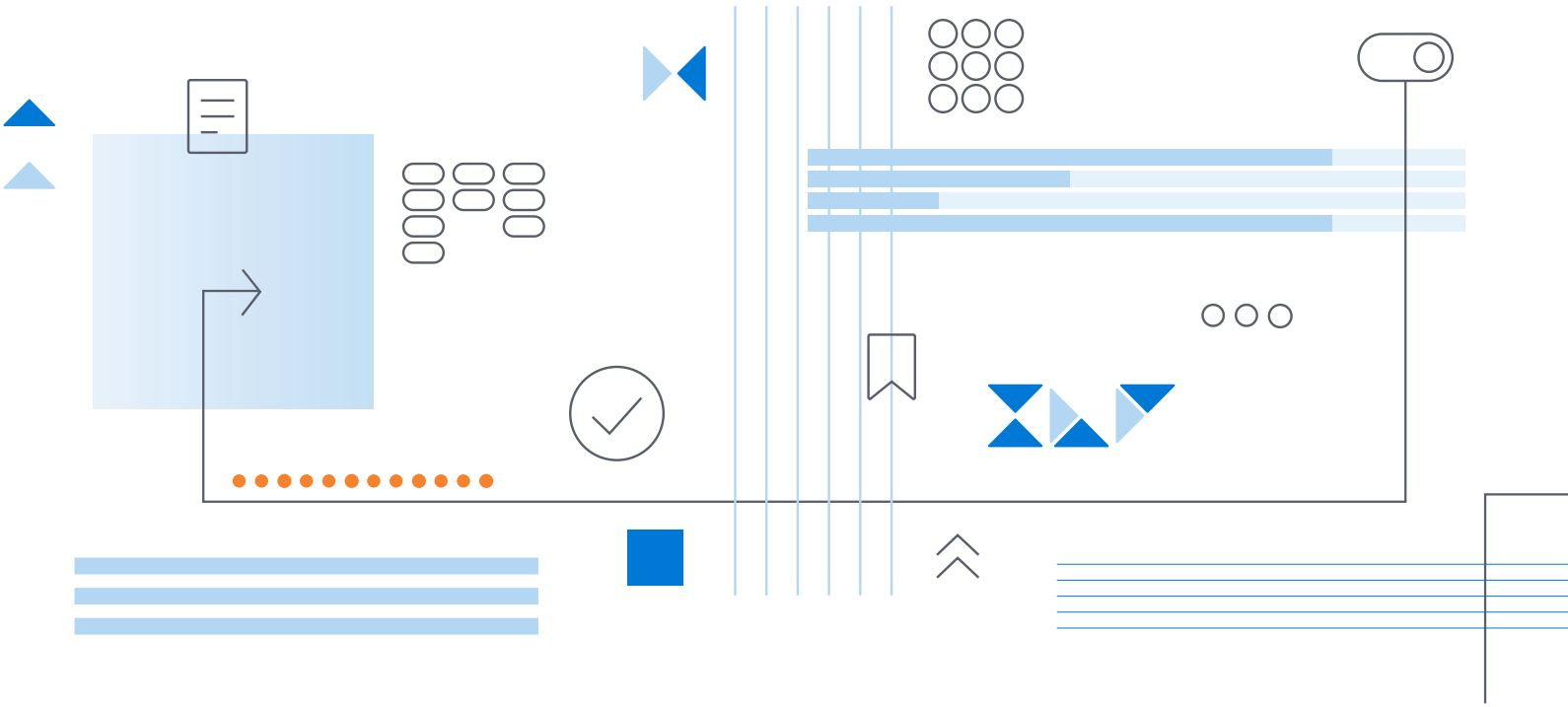
leap

100% Online
June 24, 2020
8:00am-12pm PST | 4:00pm-8:00pm BST



2020 Virtual Breakout Sessions

See an overview of all that the Leap Virtual Conference has to offer—including a full list of breakout sessions.

Details are subject to change.

workfront

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Schedule

The Leap Virtual Conference will have the following schedule on June 24th:

Keynote	8:00am - 9:30am PDT (4:00pm - 5:30pm BST)
Experience Zone	9:30am - 12:00pm PDT (5:30pm - 8:00pm BST)
Breakout sessions	On-Demand beginning at 10:00am PDT (6:00pm BST)

For viewers in EMEA, join for additional live networking on June 25th:

On-Demand Keynote	10:00am - 11:30am BST
Experience Zone	11:30am - 2:00pm BST
Breakout sessions	On-Demand

Details are subject to change.

Breakout Session Tracks

We will have 75+ breakout sessions at Leap, available on-demand starting June 24th. Take a look at the tracks below and then check out the full list of sessions to see what you're most excited to learn.

Navigating Uncertain Times

Sessions on adapting to the future of enterprise work during challenging times, and how to ensure business continuity.

Discovery

An introduction to the Workfront solution and team for prospective users.

Technical

Best practices for using the Workfront product to achieve organizational goals. Involves Workfront product sessions and some hands-on workshops.

Business

Best practice sessions with specific focus on improving work management skills and the coordination of business processes.

Executive

Sessions providing specific insight for current or aspiring executives that lead and manage enterprise work.

Navigating Uncertain Times Sessions

Out of Left Field: 4 Ways to Build Resilience in Times of Great Change

WORKFRONT, BASF

Things will never go exactly as planned. Change is inevitable. There will be bumps in the road. However, adversity, change, and moments of failure are not your enemies. They are the opportunities to build the resilience to be the leader that you want to be. Join Alex Shootman, Workfront CEO, as he explores the best practices for building up resilience; both for yourself and your team, so that you can better face surprises, unanticipated mistakes, unforeseen global events, and failures you'll encounter during your leadership journey.

Break the Chain: Challenging Practices in an Uncertain Environment

WORKFRONT

We're going through an unprecedented change in our work and home life. Figuring out how to adapt to and thrive in this new world of work is top of mind for organizations worldwide. We are all navigating a new work landscape together, and while it may be difficult to realize, disruption can provide us with a unique opportunity to re-evaluate how work gets done. Why do we do things the way we do? Is it because it's the best and most efficient way to do them, or because it's the way "we've always done things?" Join this discussion on ways to identify and overcome the "orthodoxies" that exist in your organization. With business disruption becoming the "new normal," your organization can now shift focus to challenging the status quo, and reformulating how work gets done, so that you can ultimately benefit the organization, improve team morale, and restore your own personal sanity.

