

Gaylord Opryland Resort | Nashville, TN | April 30 - May 3, 2018

# LEAP 2018 SESSION GUIDE

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### PRODUCT FUNDAMENTALS TRACK

New to Workfront, or just need to refresh your knowledge? Join expert Workfront customers and employees to get a solid product foundation in encouraging adoption, project management best practices, basic reporting, and other critical Workfront topics.

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS
Cloudy with a Chance of Adoption: Implementation in Change-Resistant Environments	Learn how Workfront empowered Drinker Biddle's marketing department to establish new processes for a variety of functional teams that previously used post-it notes, emails, and institutional knowledge to complete projects. Despite a rocky and unconventional implementation process, the department was able to define best practices, create effective workflows, and roll-out the tool to members throughout the firm. No matter what challenges you may face in your own organization, it is possible to encourage user adoption and prove value.	Chelsea Terwilliger, Digital Support Specialist, Drinker Biddle & Reath
The Champion's Boot Camp: Igniting Workfront Fever Across an Organization	You're the Workfront guru. You build reports like a boss, you have your own Workfront cheer, and your trainings are on point. There's only one problem: If there's a Workfront question, you're the only one who can answer it and you're already working 70+ hours a week at your real job. Is there any way out? Come to this Champion's Boot camp and learn how to cultivate a team of champions, distribute subject matter expertise, and build a contagious Workfront culture in your organization.	Jordan Staples, Manager, Curriculum & Content, Workfront Matt Broschinsky, Manager of Custom Solutions, Workfront
Life after Launch: Leading Consistent Training Sessions to Retain User Adoption	Implementing Workfront is an exciting challenge – you may work for months to configure your processes in Workfront. But your role isn't over once the lights go on. Supporting your user base with ongoing training is crucial to retaining user adoption and validating your financial investment. Join this session to hear Mike McGovern, Deloitte's Workfront System Admin, share his experiences with change management during Deloitte's first year of Workfront – including an overview of Deloitte's in-house developed training program.	Mike McGovern, Senior Specialist, Technical Program, Project Management, Deloitte
Keepin' It Real: How Honest Conversations Can Lead to Workfront Expansion	Join this session and learn how the reporting tools within Workfront can provide enterprise-wide visibilty and value. AAA Club Alliance uses reports within Workfront to have honest, open dialogue with senior leaders to uncover pain points around production and staffing shortfalls and how they can be improved. In addition to realizing previously unforeseen efficiencies, these conversations have now shifted to how we can bring on Workfront company-wide. We'll demonstrate the tools and reports we use to encourage these open conversations.	Gregory Lawville, Director, Marketing Strategy and Advertising, AAA Club Alliance
The Workfront Crystal Ball: 2018 Workfront Product Roadmap	Come one, come all! Gaze into the Workfront crystal ball. Leap with us into the void to find out what shall be deployed. We know you're thinking this could be a trap, but it's simply a view into our product roadmap. Bring your attention and prepare to be wowed. Your presenters are informed, educated, and will entertain a crowd!	Darin Patterson, Director Product Management, Workfront Jennifer Moore, Director Product Management, Workfront
Keep it Together: Integrating Workfront as the Center of Your Workflow	With so many tools, applications and systems that make up your workflow, it's easy to lose track of work and operate in silos. See how Charles Schwab leverages Workfront as the central, operational system of record that drives and coordinates their marketing workflow, and how Workfront integrates with other tools to ensure that everyone is on the same page and kept up-to-date on work, status, and progress.	Nathan Greer, Managing Director, Operations Enablement and Support, Charles Schwab Brent Rudewick, Managing Director, Marketing Resource Management, Charles Schwab
Make it Stick: A Guide to Making Your Workfront Instance Grow and Flourish	In this session, Disney Vacation Club's planning and integration director, Steve Flynn, will share secrets to successfully implementing Workfront at a highly entrepreneurial and structure-averse culture. He'll tackle how they got users to adopt, and what steps they took that ultimately made Workfront the standard for managing work across the entire organization.	Steve Flynn, Planning, Integration Director, The Walt Disney Company
Workfront API Jumpstart	Interested in what you can do with the Workfront API? Join us for this session covering the Workfront API, Notification API, and the Node.js library wrapper, enabling system administrators and developers to fully understand the power available through the Workfront API. See real-life examples of API calls, including creating projects, adding users to projects, event subscriptions and more. You'll come to fully understand the wide variety of work that can be accomplished through the API, so you can get started on your own.	Kenny Parkinson, Software Developer, LDS Information and Communication Services Brian Cook, Senior Solutions Engineer, Workfront
Can You Kanban? Yes, You Can!	If you are looking for guidance on Agile or simply how to become more agile, then come learn the critical elements teams need for continuous improvement from Agile industry expert and CTO of Ramsey Solutions, Brendan Wovchko. Our Product team will also demonstrate how you can use the Agile solutions in Workfront now — and plan for what's coming — to empower your teams to embrace iteration over perfection.	Jennifer Moore, Director, Product Management, Workfront Mandy Anger, Product Manager, Workfront Brendan Wovchko, CTO, Agile Consultant, Ramsey Solutions

