, you’ll walk away with an actionable blueprint to begin leveraging Workfront’s Agile tools as soon as you get back to the office.

Practical Administration in Workfront
Rich Blickley, Project Manager, JLL

In this session system administrators will learn practical tips to take advantage of Workfront and manage their user base. We’ll talk about how to minimize the use of custom fields, find creative uses for issue objects, and reuse fields across different object types. We’ll also discuss administrative and exception reporting and a simple use of collections.

Embracing Agile 6 Ways at a Time
Danielle Howard, Sales Engineer, Workfront
Rachel Duplain, Senior Integrated Marketing Manager, Workfront

Your marketing team has some experience with Scrum and working in sprints. Maybe you’ve even found a great mixed-methodology approach that works for you. But now you’re ready to take things to the next level and embrace Agile methodology more fully. Join us to learn more about how your team can progress with Agile, how to apply Agile to functional versus project teams, and how Kanban can be used as an alternative to Scrum.

Take Your Proactive Resource Management to a Whole New Level
Michael Swan, Director, Product Management, Workfront
Chris Talmont, Consultant, Workfront

Feel like you’re pretty good at resource management? Do you regularly evaluate capacity to prepare for the future? Learn how you can use Workfront to support your process and what we have coming down the road to make your planning process even greater.
Reducing Manual Work With Workfront for Salesforce, Jira, and Google Integrations
Hayk Falykyan, Product Manager, Workfront

Chain together the components of your workflow to deliver your projects and tasks end-to-end, and leverage the existing processes, people, technology, and information to promote better efficiency across all organizations.

Improve Performance with Workfront and Microsoft Tools Integrations
Hayk Falykyan, Product Manager, Workfront
Lillit, Product Manager, Workfront

Get the most out of Microsoft’s suite of tools with the powerful integrations that Workfront provides. Learn how to seamlessly weave your emails, team collaborations, and documents into Workfront with the help of our native integrations with Outlook, Teams and OneDrive.

People Can Be Demanding - Learn Ways To Manage And Prioritize Requests
Vazgen Babayan, Product Manager, Workfront

Join us for a helpful “How-To” as you learn how to enhance your current intake process through prioritization within the request queue prior to conversion. Then find out how to collect data in the request queue to help support the business case for projects.

Pushing Boundaries: Process Innovation for Creative Teams
Adina Pierce, Workfront Admin and Service Lead, Cisco Systems (The Hatch)
Laurel Pearson, Workfront Admin & Project Manager Cisco powered by Lionbridge, Cisco Systems (The Hatch)
Rafael Renovato, Operations & Vendor Manager, Cisco Systems (The Hatch)

The Hatch, the in-house creative agency for the world-class business Cisco, knows the importance of innovation. While design innovation comes easy to the team, The Hatch’s use of Workfront to enable process innovation sets it apart. Join this session to learn how its process experts leverage Workfront to empower its team to create innovative solutions that enhance the client experience and foster operational excellence.
How Do I Do That Again? Succeeding through Customization and Communication
Chris Watson, Senior Director, Marketing, KVH Industries

Launching Workfront takes time, especially when training your team. But does everyone have time for webinars or remember the details later if they do? What about when adding members or expanding Workfront to new groups? This session looks at how KVH created user advocates and expanded Workfront access with internal champions, collaborative template and form creation, in-house guides for priority and common activities, and transparency via custom calendars.

Tips and Tricks for Small Teams Using Workfront
Lenore Brown, Marketing Content Specialist, Plex Systems

Do you have a team of 50 or fewer users of Workfront? Do you wear many hats? Are you feeling overwhelmed with Workfront’s various features? Then this is the session for you! See how the Plex Systems marketing department uses Workfront to manage work requests, working with external vendors, brand reviews, and more. Learn how many of their users collaborate across license types and choose the best license type for them.

All Together Now: Using Workfront Fusion to Harmonize Systems of Record
Melinda Layton, Technical Product Manager, API and Integration, Workfront
Darin Patterson, Director, Product Management, Workfront

This is a best-practice discussion on how to tie together your company’s financial, human capital, sales, IT, and developer systems of record. This session will focus on the how and why each system should be working together with Workfront so everyone can do their best work every day.