5 Ways to Keep Newly Remote Teams Engaged and Productive

WORKFRONT

With a large percentage of knowledge workers now working remotely--many for the first time--typical work habits and behaviors have been upended. Going to the office for the social element of work, or to be able to see team members in person to banter ideas back and forth, is now only happening in virtual spaces. The process of keeping up with your team, collecting status on projects and reporting out on work is also made more difficult with a geographically dispersed workforce- but it doesn't have to stop your productivity. This session will discuss five guiding principles for this new world of work in disconnected times, to ensure people feel engaged, deadlines can still be met with quality output, and work connection can still be established.

Adapting to Changing Market Forces: The Need to Iteratively Plan and Prioritize Work

WORKFRONT

Due to rapidly shifting market forces, more and more companies are transitioning to remote work. We might be tempted to think that using video conferencing and messaging tools are enough to help us achieve effective "remote working" but collaboration at scale demands processes and technology that can keep teams focused, aligned and engaged and allow for quick changes to programs, budget spend and key initiatives, often without much warning. When the market shifts and your current plans are no longer relevant, how do you quickly pivot spend, strategy, and marketing programs to address the changing market? In this session, Workfront VP of Product Marketing, Erica Gunn will discuss how businesses in today's constantly evolving market need to develop and implement programs and technology to enable greater flexibility and better access to the right data to make smart decisions in times that are often uncertain.

Panel Discussion: Workfront Gives You Wings

WORKFRONT

More details coming soon!

Is this the Blueprint for the New Virtual Workforce?

WORKFRONT

More details coming soon!

Managing Change Through Business Disruption: 5 Ways to Rethink How Work Gets Done

451 RESEARCH, FISERV

In this session, you'll hear five key challenges businesses face now, and how to overcome them with the right technology and strategy. These include how to manage a dynamic external environment, best practices for keeping your workforce productive and engaged, how to make the shift to the "new world of work", the best tooling strategy to provide visibility and trackability to work, and how to best manage competitive disruptions amid a changing workforce.

Discovery Sessions

Out of Left Field: 4 Ways to Build Resilience in Times of Great Change

WORKFRONT

Things will never go exactly as planned. Change is inevitable. There will be bumps in the road. However, adversity, change, and moments of failure are not your enemies. They are the opportunities to build the resilience to be the leader that you want to be. Join Alex Shootman, Workfront CEO, as he explores the best practices for building up resilience; both for yourself and your team, so that you can better face surprises, unanticipated mistakes, unforeseen global events, and failures you'll encounter during your leadership journey.

Thermo Fisher Scientific Sees $350K Return in Operational Efficiency Improvement

THERMO FISHER SCIENTIFIC

Join Amy Zakrzewski, manager of marketing operations for the Creative Innovation Studio at Thermo Fisher Scientific, to learn how they used Workfront to increase overall project capacity by 16% across 4,000 marketing projects AND save $350,000 in productivity efficiencies. Amy will dive into how she has optimized the creative studio's workflow processes to create an operational rhythm that enables her to better manage capacity and overall project throughput. Thermo Fisher Scientific is the world leader in serving science, with revenues of more than $20 billion and approximately 70,000 employees globally. Its mission is to enable customers to make the world healthier, cleaner, and safer and it does so by accelerating life sciences research, solving complex analytical challenges, improving patient diagnostics, delivering medicines to market and increasing laboratory productivity.

Disney—Delivering Galactic Results with Workfront

DISNEY YELLOW SHOES

In this session you will be meeting with Megan Reilly and Nick Zappas from Disney's Creative Group, Yellow Shoes. They will share their transformation story and how Workfront accelerated their ability to plan and deliver key initiatives at Disney, including Disney Park's latest addition Star Wars Galaxy's Edge.

Evolve from Collaboration to Productivity Using Workfront

WORKFRONT

This demonstration will highlight how teams and organizations can begin to optimize the way they work with Workfront. See how Workfront helps these teams to organize their work, collaborate within the context of that work, and connect to the tools they are already using to facilitate quick adoption and drive value.

Work on What's Most Important: Aligning Strategy to Execution

WORKFRONT

It's not enough to just get work done—working faster will only lead to success if your organization is focused on what's most important. Workfront is the only Enterprise Work Management solution that helps you define strategy, align that strategy to execution to deliver the right outcomes, and pivot in real time as market conditions shift. This demonstration will showcase how Workfront helps enterprises coordinate work planning and execution on the most important work across organizational boundaries. You will also see use cases for connecting Workfront to other technologies in your ecosystem to automate manual processes and increase work velocity.

Technical Sessions

15 Advanced Tips to Maximize Your Workfront Experience

WORKFRONT

Help your users get the most out of Workfront with these advanced tips and tricks to maximize your Workfront experience.

Adoption: Done Right

STANLEY BLACK & DECKER, PRUDENTIAL, WORKFRONT

Learn an innovative way to ignite Workfront adoption and accelerate start-up use. This session will explore how to employ a strategy kit to quickly achieve broad usage. Representative customers successfully enabling this method will speak to their experiences.

API 101

WORKFRONT

This session will be an introduction to Workfront's API. What's an API? What can I do with? We'll walk through the basics and share examples of how others are using the API and Workfront Fusion to achieve new efficiencies in enterprise work management.

API Fundamentals: Using the Workfront API to Enhance Business Applications

SIGNANT HEALTH

Is your organization downloading or emailing reports from Workfront on a scheduled basis, just to upload the information into another system? Is your organization going through a merger/acquisition and being required to integrate Workfront to other business systems that need real-time updates? In this session we'll discuss the available integration options within Workfront; methodologies used to access, update, and transfer data to and from Workfront; and business use cases where the API was used.

Bridge the Gaps Between People, Process, and Technology

WORKFRONT

Learn how to extend your platform for enterprise work management with prescriptive integration strategy so that you can operate with speed and predictability, while minimizing costs and maximizing operational excellence.

Bridging the Gap Between Marketing Strategy and Execution

ACCENTURE INTERACTIVE

Learn how Accenture and Workfront have partnered to bridge the gap between Marketing Resource Management and Campaign Management. We will demo a seamless integration between Adobe Campaign and Workfront using the powerful codeless connectors and rule-based workflows of the Workfront Fusion platform. Learn how to gain synergy between strategic planning and cross-channel campaign execution and fully close the loop on your marketing process.

Building an Operational System of Record in Your Organization

WORKFRONT

You've heard Workfront evangelize the term operational system of record, but what does it really mean? In this session you'll see an operational system of record in action, what its fundamental building blocks are, and how they can help your organization coordinate strategic work across teams in a connected and automated environment.