PRODUCT FUNDAMENTALS	TRACK CONT'D	
Do You Want to Build a Scorecard?	Prioritization is key in the business world. Regardless of your profession, whether it be marketing, logistics, human resources, IT, etc., it is increasingly difficult to determine which projects to begin first or what to do next. Building a Workfront scorecard is the answer! Learn best practices from the Penn State team and see how we use a custom Workfront scorecard to inform the work we do and how it's prioritized. We will help you guide your own team through scorecard creation, so you will no longer have to guess at what's most important and when it needs to get done.	Brendan Bagley, IT Project Manager, Penn State University Lindsey Marshall, Business Analyst, Penn State University
	Please bring your laptop for a hands-on experience.	
Work from Anywhere with the Workfront Mobile App	With more and more work being done on the go, or away from physical office locations, the Workfront Mobile App is evolving to become even more powerful so you can work where work happens. Join the Workfront Product team to learn what's new in the Workfront Mobile app, see what's coming next, and provide real-time feedback on the features you'd like to see.	Stefan Radisavljevic, Product Manger, Workfront Jennifer Moore, Director, Product Management, Workfront
Simple Steps to a Killer Product Launch	Learn how the best companies win when it comes to product and service launches by managing your release process with Workfront! Join us for best practices on the topic of product launch from our own Launch Manager, Natalie Johnson. Get inside information on the single most important driving force behind successful launches and see how you can leverage our strategies to make your own launches a smashing success.	Natalie Johnson, Launch Manager, Workfront Vern Phipps, Release Manager, Zions Bancorporation Christa Levine, IT Project Manager, Confluent Medical
Flex Your Workfront Muscles: Implementation, Adoption, and Success Insights	Take a dive into how Equinox uses Workfront, what has worked, learned missteps, and what's on the horizon. Review best practices for implementation, adoption, dashboards and proof approvals. Learn about building your processes from what already exists in Workfront, what's in development, and interesting workarounds. Also discover how to utilize the Workfront community to discover answers you can't easily find.	Gisela Delgado, Director, Creative Operations, Equinox
From Sales Through Project Execution: Our Agency's Ten Quick Wins	Come learn from two Workfront experts who live and breathe the chaos of agency life. Find out how a digital marketing agency leveraged the platform to streamline their sales and project execution processes. In this session, you'll learn how to use request queues, project templates, and resource planning to effectively set up a project. Once the project is executed, you'll discover how approvals, time tracking and reporting inform your business objectives.	Dana Kajtezovic, SVP, Operations, Vertical Measures Jennifer Tanabe, Director, Project Management, Vertical Measures
What Success Really Looks Like for an EPMO	EPMO's play an important role in driving positive change and desired outcomes across an organization. The role of the EPMO must become more strategic and become an enabler to the organization it serves. It's important to address evolving needs and demonstrate how the organization creates a culture that leads to repeatable and predictable outcomes. This session will provide techniques that organizations can use to transform and enable their EPMO strategies and objectives into metrics using Workfront as an Enterprise tool.	Brent Baiotto, EVP SIO, Freedom Mortgage Suzanne Tomassian, SVP EPMO, Freedom Mortgage
Growing & Enabling Your Workfront Superhero Squad	Becoming a Workfront superhero is no small feat. It requires steadfast dedication to achieving a higher level of work management excellence. In this session, Plex will share how they defeated the uncertainty that comes with unbridled work chaos by creating tools, documentation and plans for helping cross-functional teams use Workfront in the best way that works for them.	Lenore Brown, Content Specialist, Senior Product Marketing Manager, Plex Divya Ganesh, Senior Product Marketing Manager, Workfront
Review & Approval For Non-Creative Content	So you're an IT, PMO, Finance or Legal group and need a way to review your content? Review and Approval isn't just for creative/marketing. In this session you'll dive-in to real life examples of how the Workfront platform helps streamline your content review and approval process. Learn how to route content and enforce compliance while tracking progress, all in a one-stop shop using the Workfront platform.	Etienne Bosch, Group Product Manager, Workfront
All About That Data: Reports and Dashboards for Success	It's no secret that Workfront can provide insights into your work, but for beginning or inexperienced users, figuring out how to use that functionality can be daunting. Join the experts at Northstar New Jersey as they offer hands-on help with creating and using Reports, Dashboards, Custom Views, and Templates to report on your team's daily work—from weekly updates and work assigned, to approvals and beyond.	Laura Antos, Senior Manager, 360 Operations, Northstar New Jersey Lottery Lauren Quirk, 360 Marketing Specialist, Northstar New Jersey Lottery
Project Talk: How Apptio's Delivery Index Makes Project Reviews More Effective	Do your project reviews always start with, "How's it going?" Apptio developed a system to improve the conversation about project success during weekly project reviews. Each week, project managers update a custom form with a series of questions that are leading indicators to project success. Based on the answers, we calculate a set of index scores that enable Apptio to target areas for improvement during reviews, making them more efficient and effective.	Amy Westlake, Practice Manager, Delivery Practices, Apptio, Inc. Brandon Walshin, Workfront Administrator, Apptio, Inc