Practice What You Preach: Admins Are Users, Too!
Aina Lorbergs, Consultant, T-Mobile

This session will focus on workflow techniques that will help streamline and prioritize incoming and outgoing requests. When set up properly, these techniques will provide leadership with good visibility and help build business cases for where funds should be allocated on an enterprise level.
An Alternate Universe: Workfront Tips and Tricks That Work
Anthony Imgrund, Project Manager, FCB
Kathy Haven, VP, Director, Project Management, FCB

After 6 years in Workfront, FCB has learned some great tricks to help us meet our users' requirements. Some workarounds solve problems like access permissions in request queues, easier ways to do resourcing for unassigned tasks, interesting reporting requirements, and more. We will share these solutions with you (with detailed instructions) so that you can implement them at your company.

Can You Kanban? Yes, You Can!
Chris Low, Group Product Manager, Workfront
Mandy Anger, Product Manager, Workfront

In this session you'll learn how using Kanban may be the best way to get your organization to adopt Agile. You'll see how a real Workfront customer has successfully used the Kanban methodology to adopt an Agile workflow. You'll learn how to get started with Kanban, its advantages, and how Workfront lets you configure Kanban for success.

Campaign Management for the Win
Chris Low, Group Product Manager, Workfront
Chandler Smoot, Product Manager, Workfront

Learn how to effectively manage campaigns in Workfront. This includes complex efforts with multiple deliverables, multiple teams involved, including third party contractors and providers. See the tools you can use to keep the effort on track, keep all engaged, and track overall effectiveness and deliverability.

How to Win with Workfront: Keys to Ensuring Success
Josh Blackwood, Principal Technology Solutions Consultant, ADP

ADP is a success story for Workfront in terms of use case, growth, and utilization. We achieved this success through several fundamentals including: dedicated system administrators, governance/stakeholder management, and continued use exploration and expansion across the business. This session will walk through ADP’s journey and experience with the hope that audience members will be able to reapply some lessons learned to their own situations and endeavors.
Delivering Consistent Results with The Helping Hands Dashboard Program
Sylvia Trujillo, Engagement Coordinator, Dignity Health
Nancy Xiong, Engagement Manager, Dignity Health
Matt Fogler, Engagement Director, Dignity Health

The Helping Hands Program is a central way to manage and track all projects using the minimum required deliverables. The program provides users with a private dashboard letting them know if the minimum deliverables are linked by the planned completion date, if the project status view is updated, and if risks, action items, issues and decisions are posted appropriately to set a positive example for the customers you support.

It's about Time! Using the Powerful Time-Management Tools in Workfront
Chandler Smoot, Product Manager, Workfront
Chris Low, Group Product Manager, Workfront

Learn how to effectively use the powerful time-management tools in Workfront, including the new Calendar feature in Workfront Home. In this session we'll learn how to balance a typical day clogged with meetings so you can make time for the work that matters. We'll also cover how to plan your work so that the most important things get done without burning up the work day.

Personal Productivity: Achieving Your Highest and Best
Chris Low, Group Product Manager, Workfront
Mandy Anger, Product Manager, Workfront

Workfront isn't just a tool for project planning and management. It's also a tool designed to help the individual contributor—the person who does the work that matters—be as effective as possible. This session will cover the personal-productivity tools found in Workfront and show you how to use them to help your people do their best work in a way that matters most.

Strategic Planning and Resource Management: Past, present and future
Michael Swan, Director, Product Management, Workfront

This session will provide a Year in Review & future Roadmap for Strategic Planning and Resource Management functionality. This is also a great opportunity to provide feedback real-time to the Workfront Product team.
Success Story: How We Keep Our Executives Happy
Chris Low, Group Product Manager, Workfront
Mandy Anger, Product Manager, Workfront

In this session you’ll learn how we use the Workfront mobile app to help our company executives stay up-to-date on the work the organization is accomplishing, and what our current status is. You’ll also see how we eliminated the gridlock that can occur when trying to get approvals completed.