Campaign Central: A Leap into the Future of Work Automation

WORKFRONT

How Workfront's Marketing department decreased campaign kickoff time by 97% by using Workfront and Workfront Fusion to integrate Salesforce, Marketo, Allocadia, Strala, and Splash to streamline workflows and create a seamless flow of key marketing data.

Create a Seamless User Experience with AEM and Workfront

UNDER ARMOUR

Discover performance solutions you never knew you needed and shouldn't live without! This session will highlight Under Armour's vision for the future of work and how digital transformation can make everyday work more productive—while prioritizing the user experience. By merging Workfront and Adobe Experience Manager, Under Armour has been able to automate metadata and asset delivery, giving team members more time to be creative. You'll learn how to use creative brief data from Workfront as asset metadata in your DAM, how to make your photography workflow more accountable with Workfront AEM Connector, and how to deliver marketing assets using Workfront IDs as your universal ID system for easy self-service search.

Develop Reporting that Resonates with Leadership Without Overburdening Your Team

VMWARE

In business there's a never-ending supply of data. It's everywhere. The challenge is knowing how to capture relevant data your leadership wants and doing it efficiently so that your teams don't feel overburdened. Come learn Workfront reporting techniques to help your teams strike the best balance between data quality and productivity.

DIY: Build a Workfront Training Toolkit for Your Team

WORKFRONT

You need to onboard or train how many users? We've got you covered. Join us as we help you stock your Workfront Training Toolkit with the essentials to get your teams up to speed effectively.

DIY: Create Results-Oriented Collaboration

WORKFRONT

Collaboration and communication are key to business success. This session will cover the top ten 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.

DIY: Update Your Training Materials for the New Workfront Experience

WORKFRONT

The new Workfront experience brings exciting changes to all Workfront users. But for core teams, learning and development groups, system admins, and others, the changes mean updating training curriculum and materials. Workfront experts share their tips for making sure your users have the materials they need when Workfront changes. New course that we create from scratch (using existing "update your training materials" enablement kits and principles from DIY): 1. Learn what's part of the key phases of prepare, produce, publish and prepare, develop, deliver; 2. Identify which training and support materials should be updated first; 3. Learn how a content plan helps you focus on what's important when developing new materials.

End-to-End: How to Engineer Efficient Marketing Processes

ESRI

Developing, capturing and executing end-to-end marketing processes is critical to streamlining workflows, reducing time to market, and enabling your teams to do their best work. Join this session to learn how Esri consolidated 74 request systems into a streamlined marketing operational system of record, and walk away with actionable tips for capturing end-to-end marketing processes in your organization.

Engagement and User Adoption: Small Ad Agency

AGENCY 720

As a small retail ad agency, with heavy volume and one day turnaround timelines, we focused on a simple, inclusive soft launch approach that didn't stress our system or our users. In this session we'll focus on the steps we took to make our Launch and User Adoption a success.

Enterprise Implementations and Successful Change Management

3M, WORKFRONT

Learn how an engaged sponsor can successfully deploy an enterprise implementation across multiple teams through the following key factors: Developing a strong core team that leverages Workfront's methodology; Laying out clear requirements that include leveraging Fusion for custom reporting (revenue recognition) to save hours of manual work; Holding on-sites for each milestone to work through roadblocks get alignment and maintain momentum to hit project deadlines.

Enterprise-Level Business Unit Management

WORKFRONT

To empower Workfront customers to use the platform as an operational system of record, current administrative solutions are being scaled to allow multiple business units to co-exist within the same Workfront environment without configuration dependencies. With this single source of truth, companies will enjoy greater cross-departmental collaboration and reporting capabilities. During this session we'll cover the recent and upcoming enhancements supporting scalable system administration capabilities.

The Eudaimonia Machine. Is This the Blueprint for the Virtual Workplace?

WORKFRONT

More details coming soon!

Everything You Need to Know about The New Idea Exchange

WORKFRONT

Come learn how Workfront's new and improved Idea Exchange empowers you with the ability to help influence product priority. In this session, you will learn how Workfront captures, considers, prioritizes, and develops new features and enhancements based on your idea submissions. Also, we will share what we have learned over the years, give you a sneak peek into the new system and process, and share the top 10 most popular features that have been delivered in the last year.

EXISTS Filters

WORKFRONT

Have you ever been building a report and found that Workfront wouldn't allow you to build the filter you needed? This session will help you solve three specific report filter roadblocks you may have encountered before. This session requires strong technical knowledge in general and a strong knowledge of Workfront.

Expanding Your Workfront Universe: Custom Solutions FCB Has Implemented

FCB

Workfront has a lot of amazing functionality to help your company keep humming along, but sometimes you need a little extra help to streamline or improve your workflows. In this session, FCB will present custom solutions that have made their lives inside Workfront a bit smoother to manage.

Experience Business and Design Democracy

ADOBE SYSTEMS GMBH

To build great experiences for your customers, you need to know your customer and deliver relevant content in relevant channels. So far, so familiar. But how do you get there? In this session you'll learn what's needed to meet the challenge of content velocity.

Exploring Campaign Management

WORKFRONT

Explore the history and methods of campaign management through native Workfront use and automation. This session will include an open discussion from attendees about successful practices and pitfalls to avoid.

Fast-Track Strategies to Successfully Launch Your Workfront Practice

LOGITECH

So you've decided to modernize your creative services workflow. That's great! But how do you roll it out in a scalable way that ensures senior management support, increases team satisfaction, and encourages adoption by creatives who are inherently systems adverse. Come learn strategies Logitech Operations used to launch Workfront to manage 250+ people working across its product development lifecycle, from industrial design all the way through digital marketing.

Get the Most Out of Your Teams with Workfront + Adobe

WORKFRONT

Learn how to bring together Adobe, the leader in real-time customer experience, and Workfront, the leader in enterprise work management, to maximize your team's potential. We'll look at how these platforms come together to help you optimize everything from campaign strategy and planning to deployment and monitoring. We'll then highlight how this can be accomplished today and share examples of clients who've already begun to realize value by starting down this path.

How to Execute a Massive Event Using Workfront and Fusion

WORKFRONT

Learn how to leverage Workfront end-to-end for events with an inside look at how Workfront's marketing team utilizes project templates, approvals, proofing, reporting, integrations, and Fusion to bring you Leap 2020 and more.