PRODUCT FUNDAMENTALS	TRACK CONT'D	
Home Sweet Home: Getting the Most from the New My Work	Welcome home! Come in, relax, take your shoes off okay, maybe don't take your shoes off. Join Workfront's Product team for a private tour of the new Workfront Home and learn how the newly redesigned My Work will increase personal and team productivity.	Jennifer Moore, Director, Product Management, Workfront Mandy Anger, Product Manager, Workfront Chandler Smoot, Product Manager, Workfront
Roll Out Workfront in a Global Organization Without Getting Rolled Over	Gone are the "good ol' days" when employees worked in an office from 9-5. With companies expanding their presence globally and an increasing number of employees working remotely, digital collaboration tools are more critical than ever to maintain visibility and organization across locations and time zones. For Commvault, the decision to implement Workfront was easy – preparing the organization for change, and ensuring an effective roll out took much more time. Come learn some of the lessons learned and keys to our success.	Lauren Holck, Digital Project Manager, Marketing, Commvault
Managing Change and Deployment Strategies	"Everybody loves progress, but nobody likes change." Yes, the truth is, managing change is really hard. Introducing a new platform into your environment can be daunting, even with assistance. Whether soon to embark, recent experience, or expanding anew, this session offers opportunities for new strategies and insight. Come explore, in an open forum of discussion, managing change and deployment strategies inspired by ideas from the popular book, "Switch" by Chip and Dan Heath. Guest customers also share in a Q&A panel of their deployment experiences with reaction to such strategies.	Chris Berry, Solution Architect, Workfront Randall Hosilyk, Director, Creative Operations, Wolters Kluwer Gail Bruce, Senior Manager, Creative Studios, Whirlpool Chelsea Terwilliger, Digital Support Specialist, Drinker Biddle & Reath
Using Workfront in a High-Volume Request Environment	Learn how Covance DRC used Workfront to transform the management of high- intake, fast-turnaround tasks. From multiple systems and manual processes, to a streamlined, single-tool solution for intake, resolution, metrics, and archiving, Workfront has revolutionized the way Covance DRC does business!	Patrick Taylor, Global Manager, Covance
Workfront Enterprise Growing Pains	WARNING: The usage of Workfront can go viral. JLL began its Workfront usage two years ago with one instance for Americas Marketing. That instance has now grown to include both EMEA and APAC regions for Marketing and additional instances in other groups. Join this session to hear a case study about expanding Workfront use within a global organization like JLL – how we built broader interest and engagement, how we deal with growing pains, and where we're going next.	Kristin Rakshys, Senior Manager, Technology Programs, JLL Nancy Weinzettel, Senior Manager, Marketing, JLL
For Your Eyes Only: Proofing Secrets for Success Now and a Glimpse of the Future	You may not be a secret agent, but the right gadget can help you fulfill your mission. For instance, do you know how to compare proofs, reply to comments, work with multi-media, and ask for approvals? If so, skip this session. If not, join one of Workfront's Marketing team members and you'll be trained on all the secrets you need to get started.	Melissa Juarez, Solutions Marketing Manager, Workfront Andrzej Muca, Product Owner, Workfront
Reports & Dashboards: Laying The Right Tracks For Your Team	Any high-functioning locomotive needs pre-laid tracks to get from point A to B. At FCB, we believe that every brand we work with, and every project has a purpose. But, the perfect storm can knock projects off track and derail any good idea. We've built a slew of custom reports & dashboards to help your users stay on top of their work and to report status to others in order to prove their value and talent. These reports are for all levels - your users, your executives, & your clients.	Kathy Haven, VP, Director of PMO, FCB Anthony Imgrund, Project Manager, FCB
Buy-in Across the Enterprise: How to Tackle Multi-Department Implementation and Adoption	Join Bristol-Myers Squibb's worldwide director of marketing operations as she shares their journey, from crafting a c-suite convincing business case through 2020 road mapping. The session will include best practices for implementation, integrations, launch, and proving return on investment. She'll also explore the multi-department infrastructure BMS has implemented that supports expanding Workfront to solve work chaos across multiple markets and departments.	Jennifer C. Adams, Director, Worldwide Marketing Operations, Bristol-Myers Squibb
Full Time Admins on a Part Time Budget	What do you do when you've got a shiny, new Workfront system that demands full-time attention, but only have part-time resources to administer it? This session will highlight how to effectively support users on a part-time budget to more efficiently use Workfront consistently across multiple business units within your organization. We'll share how CUNA Mutual Group has created an admin team, evolved custom forms (including bulk edits), and outline our journey implementing single sign-on and adding new units within the enterprise all with part-time administrators!	Leanne Neild, Process & Quality Consultant, CUNA Mutual Group Angela Simon, Marketing Operations Specialist, CUNA Mutual Group
Adoption, Expansion, Evolution: Bristol-Myers Squibb Case Study	The global biopharma company Bristol Myers Squibb chose Workfront to improve efficiencies and accelerate execution. Now, their worldwide multi-channel Hub leverages its planning and delivery power to drive the execution of 5000+ tactics each year—ranging from websites and emails, to banners to print materials. Join Linping Sun from BMS as she shares the methods (and madness) they used to map comprehensive operations into Workfront with simple templates, stagger their rollout, create short term and long-term support plans, and greatly enhance visibility and team collaboration.	Linping Sun, Associate Director, U.S. Digital Marketing Operations, Bristol-Myers Squibb

PRODUCT FUNDAMENTALS	TRACK CONT'D	
Driving Adoption: How to Cater to Your Audience	Driving adoption doesn't just start and stop with your team. If you are looking to integrate Workfront across your entire organization, join this session to learn how to tailor your message specific to your audience. Knowing how to market adoption internally now may help keep you from banging your head against the wall later.	Gabrielle Young, Director of Marketing, Southwire Company
No Limits: The Modern, Boundary-less Enterprise	With the exponential proliferation of business applications across different departments and teams in today's enterprise; the need to connect every aspect of work happening in your business has never been more pronounced. Join Darin Patterson and Anna Grigoryan, Workfront product managers, to learn how new Workfront capabilities and integrations will help you digitally transform your business landscape by enabling a seamless and connected enterprise work lifecycle.	Darin Patterson, Director, Product Management, Workfront Anna Grigoryan, Product Manager, Workfront
Agile and the In-House Agency	Agile is inIT loves it, marketing is adopting it, but is it right for the in-house creative agency? Yes and no. In this session Dan Mucha discusses the difference between Agile & Waterfall methodologies and why, when and how to apply them to creative processes.	Dan Mucha, Senior Consultant, Cella
Change is Inevitable, Growth is Optional-6 Key Practices for Breakthrough Performance	There are no silver bullets to guarantee Workfront success. In fact, 80% of all change initiatives fail to deliver their desired results. So, when it comes to success or failure of an initiative, what makes the difference? Whether you're starting a Workfront journey or looking for deeper adoption, the difference comes from applying critical principles that affect how people change, adopt, and thrive. Join the experts at Moventus as they discuss how best-in-class organizations have achieved success with their Workfront initiatives by engaging change champions, building trust, embracing agile processes, and launching Rapid Improvement Teams.	David Romney, Founder, Managing Partner, Moventus David Taylor, Co-Founder, Moventus
Marketing Nirvana: Planning for Performance and Steps to Measure ROI	Are you asked to justify your marketing budget? Under pressure from sales to prove your impact? Join Hive9 for an interactive discussion about planning your marketing activities not based on what you did last year but based on performance. Learn practical steps to take on the path to marketing ROI, beginning with better management and insights of your financials and ending with taking the mystery out of marketing attribution. The middle section is marketing execution, based on Hive9's integration to Workfront to effectively plan, assign, deliver and measure the work!	Darin Hicks, President, Hive9
Don't Sleep on Adoption: How Purple Mattress Made Implementing and Using Workfront Fun	When Purple Mattress made the decision to purchase Workfront, they had a very tight timeframe for implementation as they needed to start using the tool in a manner of weeks. Once the solution was in place, they then had to get mass amounts of users successfully using the tool. In this session, you'll learn the best practices and lessons learned from a fast track implementation and rock solid adoption plan to get Workfront rolled out and utilized in a short amount of time. See how the use of simple gamification principles allowed Purple Mattress to make the process fun while further encouraging employees to get familiar with the new Workfront tool.	Martin J. Widger, Managing Partner, Milestone Management Partners Nathan Hanamaikai, Senior Consultant, Milestone Management Partners Charlie Smith, Chief Operating Officer, Purple Mattress