Success Story: How Our People Maximized Their Work Using Mobile
Chris Low, Group Product Manager, Workfront
TBD, TBD, TBD

Maximize your team’s productivity! Learn how our organization is using the Workfront mobile app to get things done—and done right. See how its frontline designers, engineers, and workers are using the app to stay updated, communicate status, and keep their work on track, no matter where they are.

Work Anywhere with the Workfront Mobile App
Chris Low, Group Product Manager, Product Manager, Workfront
Stefan Radisalvjevic, Product Manager, Workfront
Kurt Francis, Director, Product Management, Workfront

See the newest mobile solutions for Workfront over the last year. Learn why using mobile tools are critical to your organization’s productivity, and take a peek into the future of mobile solutions at Workfront.

Tools and Techniques for Adoption: Engaging Users Where They Are
Carol-Lyn Jardine, VP, Marketing Ops & Productivity, Career Builder
Connie Sutherland, Marketing Software Administrator, Career Builder

Come learn about three strategies CareerBuilder developed to improve adoption: taking Workfront to its users, removing barriers, and giving users purpose. We developed strategies and messages to help users become champions while eliminating challenges for non-Workfront users, including O365 integrations, targeted training, and development of strategic objectives to clearly identify business alignment. We will share successes and lessons learned that you can take back to your organization.
Take Control of Your Resource Management with More Proactive Actions
Michael Swan, Group Product Manager, Workfront
Chris Talmont, Customer Solutions Architect, Workfront

Do you want to learn the key steps you can take today to become better at resource management? Then join our discussion about how to take control of your planning process through proactive behaviors.

Financials in Workfront: You Have a Budget. Now What?
Anna Asatryan, Product Manager, Workfront
Vazgen Babayan, Product Manager, Workfront

Having a budget is one thing; identifying how to use it is another. Learn the different areas across the system the tie financials into your planning process and how to use those to make better decisions.

10 Practical Launch Tips from Bloomberg's Creative Studio
Erin Kennedy, Project Management Team Leader, Bloomberg LP
Danya Porter, Global Manager, Project Management and Production, Bloomberg LP
Brian Mauger, Marketing Technology Portfolio Manager, Bloomberg LP

Are you considering Workfront as a solution for your creative team? Are you ready to start implementation and don't know where to begin? Come learn how the in-house creative team at Bloomberg successfully implemented Workfront, and get the blueprint for your own launch. We'll show you the key elements of a launch, from the discovery phase to training materials to user adoption. You'll leave this session with valuable tips, best practices, as well as some custom templates to get your team ready for configuration.

Best-Laid Plans: Event Management in Workfront
Nancy Conroy, Director, Business Process and Operations, Harvard University

Harvard's Alumni Affairs and Development office needed Workfront to manage the event logistics for hundreds of annual events. Join us to see the templates, custom forms, and dashboards that were created to give managers visibility into staffing, expenses, and milestones across programmatic initiatives.
Go from Implemented to Optimized
Mary Ann Erickson, Workflow Systems Engineer, USA, Allianz Partners

Implementation of Workfront is about so much more than just the system application. It’s the creation of an ecosystem of people and processes that come together within Workfront to enable organizational performance and true competitive advantage. Let’s delve deep into this creator role and clearly identify the phases of implementation that are necessary not only to get started with the application but to develop a whole new culture of process and workflow management within your organization.

Data Driven Decision-Making Using Custom Program and Project Management
Vijay Gupta, Sr. Program Manager, Google

Interested in learning what you can do with Workfront data? Do you often feel that you have hit a wall when it comes to advanced analytics, reporting and metrics needs? Do you want to make data-driven decisions based on Workfront past and present data? If this sounds like you, join us for this session highlighting how Google Cloud created an internal program and project management data warehouse with source data from Workfront (pulled using Workfront APIs). This session will provide details.

From Burnout to Balance: Implementing Resource Optimization Tools
Jean Chapdelaine, Sr Manager, Program Execution, Nouveau Health

Learn how NovuHealth went from burnout to balanced workloads and still delivered on time for clients by smoothly implementing Workfront resource optimization tools. Learn how NovuHealth uses Workfront to provide real-time information at project creation and throughout the project lifecycle to help project managers, resource managers, and contributors proactively assess resourcing conflicts and deploy customized mitigation strategies.