How To: Build Proof Workflows and Templates in Workfront

WORKFRONT

Come learn how to optimize the use of review and approval features by implementing a workflow that fits your organization's needs. Exploring examples from other Workfront customers, we'll show you how building workflow templates can ensure consistent proof reviews and faster, easier proof management.

How To: Building Custom Reports

WORKFRONT

Gain visibility into the work being done by using custom reports in Workfront. Combine groupings, views and filters to get the specific information you and your stakeholders need. You'll also learn how to make your reports more viewer friendly with charts.

How To: Create WPI Reporting on Mix and Capacity

WORKFRONT

Come learn about the Mix and Capacity Work Performance Indicators (WPIs) discussed in Done Right, by Alex Shootman. We'll discuss the Mix WPI and how to measure it; how to create custom forms and fields needed to capture and report on Mix; how to create a report that assigns Mix values to past projects; how to create several useful reports to track Mix on current and past projects; and best practices for tracking and reporting on Capacity. This session is intended for those who've taken the Report Creations course or have equivalent experience.

How To: Create WPI Reporting on Quality and Engagement

WORKFRONT

Come learn about the Quality and Engagement Work Performance Indicators (WPIs) discussed in Done Right, by Alex Shootman. We'll discuss the Quality and Engagement WPIs, including how to create custom forms and fields to capture and report on them as well as steps for creating several useful reports to measure each. This session is intended for those who've taken the Report Creations course or have equivalent experience.

How To: Create WPI Reporting on Velocity

WORKFRONT

Come learn about the Velocity Work Performance Indicator (WPI) discussed in Done Right, by Alex Shootman. We'll discuss the Velocity WPI and how to measure it; how to create custom forms, calculated custom fields, and setup settings needed to capture and report on Velocity and the Work-Commit Ratio discussed in the book; and how to create several useful reports to track Velocity on current and past projects. This session is intended for those who've taken the Report Creations course or have equivalent experience.

How To: Enhance the UX with Dashboards and Layout Templates

WORKFRONT

Workfront's dashboards and layout templates make it easy for every user to find and manage their work. Come learn how to use these key features to make for a friendlier Workfront experience and better user adoption.

How To: Introduction to Text Mode Reporting

WORKFRONT

In this session we'll explore the code behind Workfront's standard report builder. Specifically, we'll discuss the basics of text mode, camelCase, reporting element structures, and API Explorer in order to give you the right foundation to increase your reporting power with advanced reporting.

How To: Manage Work via Kanban and Scrum in Workfront

WORKFRONT

Give your work processes more flexibility by learning to use Workfront's Agile work management features. This class will focus on planning and completing work using Scrum and Kanban methodologies.

How To: Project Management Fundamentals

WORKFRONT

Take a quick journey with us as we walk through basic project creation in the eyes of a project manager, from request creation to project completion. Learn the very basics of project creation, task management, and time management.

How To: Reporting Elements

WORKFRONT

Workfront is an amazingly robust tool, with all the information you need about your organization at your fingertips. In this session we'll show you how to create and use custom groupings, views, and filters to get the most out of your data.

How To: Resource Management—Take Your Proactive Planning to a Whole New Level

WORKFRONT

Join us as we take you to the next level in resource management. We'll show you how to leverage Workfront's AI-enabled resource scheduling and planning tools to get the right people doing the right work at the right time.

How To: Setting Up Workfront for Resource Management

WORKFRONT

To take full advantage of Workfront's resource management tools, you'll need to have certain system settings in place. In this course you'll learn how to set up your organization's human resource supply and demand, allowing your team to leverage both strategic and tactical resource capabilities in Workfront.

How To: Transition from Classic to the New Workfront Experience

WORKFRONT

Join us as we walk you through the journey and transition of Classic to the New Workfront Experience. We will highlight the many improvements, help you to understand what has changed in function vs. feel and ensure that you are successful in bringing your team into this exciting new space.

How To: Understand and Create a Workfront Request Queue

WORKFRONT

Are work requests coming at your team from every direction? Alleviate the burden of managing incoming demands with a Workfront Request Queue. Learn how to set up the topics for each queue and to route the submitted requests to the right people.

How To: Uploading Proofs in Workfront

WORKFRONT

Review and approval will help you get content out the door faster without sacrificing quality. You'll learn how to upload proofs in Workfront, assign the right stakeholders to review the proofs, and manage versions of the work as your team requests changes and makes corrections.

HUG's Experience Toward Fully Integrated and User-Friendly Information and Document Management

HUG

The University Hospitals of Geneva (HUG) has successfully used Workfront since 2013 to manage its enterprise-wide portfolio and establish full integration across six applications. Come learn how we achieved an efficient information and documentation solution through custom forms, automatic document generation (MS Word for project charter and MS PowerPoint for project report status), and full-time synchronization (MS SharePoint), thus strongly mitigating the documentation burden for project managers.

I Want to Be Release Ready!

WORKFRONT

Workfront has many exciting new products and solutions coming out in 2020. Be sure you're ready to take full advantage of these new capabilities for your enterprise. Join the Product team to learn how to be release ready.

If At First You Don't Succeed, Retool, Reimplement, and Relaunch!

FHCP

Sometimes it's hard to admit a rollout was less than stellar, but that doesn't mean you should abandon the tool and start over. Though our organization initially stumbled at the rollout of Workfront, we were able to relaunch and reinvigorate our userbase. We'll share our lessons learned and how we turned it around for FHCP with those who might have had a similar experience.

Implementation Best Practices: How to Get It Right the First Time

GALLAGHER

This session is for anyone planning to make major changes to their Workfront instance and for first-timers in the planning phase. Implementation brings unique challenges that you may not see coming. Amanda will highlight implementation best practices and lessons learned while rebuilding and reimplementing Workfront for Gallagher's in-house creative and digital team.

Insights That Drive Action with Workfront Analytics

WORKFRONT

Workfront's power comes from its ability to help users glean insights that ultimately drive greater success and outcomes. And one of its new tools does just that by converting historical data to graphs, allowing users to be informed by that data and use it to reduce risk without having to understand it. You'll learn how to use the tool to see how a project is doing, what's increasing costs, and what tasks need to be focused on to reduce risk.

Integrations Everyone Should Be Using

WORKFRONT

Integrations aren't just for Fusion. Come learn a three-pronged approach to Workfront integrations that every department should deploy. We'll discuss the prescriptive integrations we're using and what you're missing out on by not leveraging this technology to its potential.