### ADVANCED PRODUCT TRACK

Get the most from your maturing Workfront system. Learn from experienced Workfront customers, admins, and product representatives to explore advanced uses of the Workfront API, understand powerful custom integrations, build complex workflows, and more

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS
Resource Management: Putting it Together, Piece by Piece	Dream big. Aim small. From ideation to execution, the success of your organization's efforts depend upon valuable strategies that are successfully converted into plans and delivery. Join our product team on a journey through the strategic to operational cycle within Workfront. Learn best practices on planning your work and aligning your greatest asset, your people, to your strategic pursuits.	Chris Low, Group Product Manager, Workfront Michael Swan, Group Product Manager, Workfront
Resource Management: Real Customer Perspectives	Want a peek into what your future workplace might look like? Join us as our experienced panel discusses effective people management and engagement strategies. In this session we will address concerns like: How do I avoid burnout and boredom in the modern workplace? How do I anticipate and prepare for firedrills that impact my people and their capacity? What does optimal engagement look like for Millennials?	Jennifer Moore, Director, Product Management, Workfront Michael Swan, Group Product Manager, Workfront John Seitz, Software Administrator, ESPN Patience Phillips, IT PMO Manager, St. Luke's University Health Network
Agile Marketing 201: Taking Agile to the Next Level	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 Raechel Duplain, Certified Scrum Master, and Danielle Howard, Workfront product expert, to learn more about how your team can progress with Agile, applying Agile to functional vs. project teams, and more about Kanban as an alternative to Scrum.	Raechel Duplain, Senior Solutions Marketing Manager, Workfront Danielle Howard, Solutions Engineer, Workfront
Fully Integrate with Workfront to Run Your Enterprise IT PMO	See how an Enterprise IT PMO made Workfront their operational system of record through the power of integrations. Learn best practices and solutions for connecting Workfront with other critical enterprise applications and see a demonstration of how they're now able to leverage single-source data architecture, automate work for easy maintenance and even produce their IT payroll from Workfront data collected. Have Workfront do the work for you in the background, so that you'll have the power to focus on your core job.	Cheryl Williams, Director, ICS Tools, LDS Church Kenneth Parkinson, Software Developer, LDS Church
How Workfront DAM Can Be the Final Piece to Your Digital Puzzle	DAM is more than just digital asset management. It gives you the ability to connect your systems focused on creating and managing digital content while bringing your content where you need it, when you need it. In this session, we'll demonstrate best practices for making DAM an essential piece of your work lifecycle and highlight tips and tricks may not already be familiar with, so that you can become a DAM expert in no time at all.	Jeff Herrington, Senior Product Manager, Workfront
From Request to ROI: Integrating Workfront into a Marketing Technology Ecosystem	Conducting integrated marketing campaigns is never easy, but streamlining creation, attribution and data collection can make a world of difference. In this session, you'll learn how ADP has connected Workfront to Eloqua and Salesforce, ensuring standardized ROI tracking, budgeting, and CRM updates are automatically included in all campaigns. Discover how to pass tracking data back to Workfront, and create closed-loop reporting and campaign cost analysis for every lead sent to sales. See how Workfront can be the hub of all of your marketing campaigns.	Tim Dubroy, Marketing Resource Manager, ADP Dave Zeltser, Marketing Operations, ADP
"Express" Yourself-Getting More Out of Calculated Custom Data	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 capture your organization's unique information.	Tony Messam, Implementation Consultant, Workfront