Workfront For Product Development In A Large, Complex, Fast-Growing Tech Organization
Rhandeep Singh, Technical Program Manager, Google
Michael Zadda, Technical Program Manager, Google
Stephanie Ye, Program Manager, Google

See an overview of methodologies used to evaluate business needs for a variety of projects. Learn how Google uses Workfront for "above waterline", "below waterline" and at "water level" use cases, horizontal and vertical efforts priorities, OKRs, Product Roadmaps Integration, and Automation.
Workfront Home As a Secret Adoption and OSR Enabler
Chris Berry, Solutions Architect, Workfront

This session will include an overview of methodologies used to evaluate business needs for projects of varying sizes. We will discuss how we use Workfront "above waterline", "below waterline" and "water level", horizontal and vertical efforts priorities, OKRs and Product Roadmaps Integration and Automation.

Blueprints for Growth: Moving from a Department to an Enterprise Implementation
Gevorg Kazaryan, Product Manager, Workfront

Research shows that one of the biggest pain points in modern workflow is that the huge number of tools being used across the company makes it difficult to keep track of tasks and requests. This session aims to share how using Workfront can enable your entire instance to achieve more by empowering new business units to be successful in a single instance.

Next-Level Connectivity: Building Blocks and Basic Functions
Andrew Hegerhorst, Integrations Consultant - Emerging Services, Workfront

This session will introduce Workfront Fusion, specifically highlighting its ability to unlock the power of integration and work-process automation. Gain greater understanding of Workfront Fusion's capabilities from a real-world use case. Leave feeling prepared to discuss how integration and work process automation, via Fusion, can positively impact your organization's modern work management.

Breaking Down Silos and Bringing People Together
Monique Evans, Workfront System Analyst, Stanley Black + Decker

It’s no secret that Workfront is a powerful tool for organizing and storing data, but it can be a challenge for users figuring out how to combine information and turn it into decision-making data. Come see how Stanley Black & Decker leverages Workfront as its single source of record to drive and coordinate its global marketing workflow and how Workfront remains a constant during change to ensure everyone’s on the same page and up-to-date on work progress.
Using Workfront to Create Project Meeting Agendas
Alison Wells, Senior Business Analyst, Community Medical Center

This session will demonstrate one method of quickly creating a project meeting agenda with native Workfront functionality. The solution involves Layout Templates, Custom Forms, Views, and Reports. We’ll also review how a meeting could be run, how to add new agenda items, and how to create minutes—all using Workfront.

Growing an In-House Agency with Workfront
Clifford Stevens, Director, Creative Operations, Liberty Mutual

In this session you’ll learn how an in-house agency uses Workfront to provide foundational value to marketing and the larger organization. By being able to define our value, we’re able to scale, grow, and be an example of operational excellence. We’re also better able to attract and retain talent. In essence, we’re able to develop a strategic vision for our group through our partnership with Workfront.

Agile: Four Years in the Making
Erin Reed, Program Manager, National Heritage Academies

Agile is a journey, not a destination, and our journey is four years in the making! We don’t claim to be experts in Agile practices, but during this session we’ll share our story, taking an advanced look at Agile process support in Workfront. We’ll review how Scrum team members interact with the tool. We’ll also share our successes and pitfalls along the way. Attendees will come away with notes and new ideas for their Agile teams.

Three, Two, One, Blast Off! You’ve Just launched. Now What?
Alexis Kidd, Digital Marketing Operations Manager, Bristol-Myers Squibb
Linping Sun, Associate Director - Digital Marketing Operations, Bristol-Myers Squibb

The hardest work starts after the launch! Join us as we share how Bristol Myers-Squibb skyrocketed Workfront adoption. Learn how BMS increased collaboration ten-fold and doubled its user base with increased efficiencies through optimization strategies and learnings. Learn how it addressed data integrity as usage and data increased. Gain insights into how this Lion-Award-winning company has made Workfront soar.
A Roadmap for Implementation Success
Richard Garner, Director of Marketing Technology, Lincoln Financial
Lloyd Spring, AVP, Distribution and Marketing IT, Lincoln Financial

In 2017 Lincoln Financial embarked on a journey to replace its marketing teams’ aging process management solution. Selecting the best platform was only the first step. Successfully transitioning from a custom-built system and migrating hundreds of users and tens of thousands of projects required a detailed plan and the talent and energy of a dedicated team. Along the way the journey taught us many lessons that we will share with those starting their own journeys.