Internal Cross Charging and Revenue Forecasting in Workfront

CISCO

Cisco's The Hatch, like many internal and external creative agencies, operates on a cross-charge model. We track time and expenses to charge back to the requesting department in order to break even as a revenue center. With real-time forecast reporting, our leadership can see at a glance how our teams are tracking throughout the quarter. Come learn from us!

Kick-Starts: Cracking the Code

THERMOFISHER

We'll take a look at creating a successful Kick-Start and how Thermo Fisher Scientific has used them to create efficiencies. We'll crack the code to understanding the Kick-Start column headings and show you simple ways to have any needed IDs at your fingertips. Inevitably you'll want to include custom field data in your Kick-Start. And even the best-laid plans sometimes fail, so we'll take a look at understanding the error message that comes when a Kick-Start fails.

Layout Templates: Master-Level Customization Practices

WORKFRONT

Layout templates determine how you use Workfront and dramatically impact your interaction with the platform. Do you know how to maximize their use? This presentation will unveil best practices and customization strategies for layout templates to help you succeed.

Leveraging Kick-Starts Within Workfront

PGA TOUR

Come see how the PGA Tour Creative Studio utilizes Kick-Starts within Workfront, from large-scale data migration to campaign planning. This session will explore the ins and outs of one of Workfront's more intimidating, yet powerful features.

On Time, At Risk, Oh My! Managing Project Timelines

WORKFRONT

This course will take intermediate-level users through detailed project management using project timelines and different date types, allowing you to dive deeper into project health.

Optimizing Your Digital Ecosystem

REGO CONSULTING

Digital Transformation has led to explosive growth in the solutions available to organizations, yet many struggle to realize promised improvements as they navigate consecutive waves of digital disruption. Do your digital systems look more like Frankenstein rather than a fully optimized ecosystem? Do you lack an interconnected roadmap across all your platforms? Do you see inefficient systems impacting your people and processes as well? If so, you're not alone. Join Rego's expert guides as they discuss why organizations need a digital ecosystem roadmap to truly grow their results, why optimization must occur across people and processes as well as tools, and how to engage stakeholders to make it all happen, and especially how to leverage Workfront as the foundational platform to a fully optimized digital ecosystem.

Optimizing Your Instance of Workfront: Action You Can Take Now

CUNA MUTUAL

Effecting change in how your teams engage with Workfront can be intimidating. We'll discuss the challenges we faced onboarding our teams and share best practices to help you optimize your Workfront instance, encourage cross-functional engagement, and strengthen the value of your Workfront investment. Each tip will be presented as an actionable item that you can start work on immediately. This session will include sample process documentation and survey questions to help craft your optimization journey.

Session with Adobe

ADOBE

More details coming soon!

Making Content Management Easier by Expanding Workfront with Sharedien

ADVELLENCE

While your workflow is easily managed by Workfront the 3rd generation DAM System Sharedien takes control of your content. Powerful Artificial Intelligence (AI) based functions help you to identify the objects in your image, the movie's subjects, or the language of your audio file. Sharedien helps you to distribute your content automatically in the channels. Step in and join us to understand how Sharedien can help you to make your Workfront Solution even more powerful.

Strive to Create an Environment of Self-Service

GOOGLE

Providing Workfront administrative support to a corporation of any size can be daunting. Come learn how we helped drive efficiency and user adoption within companies like Stanford, Google, and Roku, while reducing system administrators' workloads. You'll also come away with an understanding of four key components of an onboarding process that empowers users with the knowledge to navigate Workfront competently and confidently.

Take the Robot Out of the Human

LEAPPOINT

Do you have teammates performing manual, mundane, and repetitive steps in Workfront? This course will walk you through step-by-step instructions for deploying digital workers within Workfront. Improve the speed of work and win over your team by providing them with more time to focus on the work they do best!

How to use Automated Processes to Become More Efficient in a Security World

BT SECURITY

More details coming soon!

The Evolution of Workfront Fusion

WORKFRONT

Workfront is committed to delivering best in breed integration capabilities that support the most critical integrations for your business. Come learn about the next evolution of this critical technology, including a powerful new interface, advanced capabilities for handling complex scenarios, and robust tools to process data more quickly.

The User Adoption Cheat Code

JUMPSEAT

This course will share how thousands of Workfront users are leveraging JumpSeat for in-application training. Enable your users with step-by-step instructions that guide them on how to perform their work right inside of Workfront. JumpSeat also helps with adapting to changes, including those in the new Workfront experience. All attendees will receive a free 60-day trial version to pilot a guide with your user base.

The Value of Workfront to Santander

SANTANDER

More details coming soon!

Whose Milestone Is It Anyway? Cross-Team Collaboration in Workfront

HARVARD

After a few years of departments independently managing projects in Workfront, Harvard's Alumni Affairs and Development Office took the next step in optimizing its instance to implement guidelines for program management. Join us to see how we evaluated several Workfront configurations.

Work Management Mixology

WORKFRONT

Digital transformation is continuously shifting how we do our work. Our teams are being asked to adopt and deliver value quickly, and usually within Agile or Waterfall. In this session you'll learn how to effectively blend methodologies within your organization to stay productive.

Workday's Successful Path to Workfront Adoption

WORKDAY

Learn how the Workday Marketing Project Management Team was able to successfully adopt Workfront by developing a well-thought out pilot program and by leading a series of optimizations to improve the overall experience with the tool as well as increase adoption. By gaining executive approval, the Workday team was able to extend their initial success to other teams within marketing and Workfront has become the tool of record for nearly 500 employees in their organization.

Workfront: Taking On New Product Development (NPD) with Advanced New Plugin Features

REGO CONSULTING, WORKFRONT

Workfront and Rego Consulting recently released a set of enhancements that bring enterprise-level functionality for NPD and IT to Workfront. Features include stage gates, enhanced status reports with multiple RYG indicators that trend over time, detailed financial forecasts, and data that is centralized in Workfront. Workfront now has the capabilities to provide add on value to IT and other segments. In this session you will learn how this solution seamlessly extends Workfront to meet all NPD or IT needs.

Workfront: It's Not Just for Marketing

THYSSENKRUPP

Learn how multinational company thyssenkrupp uses Workfront to meet its global needs by implementing the enterprise work management technology into its Global Project Management System. In this session, get an insider's look at how thyssenkrupp customized Workfront to track and manage its Project Gate Process, manage checklists used throughout the process, and make data-driven business decisions using Workfront's reports and dashboards.