ADVANCED PRODUCT TRAC	CK CONT'D	
Beyond the Basics: Automating Complex Workflows	Workfront is a powerful work management platform, and by utilizing add-in tools such as CapabilitySource Connect, Amway has been able extended the capabilities and improve internal processes. In this session, we'll demonstrate how Amway, in conjunction with some Workfront partners, automated complex project setups including: campaign generation and duplication, campaign cost estimating, job translations, and integrations with outside creative agencies.	Greg Lindhout, Head of Digital Operations, Integrations, Americas, Amway
From Zero to Hero: Transforming Request Queues	Are your request queues more like Clark Kent than Superman? Step into our phone booth and put on your cape! Let us show you how to use request queues effectively for an organization with varying needs. We'll tackle everything from indepth project queues to simple work requests. But don't forget, with great queues comes great responsibility!	Alison Angilletta, Director, PMO, RWJBarnabas Health Nick Matarazzo, Enterprise Project Specialist, RWJBarnabas Health
Al and Workfront: Do the Jobs You Love, Not the Tasks You Hate	What would it mean to infuse Artificial Intelligence into the Workfront platform? With the thousands of work years being managed through Workfront across all industries and functions, what insights could a sophisticated AI engine provide? How would it change how we work? In this session, we will tackle these questions and provide a glimpse into how Workfront uses AI and how Artificial Intelligence will transform the future of work.	Ryan Plant, Chief Architect, Workfront Richard Wellman, Data Scientist, Workfront
Workfront Proof: Now and in the Future	Calling all Workfront Proof users! In 2017 we saw some great additions and improvements made to the Workfront Proof integration. As we advance through 2018, we are excited to tell you about the new changes and explore the future of Workfront Proof. One word that really describes it allunification! Come join us as we share insight into unifying approvals, proof details, document list improvements, notifications and much more.	Etienne Bosch, Group Product Manager, Workfront
Get DAM Good!	In this session, you'll hear from a Workfront product expert, and Insight, a Workfront customer, for a real-world case study in selecting and implementing Workfront DAM. Hear their real-world experience and learn how they demonstrated need and value of a DAM, built up the business case for purchase, got stakeholder buy-in, and generated adoption and advanced usage.	Danielle Olson, Senior Manager Partner Programs, Operations & Events, Insight Alyssa Sharp, Senior Product Marketing Manager, Workfront
Capacity Planning: Imagine All The People	People are at the heart of each organization, and overburdened employees can't do their best work. You want to get a lot done—everyone does—but at what cost? Anxiety, burnout, and disengaged team members are serious threats to creativity, innovation, and quality. Imagine what your people could accomplish if they were empowered with the skills to uncover more resource capacity and become better prepared for the future. Join Workfront's product team as they discuss how you can take your planning to a higher level by reviewing capacity while aligning your initiatives to available resources.	Vazgen Babayan, Product Manager, Workfront Michael Swan, Group Product Manager, Workfront
Workfront Integrations: When 1+1 is Greater Than 2	Explore the selection of free, out-of-the-box integrations for your Workfront instance that help you save time and effort, focus on what you do best, and achieve exponential success. Workfront product experts will share best practices to help you navigate business applications like a pro, and get the most out of Workfront.	Hayk Falakyan, Product Manager, Workfront Anna Grigoryan, Group Product Manager, Workfront
Next-Level Connectivity: Enabling Modern Integrations in Workfront	How can you do more with Workfront? Reach beyond the borders of Workfront with deep integrations that connect systems, data, and teams. Join Matt Mitchell, Manager Integrations, to learn how Workfront supports common integration needs that impact every aspect of your modern business. You'll learn how to design, build, and manage all your Workfront integrations without writing a single line of code. Please bring your laptop for a hands-on experience.	Matt Mitchell, Integration Practice Manager, Workfront
Consolidated Analytical Reporting Against Data from Multiple Workfront Instances	When you're tasked with providing real-time, transparent, and holistic reports, it can be hard to deliver when your data resides in multiple Workfront instances. At Equifax, data resides in two Workfront instances—one an ERP—so finding an innovative solution to provide real, big-picture insights was a must. Join this session to see how we use multiple tools, including exports, the Workfront API, a data warehouse, and TIBCO Spotfire's information links to connect multiple data sources for robust reporting, better process flow, and stronger data analytics.	Yanan Bledsoe, Director of Operations Planning, Analysis, Equifax, Inc. Zoey Cole, Senior Director, Professional Services, Equifax, Inc. Jaclyn Reiter, Project Manager, Strategic Initiatives, Equifax, Inc.