The Dashboard Necessities
Brendan Bagley, IT Project Manager, Pennsylvania State University
Lindsey Droz, Business Process Analyst, Pennsylvania State University
Michelle Carr, Director of Marketing Technology, Lincoln Financial, Pennsylvania State University
Kelli Prescott, IT Project Manager, Pennsylvania State University

Portfolio visibility is key in the business world. Whether you’re in marketing, logistics, human resources, IT, or elsewhere, it’s increasingly difficult to have clear visibility on project/portfolio condition, status, and resource availability. The Workfront dashboard is the solution. We’ll show you how to help your team understand the importance of dashboards and how to use them so that you manage with complete transparency.

Embedding Compliance into Creative Work: Making Compliance Part of Day-to-Day Business Operations
Jack Downing, PMP, Senior Consultant, CapabilitySource
Scott Brady, Director of Integration and Automation, CapabilitySource
Glenn Coward, President and CEO, CapabilitySource

A Fortune 100 company compliance team needed to retire legacy compliance operations technology and chart a new course to tightly integrate with diverse marketing teams and financial industry regulators. Learn how CapabilitySource partnered with this compliance team to build a compliance operations system of record (OSR) powered by Workfront, featuring innovative configurations, custom applications, and Workfront API-based web services. Hear how the organization standardized the compliance submission experience for hundreds of users across diverse product lines, streamlined internal compliance activities, and provided seamless compliance interactions with marketing business users.
Session Overview: Bandai Namco Entertainment Americas (BNEA)
Josiah Koons, Senior Manager, Creative Services, Bandai Namco Entertainment North America
Jack Downing, PMP, Senior Consultant, CapabilitySource
Scott Brady, Director of Integration and Automation, CapabilitySource
Glenn Coward, President and CEO, CapabilitySource

We’re going global with BNEA. Come hear how Bandai Namco Entertainment America (BNEA) is unifying worldwide marketing operations by expanding a successful U.S. Workfront implementation to meet the needs of all headquarter offices (four total) within the Bandai Namco Entertainment family. The global solution includes Workfront Core, Digital Asset Management (DAM), Workfront Proof, and a custom embedded campaign-management application. This solution automates the creation and management of thousands of global marketing tasks and campaigns. Learn how BNEA partnered with CapabilitySource to create this innovative digital transformation strategy, which is transforming marketing operations and helping coordinate product-release activities across the globe. Come for the info and maybe leave with some games!
Executive sessions
Security Land Mines to Avoid While Working with SaaS
Steve Gentry, Chief Security Officer / DPO, Workfront

All businesses are facing issues in a world of heightened security and privacy. Fines are being levied against companies that don’t take adequate steps to secure the user data they or their vendors manage. Learn what you should be looking for in your vendors to ensure you’re not part of the next investigation.

Managing Change across the Enterprise
Jennifer Moore, Director, Product Management, Workfront
Kayla Lamoreaux, Solution Consulting Lead, Workfront

Implementing enterprise software is exciting, challenging, and complex. To ensure success and adoption, creating a calculated change management plan is crucial—and can make or break your financial and resource investment. Join Janelle Nash, marketing technology leader at Deloitte, as she shares her insights and learnings after their first year of Workfront. Topics will include executive sponsorship, core team creation, multi-step training plan, support resources, and system governance.

How AI Will Change Work and Ultimately Your Business
Richard Whitehead, Director, Product Marketing, Platform, Workfront

Everything in your life is smart, and then you get to work, and it’s stupid! Analog ways of working will radically change the way you and your company get things done. This session will discuss how AI will give you a competitive advantage.
LEAP

Networking sessions
Networking Session: Workfront for Newbies

Networking Session: Agencies

Networking Session: Healthcare

Networking Session: Financial Services

Networking Session: Marketing

Networking Session: IT/PMO

Networking Session: Retail

Networking Session: System Administrators