Controlling the Chaos: Digital Asset Mastery with Workfront and Adobe

HOODOO DIGITAL

See how Adobe, the leader in digital experience technology, uses Workfront and Adobe Experience Manager to create and distribute digital assets to drive one of the largest technology companies in the world. Hoodoo Digital worked with Adobe to answer many questions plaguing large creative organizations: Can asset creation be streamlined to ensure consistent quality of output? How do business processes merge with technology to support asset management without increasing work and costs? How to distribute assets while maintaining metadata and asset integrity? Hoodoo has seamlessly integrated Workfront and AEM Assets to create an efficient end to end solution. Workfront Tools by Hoodoo combines Workfront with the power of AEM Assets to unite teams and facilitate creation of campaigns for all channels. We teamed up with Adobe to integrate, organize, and drive productivity in their Marketing Hub. Learn how we created a best-of-breed campaign workflow for Adobe to increase effectiveness while also saving them time and money.

Integrating Marketo/Workfront Establishes Full 360 Marketing Reach to Consumers

CAPGEMINI

Marketing and sales professionals struggle to streamline and automate campaigns from ideation through digital approvals and launch while ensuring the right customers are fed the right data, at the right time, and for the right reasons. By using Workfront as a platform that ties your marketing, CRM, and ecommerce platforms together, you can increase marketing efficiency and drive sales. Come listen to Capgemini's Magento + Workfront teams describe this forward looking vision.

Business Sessions

DONE RIGHT: Plan with Simplicity How Good Leaders Achieve Extraordinary Results

WORKFRONT

Extraordinary results don't happen by coincidence; they emerge from a smart plan executed with accuracy and precision. Join us as we explore creating extraordinary goals, tying together those key initiatives, tracking progress through milestones, and creating best next actions. The focus will be on creating a simple plan for extraordinary results.

DONE RIGHT: Whom Do You Serve? How Good Leaders Align Stakeholder Interests

WORKFRONT

As businesses race to compete in a digital work environment, meeting the needs of the primary stakeholders becomes a skill of aligning and balancing interests. This is not always easy, but it is possible. In this session we'll explore some best practices from the industry and conduct a stakeholder analysis to help you stay aligned within your organization.

How Workfront Cleaned Up Its Own "Unbridled" Instance of Workfront

WORKFRONT

Learn how Workfront conducted a massive cleanup effort of its own Workfront instance in the summer of 2019 and ensured it would remain an effective operational system of record for the entire company.

Planning for the Enterprise

WORKFRONT

As expectations evolve, we must adjust our work practices to better meet the rising tide of challenges enterprises face today. In this session we'll address how planning is evolving to accommodate the flexibility required, while still providing stability and direction to a ever more chaotic world. Be prepared to see how some of Workfront's new tools fit into the strategy and execution lifecycles.

Can We Do That? Beyond Internal Work Management

THE CHANNEL COMPANY

When our organization viewed Workfront through the lens of innovation, we were able to move beyond the traditional use case and leverage Workfront in a new way: work management as a service. We'll show you how we did it.

Your Career from Workfront System Administrator to the C-Suite

WORKFRONT

The way people work has changed dramatically in the last few years, and it continues to evolve with an incredible speed. Workfront administrators are one of the most important pieces of the entire company's gear, and if they're not going to be up to speed, the whole company's progress will slow down. In this session we'll talk about what the next step in Workfront administration looks like and what it takes to take those skills to the C-Suite.

A Vision of Enterprise Success

WORKFRONT

Our progression into a new era of enterprise work behaviors is becoming more rapid. Come share Workfront's vision into how technology will support enterprises as they seek to adapt to these new environmental conditions. Learn from our product leaders how we will roll out technology to fulfill this vision in the coming years.

The Generation Gap and the Future of Work

WORKFRONT

The workplace is multi-generational, spanning from boomers to bots. Each brings its own formative experiences, beliefs, and skills to your organization. Why does that matter, and how can you lead this multifaceted group as a cohesive team? And what does the future of work mean for us all? Join our discussion as we learn about the people around us and then take the long view to glimpse what the next 100 years will bring.

Agile Fundamentals for Non-Software Teams

WORKFRONT

This session will introduce the concepts around Agile for non-software teams. Using practical examples that have proven successful, we'll discuss beginning your Agile journey, mixing different methodologies to make something that works for you, running an effective stand-up, and creating a Kanban board.

Express Yourself: Getting More Out of Calculated Custom Data

WORKFRONT

In this session a Workfront consultant will share tips for getting more out of calculated custom data in Workfront. We've selected the most commonly used expressions and will be breaking them down to their individual parts and then sharing tips to take their use to the next level.

Drive Change Through Data Storytelling

WORKFRONT

"Numbers have an important story to tell. They rely on you to give them a clear and convincing voice." - Stephen Few. To be successful delivering your projects and tasks you need to be able to tell the right story with the data so that change can happen. Avoid the pitfalls of overwhelming your users with charts and tables without the right context.

Content Review and Approval: A Customer Journey

WORKFRONT, SYNCHRONY FINANCIAL

Managing content and reaching sign-off can greatly impact productivity. Take a real-time journey with a Workfront customer and see how they've streamlined their content review process to achieve optimal results.

Five Early Wins from the Done Right at Workfront Initiative

WORKFRONT

In this session you will get an insider's look at how Workfront combined the principles found in the book—Done Right by Alex Shootman—with our own software to make significant strides towards digital transformation. Specifically, you'll learn how we launched our Governance Board, Massive Workfront Cleanup, Personalized Dashboards, Workfront-centered Meetings, and Cross-functional Strategic Projects.

Content Review Automation Meets Project Workflows

WORKFRONT

Learn how the New Workfront Experience gives you more control over your content reviews and see how this builds on our future vision of content review automation using project templates, tasks and time tracking.

How to Successfully Translate Your Strategy to Deliver Results

PENN STATE UNIVERSITY

Penn State World Campus has embraced the mantra of "progress, not perfection" to create, evolve, and optimize their strategic planning and execution processes in order to connect big picture strategy to well-thought-out action. Learn how their phased, multi-year plan has helped to transform the World Campus and enabled them to identify, execute, and deliver on work that is making a measurable impact.

Workfront & Adobe: A Better Together Strategy to Enterprise Work Management

WORKFRONT

This year we see a much stronger partnership between Workfront and Adobe with significant investments underway. Unlock the full power of these enterprise platforms by learning our strategy going forward, getting a view into the roadmap for the next 12 months and how we will enable your business to better execute as it adopts the wider Workfront and Adobe platforms. Come reach your full content work management potential with us!