ADVANCED PRODUCT TRAC	CK CONT'D	
The Best Request: A SunTrust Demand Management Case Study	SunTrust Bank has dozens of request types and nearly a thousand topics within their queues, each with its own custom forms, rules, and approval process. With thousands of requesters and over a thousand users fulfilling those requests, finding a single solution for accepting work was impossible. Join the SunTrust experts as they show how they solved their Demand Management issues, then provide you with the source code, instructions, and guidelines you need to get the most from your own Workfront experience.	Narayan Raum, Workfront Delivery Lead, SunTrust Bank Kevin Ellington, Ph. D, Director of Transformational Services, LeapPoint
Pushing Boundaries: Process Innovation for Creative Teams	The Hatch, Cisco's world-class in-house creative agency, knows the importance of innovation. While design innovation comes easy to their team, The Hatch's use of Workfront to enable process innovation sets them apart. Join this session to learn how their process experts leverage Workfront to empower their team to create innovative solutions that enhance the client experience and foster operational excellence.	Rafael Renovato, Operations, Vendor Manager, Cisco Adina Pierce, Workfront Admin, Service Lead, Cisco Laurel Pearson, Workfront Admin & Project Manager, Cisco
Workfront + Adobe Creative Cloud: A Creative's Single Source of Truth	Workfront may be the single source of truth for your organization, but when it comes to your creative team, all the processes and workflows that other groups thrive on can feel like they hamper creativity. In this session, Josh Hardman will show you how the Workfront integration for Adobe Creative Cloud can help your designers feel at home in Workfront by bringing familiar Creative Cloud features and functionality into your Workfront experience.	Josh Hardman, Sales Engineer, Workfront
Workfront Reporting that Leads to Exceptional Project Quality	Maintaining project quality is critical for every organization. Without top of mind data, entropy can creep in, and project quality declines. With the right reports and attention to detail, you can attain and maintain a high level of project quality that translates to actionable reports and better decision making. In this session, you'll learn how to create your own reports that can directly affect and elevate your project quality.	Eric Lucas, Manager, IT PMO, Crowley Maritime Corporation
Custom Forms, Reporting and Calendars: Data to the Extreme!	Are you a reporting junkie? Does data get your adrenaline pumping? This session is for you! Learn how extreme custom form fields can generate insane data reports and create the ultimate calendar experience for you and your team. Don't miss out on this heart-pounding presentation!	Rhonda Cancino, Customer Experience Delivery Manager, GM Financial Shelly Long, AVP, Customer Experience Delivery, GM Financial
The Future of Workfront for Enterprises	Join our product management team to learn about the future of Workfront products for managing implementations within large enterprises that have multiple business units. We'll explore how to effectively balance delegation and control, security and collaboration, and standards and autonomy by using groups, layout templates, and other core Workfront capabilities.	Darin Patterson, Director, Product Management, Workfront Mariam Paronyan, Product Manager, Workfront
Building Integrations with Workfront Event Subscriptions	For some Workfront integrations, there is a better way to ensure up-to-date information than polling the Workfront API. Workfront Event Subscriptions allow you to leverage Workfront events (updates, creations, deletions) for your integration so that it can interact with Workfront in near real time. Instead of relying on polling (scheduled API calls), now Workfront can notify your integration when changes happen in Workfront.	Will Schmidt, Product Manager-API, Workfront Ross Penna, Senior Developer- API, Workfront
Collections: A Whole New World of Advanced Reporting	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.	Jason Webre, Remote Consultant, Workfront
FDA: The Work That Accounts for Drug Approvals	The FDA is responsible for ensuring the safety and quality of products that people everywhere depend on from the time they wake up, until the moment they go to bed. Join Atash Mehta as he outlines the Human Drug Review process, and demonstrates how the FDA doubled its yearly drug application approvals with Workfront. In his presentation, Atash will breakdown how his team successfully leveraged scientific disciplines across the organization to track and align over 600 daily submissions.	Atash Mehta, Chief Technologist, Human Drug Review Platform, FDA

ADVANCED PRODUCT TRA	CK CONT'D	
From One to Four: GM Financial's Expansion Best Practices	One implementation of Workfront is common, but what about FOUR implementations? When it first began, GM Financial had one business segment using Workfront to manage all their projects, but as more departments saw the features of the tool, the demand for new teams and organizations quickly grew. Join this session to hear how GM Financial implemented one Company, and then then navigated the challenges of adding three additional companies while still maintaining system integrity and internal collaboration. Get best practices and set expectations for expanding the Workfront footprint in your organization.	Wendy White, Project Admin Manager, GM Financial Cynthia Boon, AVP CX Admin, GM Financial
Future of Reporting: Reshaping Your Experience	How would you like a sneak peek into the Future of Reporting? The Workfront Product team is excited to share our roadmap of new capabilities. During this session, you will also learn how to operate more effectively by making Workfront your single source of truth. We will also demonstrate how to build advanced reports, keep track of work progress, monitor SLAs and much more.	Lilit Mkrtchyan, Product Manager, Workfront Trae Winterton, UX Researcher, Workfront
Workfront as a Financial Management Tool	Marriott International needed Workfront to manage all of its Digital Marketing work, and part of that challenge was handling the complex financial management needs for their projects. Join the experts at Marriott to see their innovative solution for tracking financial data with Workfront by leveraging strategic integrations and the Workfront hierarchy to track and report on multiple budgets on a single project, track fiscal year funding and allocation, bulk process billing records for invoice conversion, show billed vs. unbilled cost, and more.	Sara Rothkopf, Director, Digital PMO, Marriott International
Best Practices for Using Workront in a Heavily Regulated Environment	For those that work in heavily regulated industries, it can be a challenge demonstrating compliance in the context of your every day work, without the process or system getting in the way. In this session, you'll learn best practices from the Capital Group, who has designed, configured, audited and monitored a fully compliant record-keeping and retention process with Workfront, and all without inhibiting the day-to-day workflow of their marketing organization. Join us for this informative session, and see how you can do the same.	Shawn Finnie, Product Manager, NAD Business Strategy and Management, Capital Group Companies Global
Keep Insights In Sight: Visualizing Resource Allocation Metrics	Creative resources are often pricey, and managing several resources across multiple projects is every agency or creative tech company's nightmare—but not anymore. Vicky will share how her organization uses the power of the Workfront Resource Scheduling tool to bring planned allocation into view. The functionality provides leaders, project managers, and production coordinators with moment-to-moment metrics to identify available capacityor lack thereof.	Vicky Gonzalez, VP, Director of Production and Business Systems Operations, Erwin Penland
15 Advanced Tips to Level up Your Workfront	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.	Danielle Howard, Solutions Engineer, Workfront Scott McKell, Senior Sales Engineer, Workfront
Amp Up Your Workfront Journey	Learn how LeapPoint has taken enterprise-clients to the next level. No matter where you are in your Workfront journey — our automation, data analytics, and training products can help you solve your most pressing challenges. We can help you break down barriers, reduce friction, and accelerate adoption and progress at any stage in your Workfront journey. Learn how we created innovative solutions for several Fortune 500 companies and leave with actionable steps for how to solve some of the most challenging moments in your Workfront Journey.	J. Alan Goddard, Director, Operation Transformation Services, LeapPoint Nick Mexal, Director of Marketing Transformation Services, LeapPoint Beth Anne Wilhelm, CFO & Engagement Manager, LeapPoint

#### TRAINING TRACK

Join Workfront's Training Team for sessions that cover both basic instruction and deeper dives into specific skills in Workfront. Learn how to handle your daily work, manage your people resources, explore new ways to execute projects with Agile, and more. PDU credits are available for some sessions.

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS
Manage User Training in Workfront Ascent	Successful adoption is contingent upon making sure your users have access to the Workfront training they need. Workfront Ascent offers targeted training for project managers and system administrators. The Workfront Training team will show you how to access, customize, and track your users' training with Workfront Ascent and the Workfront Training Center.	Workfront Training Team
How to Empower Workfront Users through Training	Effective training leads to successful Workfront implementations and high adoption rates. Workfront's Training team shares tips on how to develop customized curriculum so you can train your teams on your organization's workflow processes.	Workfront Training Team
Driving User Adoption	If you've ever introduced new software or new processes to your users, you've heard the typical complaints — "This is too hard. Why can't I do it the old way?" We'll take a look at why users don't always adopt a new software system, plus share tips to help ensure Workfront is the operational system of record at your organization PDU eligible.	Workfront Training Team
Get Strategic with People Management	Learn Workfront's capabilities for planning and managing the supply and demand of your people. In this course, we'll explore the portfolio optimizer and resource planner, showing you how to use these solutions to answer key questions around resource management.  Prerequisite: Project Manager Fundamentals in Workfront Ascent. PDU eligible.	Workfront Training Team
Boredom vs. Burnout: Managing Your Team's Workload	If you manage people, you've probably asked yourself: "What are my people doing?" and "How can I empower them to do great work?" In this class, we'll show you how to leverage Workfront's Al-enabled resource scheduling and planning tools to get the right people doing the right work at the right time.  Prerequisite: Project Manager Fundamentals in Workfront Ascent. PDU eligible.	Workfront Training Team
Setting Up Workfront for Better People Management	To take full advantage of Workfront's resource management solutions, you'll need to have certain system settings in place. In this course, 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.  Prerequisite: Project Manager Fundamentals in Workfront Ascent. PDU eligible.	Workfront Training Team
Moving from Legacy to New Resource Management Solutions	Gain insight into Workfront's new resource management solutions by seeing how they relate to the legacy resource tools. In this course, we'll help you connect your resource management use cases to our new set of tools.  Prerequisite: Familiarity with Workfront's legacy resource management tools.  PDU eligible.	Workfront Training Team
Introduction to Text Mode Reporting	Explore the code behind Workfront's standard report builder. Learn the basics of text mode — camelCase, reporting element structures, API Explorer — to create the foundation you need to increase your reporting power with advanced reporting.  Prerequisites: Report Creation in Workfront Ascent or Reporting Essentials: Groupings, Views, & Filters and Fundamentals of Building Custom Reports.	Workfront Training Team
Reporting Essentials: Groupings, Views, & Filters	Workfront is an amazingly robust tool, with all the information you need about your organization at your fingertips. Make sure that data is useful to your daily work by creating (and using) custom groupings, views, and filters.  Prerequisite: Project Manager Fundamentals in Workfront Ascent.	Workfront Training Team

TRAINING TRACK CONT'D		
Fundamentals of Building Custom Reports	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.  Prerequisites: Reporting Essentials: Groupings, Views, & Filters or a familiarity with Workfront reporting fundamentals.	Workfront Training Team
Enhance the User Experience with Dashboards & Layout Templates	Work should be easy to find and manage for every knowledge worker, project manager, and executive using Workfront. Dashboards and layout templates are key Workfront features that make for a friendlier Workfront experience and better user adoption.  Prerequisite: Administrator Fundamentals in Workfront Ascent.	Workfront Training Team
Introduction to Agile Work Management	As work evolves, so does your method of management. Do your processes need more flexibility when it comes to prioritizing work, setting deadlines, or making changes midstream? This introduction to the Agile methodologies of Scrum and Kanban will help you determine if an Agile approach is right for your team to effectively get work done.  Note: Workfront's Agile functionality is discussed in the Scrum and Kanban in Workfront session.  PDU eligible.	Workfront Training Team
Scrum and Kanban in Workfront	Give your work processes more flexibility by learning to use Workfront's Agile work management features. This class focuses on planning and completing work using Scrum and Kanban methodologies.  Prerequisites: Project Manager Fundamentals in Workfront Ascent and Introduction to Agile Work Management (or prior familiarity with Agile methodology).  PDU eligible.	Workfront Training Team
Queue Management	Are work requests coming at your team from every direction? Alleviate the burden of managing incoming demands with a Workfront request queue. Learn to set up the topics for each queue and to route the submitted requests to the right people.  Prerequisites: Project Manager Fundamentals or Administrator Fundamentals in Workfront Ascent.  PDU eligible.	Workfront Training Team
Custom Form Essentials	Learn to use Workfront's custom forms to gather information unique to your organization's work. Build a basic custom form, then learn how to retain that vital information when converting a request to a project.  Prerequisites: Project Manager Fundamentals or Administrator Fundamentals in Workfront Ascent.	Workfront Training Team
Notifications & Subscriptions	Manage communications from Workfront at a system level by setting up in-app and email notifications that are triggered by different actions in Workfront. Learn how users can manage how they receive these notifications. You'll also learn how to stay updated on the latest comments posted on work items with subscriptions.  Prerequisite: Administrator Fundamentals in Workfront Ascent.	Workfront Training Team
Helpful Reports to Get You from Demand to Delivery	Leverage reports and dashboards throughout the lifespan of your project to help manage incoming requests, monitor work in progress, and keep track of what's been done.  Prerequisites: Report Creation in Workfront Ascent or Reporting Essentials: Groupings, Views, & Filters and Fundamentals of Building Custom Reports.  PDU eligible.	Workfront Training Team
Workshop: Mastering Permissions in Workfront	Understand how license type, access level, and object permissions interact in this workshop-oriented class. Come prepared to help solve access and permission problems in Workfront.  Prerequisite: Administrator Fundamentals in Workfront Ascent.	Workfront Training Team