Fireside Chat: Lion Award Modern Work Leader Winner

LION AWARD WINNER FOR MODERN WORK LEADERSHIP

Join this fireside chat to learn from the Lion Award winner for Modern Work Leader. This award recognizes a leader who is an agent of change and displays excellence in leading work transformation across all levels of their organization. This person has a keen sense of how to demonstrate and communicate the impact of working differently, and directly influences strong buy-in, adoption, and employee satisfaction across multiple areas of their company.

Fireside Chat: Lion Award Organizational Agility Winner

LION AWARD WINNER FOR ORGANIZATIONAL AGILITY

Join this fireside chat to learn from the Lion Award winner for Organizational Agility. This company has displayed the ability to quickly pivot toward new opportunities in an environment of constant, disruptive change. Their adaptability empowers new leaders, crosses departmental seams, and allows them to continually redeploy at individual and team levels. They respond quickly without losing vision or momentum, moving faster to out-innovate the competition.

Fireside Chat: Lion Award Operational Excellence Winner

LION AWARD WINNER FOR OPERATIONAL EXCELLENCE

Join this fireside chat to learn from the Lion Award winner for Operational Excellence. The award winner displays a distinct ability to focus on outcomes and not just activity. They design programs and projects based on clear, desired business outcomes. They deploy people and dollars based on plans, and execute both efficiently and effectively. They actively measure results against both goals and utilization. This discipline has netted lower costs and risks, and strong growth, creating a positive, high-performance culture and exceptional value for all stakeholders-from employees and customers, to investors.

Fireside Chat: Lion Award Technical Excellence Winner

LION AWARD WINNER FOR TECHNICAL EXCELLENCE

Join this fireside chat to learn from this year's Lion Award winner for Technical Excellence. The winner showed excellence in deploying and using technology to help their organization get work done and achieve breakthrough performance. This company displays expertise at meeting its people where they are, providing them with the applications and systems they need to do their best work. The winner has shown the ability to connect tools to support dynamic work processes and flows across individuals, teams, and departments, centralizing content and data for both easy access and smarter decision-making.

Fireside Chat: Lion Award Work Management Leadership Winner

LION AWARD WINNER FOR WORK MANAGEMENT LEADERSHIP

Join this fireside chat with key members of the Lion Award winning team for Work Management Leadership. This organization is a recognized leader in enterprise work management. In addition to demonstrating excellence in each of the Lion Award categories. Strategic Achievement, Operational Excellence, Technical Excellence, and Organizational Agility. This organization is transforming how work gets done in their company and industry. This enterprise has successfully achieved the attributes necessary to treat work people, actions, and the intellectual capital they create as a tier one asset, and achieve unique value as a result.

Battle of the Bots: Workflow Automation vs. Robotic Process Automation

WORKFRONT

There's been an explosion of tools and opportunities available for work automation. Some talk about workflow automation, while others profess the benefits of robotic process automation (RPA). In this session you'll learn how these concepts differ, the value each brings to an organization, and how to select the right automated technology for the job.

Three Ways to Choose the Growth Mindset over the Fixed

WORKFRONT

Join Jon Hawkins for a discussion on Stanford professor Carol S. Dweck's research on fixed and growth mindsets. This session will break down the differences between the two opposing mindsets and provide 3 ways to actively apply a growth mindset over a fixed mindset not just at work, but in every aspect of your life.

Unlocking Time-Tracking Potential

WALGREENS CO.

Learn how effective time tracking can completely transform project planning and resource allocation to add value to your organization and contribute to its success.

Battle for Focus: How Will Enterprise Resource Management Evolve?

WORKFRONT

Gartner tells us that named resource allocation will go away. Come learn what that means for resource management and how the role will evolve to support this new reality.

Workfront Governance: Step by Step

WORKFRONT

In this session you'll learn a stepwise plan to establishing Workfront governance within your organization and understand the importance of doing so.

Planning Your Integration: Fusion Steps to Success

WORKFRONT

Connecting systems can be scary, especially if you've never done it before. This session will review the items necessary for a successful integration, whether using Fusion or general integration processes. We'll go over preparation for integrations, the Workfront integration methodology, and long-term strategies to maximize value.

In-House Creative Studio Resource Management

SCHNEIDER ELECTRIC

In this course, you'll learn how Schneider Electric's In-House Creative Studios assign work into the teams, manage projects with templates, and use the resource manager to allocate the studios on a weekly and monthly basis while leveraging the PTO feature.

Transitioning Roles in the Organization

PLEX

Turnover and transitioning roles in an organization can present many challenges, including how Workfront is managed within a department or group. The team at Plex was able to navigate these challenges by changing routing rules, request queues, and templates to adapt to changing roles and personalities within the organization. This session will demonstrate how we continue to find success through organizational change.

Data Democratization: Empowering Your Teams with Actionable Data

WORKFRONT

Allowing everyone in your organization to be able to get the data they need when they want it empowers them to get the work done. See how you can achieve data democratization now through dashboards and reports and get a sneak peek into the future of reporting.

Creating a Mindset for Digital Adoption and Transformation.

GWT NEXT

To adopt means to take by choice, choose for oneself, select. There's no question that adoption is a one-way street you're in control; you choose. But why do some people choose not to use practical tools and proven processes to get the job done? For many, habit is the barrier. "This is the way we've always done it," we may say. As expected, adopting an unknown process can create anxiety. It's something new, something else to do. And the benefits of these tools may go unseen. How does one learn to adopt change that leads to collaboration and away from threats? The answer is mindset. Laura Goodrich, who's studied this process for over 20 years, understands this challenge and the nature of behavior change. In this session we'll help you understand how to improve effective change and digital adoption. This session will be customized to include the skills users need to confidently navigate Workfront's practical tools.

Alternate Means of Motivation: How to Encourage Your Team to Adopt and Use Best Practices

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.

Collections: A Whole New World of Advanced Reporting

WORKFRONT

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. During this session we'll show you what collections are and where they can be used. We'll then walk through common scenarios of how collections can add tremendous value to your Workfront reports.

From Chaos to Collaboration: Implementing an IT Governance Process

CORNELL UNIVERSITY

Does IT project demand far outstrip your staff capacity? Do constituents expect IT to address their needs immediately? Does leadership lack an understanding of what IT is working on and why? If so, implementing an IT governance process may be for you. Learn about the governance process we put in place, the benefits we've realized, and how Workfront's Resource Planner supports the process. Leave with concrete steps for implementing a governance process in your company.

Be the Change (Driver)

KEYBANK

The concept of driving change can often seem daunting with so many obstacles and opinions to manage along the way. In this session you'll learn how one marketing project management team has become a change leader not just within its own department but within other teams across its organization. By gathering research, fostering buy-in, and leading by example, we'll show how you, too, can learn to successfully drive change!

Performance Indicators on Enterprise Work: A Data-Driven Journey

ARTHREX

This session will provide insights on how to build a simple framework within Workfront to enable data-driven decision making. Discussions will include lessons learned on standard processes, standard definitions, and examples on how to obtain data for your organization.

In-House Agency Benchmarking and Trends

CELLA

Each year Cella benchmarks in-house creative agencies to provide a quantitative review with qualitative examples of what's remaining consistent and what's changing across the industry. Understanding the size and composition of teams; reporting structures and implications; technology and roles and other benchmarking points helps in-house agency leaders validate and determine the strategic direction they are managing their team toward.

Integrating Veeva PromoMats with Workfront to Optimize the E2E Campaign Execution

ACCENTURE INTERACTIVE

The Life Sciences industry is looking for new ways to engage with their customers, bring more content to market, while doing more with less. Learn how Accenture is partnering with Workfront to provide a seamless End-to-End collaboration across the entire workflow pipeline. We'll share our point of view on how to optimize campaign execution from campaign strategy through monitoring, inclusive of Veeva MLR review/approval and how to optimize the collaboration between Veeva and Workfront and the associated benefits of this approach.

The Email Creation Maturity Model: How to Graduate from Email Chaos

STENSUL

Brands are reliant on marketing operations more than ever, especially with the surge in digital capabilities and channels. Marketing programs are seeing a similar growth, with email marketing delivering $42 per dollar spent. As audiences fragment across channels, marketing teams are challenged to increase their agility and scale their programs while maintaining high quality output and brand standards. Despite this, marketing operations teams report difficulty keeping pace with the ever demanding requirements of their creation process. How does your organization measure up? In this session, we will outline the Stensul email maturity model for email creation. This process goes through How to assess their current operation against a set of practices, The five phases (or stages) of maturity and the attributes that characterize each phase, A framework for how to transform your email marketing strategy, technology and process, and The key benefits from implementing agile practices in email creation operations.

Integrated Data-Insights: Poly's Journey to Greater Business Impact

POLY

How do marketers successfully elevate conversations from attribution to business impact? Moreover, how does a global team achieve this during a major corporate merger? It's definitely a journey – but one well worth taking. Poly marketers shifted the conversation using data-driven foundations that create value for their business. In this session, you'll learn how the Poly team integrated an operational approach to their Workfront and Allocadia (Marketing Performance Management platform) implementations, and built a foundation of data standards, transparency, and visibility, completely transforming the conversations that marketers are having around business impact. Poly's journey resulted in increased efficiency in marketing spend, with transparency across teams, and alignment of budget planning with actual work and activities. Deploying systems of record for the global Marketing investment, and Marketing execution priorities made it easy to shift gears and quickly deliver to new objectives in the midst of the COVID-19 pandemic.

Why Have Strategy If You Can't Execute It?

WORKFRONT

What is the point of having a strategy if you can't execute it correctly? This is the question too many organizations don't think about. Strategies and scorecards are created and then sit on a shelf to collect dust. Neil will examine the elements that make reporting and strategic planning difficult and explain how you can set your company on the right strategic path.

Creating a Nimble Environment that Thrives in an Era of Digital Disruption

WORKFRONT

Command and control don't work in today's nimble, digital companies. We'll talk about how leaders must alter their traditional mindsets and practice new behaviors that leverage lean principles in order to drive and sustain organizational change and operational excellence.

Drive Up Utilization of Workfront with Creative Ideas

WORKFRONT

In this session we'll share customer stories and apply other creative methods to learn how to use internal marketing campaigns and gamification to drive up utilization.

The Evolution of Project and Portfolio Management in a Digital World

WORKFRONT

In the current fast-changing digital world, with various work management tools at hand and with artificial intelligence replacing some of the human responsibilities, it's important to consider how these changes will impact portfolio management, project execution, and outcome delivery. More importantly, enterprises should consider what they can do proactively to be prepared for the changes! Let's explore what the industry experts and analysts see on the horizon of project and portfolio management trends and what steps you can take to be prepared.

Executive Sessions

Evolving Workfront for Rapid Growth

TRENDLINE INTERACTIVE

This session will focus on how to evolve your company's use of Workfront to meet the demands of a rapidly growing team. Trendline Interactive initially configured Workfront for the use of a 35-member team, and in 2019-2020 it expanded to over 200. This session will share insights into how Trendline identified focus areas, got alignment and participation across all teams to use Workfront more effectively, and worked with Workfront and their partner ecosystem to achieve their goals.

Our Workfront Journey—A Lot Can Happen in a Year

CENTURYLINK

A little over a year ago we were challenged at CenturyLink to transform how we worked. We started with ten-plus separate systems, 15 teams, and 175 team members. Our people and process alignment were limited. We had zero centralized reporting and capacity planning, as well as limited proofing and transparency. At the same time, we were asked to launch new creative and messaging for both B2B and B2C and to move from external to internal resourcing. And we did it! Join us to hear how and what we learned along the way.

If Culture Eats Strategy for Breakfast, How Do You Change the Menu?

WORKFRONT

Is your culture getting you the results you need? Join this interactive session to learn both new and fundamental strategies to transform your culture. Designed for executives who are leading projects, teams, or functions, you'll learn about the impact of mindset in leading culture change. You'll also learn how the experiences and beliefs that you often can't see are leading to your current results and how to begin consciously shifting those elements. Finally, you'll learn the power of everyday habits such as feedback and recognition in accelerating the culture change needed to achieve extraordinary results.

Herding Cats—A Journey to Effective Project Portfolio Management

CREDIT UNION OF COLORADO

After several years of managing chaos rather than a project portfolio, Credit Union of Colorado developed a five-step process to manage enterprise efforts within Workfront. In this session you'll learn how these steps—Identify, Understand, Develop, Prioritize, and Work—allow CUofCO to tie portfolio items to the organizational strategic plan and deliver high-impact projects each year.

Driving Enterprise Outcomes

WORKFRONT

As a leader within your enterprise, you set your goals, identifying the proper measurements for success, and then plan the best steps to achieve them. In this session we'll discuss the relationship between goals, activities, and key results; outcome- vs. output-focused goals; the benefits of outcome-focused goals; and how tracking outcomes and output can improve execution.