TRAINING TRACK CONT'D		
Project Time Management	Get a real-time view of how a project is progressing by using the multiple date types available in Workfront. Once you understand how Workfront tracks dates, you can use the progress status to track if work will be completed on time or if it's running late.  Prerequisite: Project Manager Fundamentals in Workfront Ascent. PDU eligible.	Workfront Training Team
Manage Reviews & Approvals in Workfront	Review and approval will help you get content out the door faster — without sacrificing quality. You'll learn to upload proofs in Workfront, assign the right stakeholders to review the proof, and manage versions of the work as your team requests changes and makes corrections.  Prerequisites: Reviewing Proofs in Workfront Ascent or the Workfront Training Center. PDU eligible.	Workfront Training Team
Review & Approval Administration, Part 1	Take full advantage of review and approval features by designating proofing users, establishing global system settings, and customizing proof decisions to meet your organization's workflow needs.  Prerequisite: Manage Reviews & Approvals in Workfront. PDU eligible.	Workfront Training Team
Review & Approval Administration, Part 2	Optimize the use of review and approval features with workflow templates. Templates ensure consistent proof reviews and faster, easier proof management. Then set up custom views and reports to help monitor assets through every stage of the proofing workflow.  Prerequisite: Manage Reviews & Approvals in Workfront. PDU eligible.	Workfront Training Team

### BUSINESS SKILLS TRACK

Your work is much more than the software you use. Join thought leaders for inspiring discussions about the soft skills you need to spark creativity, progress in your career, foster inclusivity, and bring people together to ensure your work matters.

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS	
Falling Forward and Moving Out of Your Comfort Zone	People naturally navigate to their comfort zone, a safe environment where there is little to no risk, where they can be off the radar. This is often attributed to a fear of failure, or in not wanting to risk their job or reputation, which is directly counterintuitive to an organization that is looking to grow. Join Walt Disney's Chris Baker, as he provides best practices in pushing boundaries and releasing unlocked potential so you can make your work the happiest place on earth!	Chris Baker, Business Operations Manager, The Walt Disney Company	
Using a Software Implementation for a Career Boost	Think Workfront is just a tool? This session will discuss how to leverage an implementation of Workfront to advance your career. We'll discuss key traits of an implementer and how they can be honed to propel you forward. If you've brought change to your organization, you've already proven that you can be an influencer. Discover how to make your influence the new normal for career success.  Matthew Furlong, C Practice Manager, V		
The Missing Link: The Surprisingly Different Way to Lead, Build Teams, Be More Productive and Improve Results	In the technology-accelerated marketplace, transparent and open-minded approaches are winning through, allowing companies to stay competitive and manage successfully in the new talent-focused and data-rich environment.  Empathetic, individualized attention on increasingly distributed employees— enabled by customizable applications—is helping leaders build more productive, trust-based connections and interactions. Find out what missing element you can integrate to improve the outcomes for your team and company significantly.		
Future Proof Your Career: Emerging Technologies and Techniques for the Next Gen Employee	We all strive to get work done efficiently and accurately. But today's working environment can often throw hurdles in our way. Too much information, coming from too many places. Communication apps that hinder collaboration. Legacy tools that don't enable us to creatively convey our messages. Fear not. The future of work proposes an exciting new style, one that will leverage artificial intelligence, sensors and analytics, and augmented reality all working in tandem to help us solve today's challenges. This session with educate and entertain you on your journey to becoming a nextgen employee.	Alan Lepofsky, VP and Principal Analyst, Future of Work, Constellation Research	
Creative Industry Insights and Trends	Each year Cella surveys the in-house creative leaders to identify key benchmarks and trends in the industry. During this session Jackie Schaffer will share highlights and takeaways from the 2018 report, including trends on team size, project management and DAM system adoption, and the challenges in-house creative teams face.	Jackie Schaffer, VP, General Manager, Cella	
Overcoming Delay: How the Best Executives Increase Productivity	Learn from Agile industry expert and CTO of Ramsey Solutions, Brendan Wovchko, how to dramatically increase the productivity of your organization by moving from approvals to audits, permission to stating intention, and perfection to iteration.	Brendan Wovchko, CTO, Agile Consultant, Ramsey Solutions	
Essential Skills for Getting Stuff Done	Get work done on time and within budget by managing the processes, time, and communication associated with the work you're doing. PDU eligible.		
Adopting Your Newer, Better Way of Getting Things Done	Sometimes you just know there's a better way. You've found an upgrade, a shortcut, or a cheat code that could end up creating efficiencies, or saving time, or even money. Join cultural change specialist, James Wallman, as he leads a discussion on what holds people back from adopting their newer, better way of getting things done and shares the secrets of using that knowledge to leap over the hurdles and create connections so people will get to "yes!" sooner, and start behaving the way you want.		
The 9 Levels of Presenting Paradise	Presenting information clearly and effectively is a key skill for any modern worker who needs to lead a meeting, drive an initiative, or pitch an idea. Sadly, most most people would rather journey through Dante's Inferno than take time to learn the principles of solid presentations. Join one of Workfront's favorite presenters, Jon Hawkins, as he walks through the 9 essential skills that will take your presentations from hellish to heavenly.	Jon Hawkins, Manager, Sales Engineering, Workfront	
Leveraging Storytelling to Enhance Your Business	Storytelling has been used to pass down knowledge from generation to generation, and human beings have evolved to be drawn to stories. In this session we'll discuss how to leverage stories to better communicate ideas to your business stakeholders, both internal and external.  Eric Lopez, Engineering Nick Scholz Marketing Nick Sc		

### EXECUTIVE TRACK

Learn how current and aspiring executives use Workfront to gain executive visibility and strategic alignment. Get valuable insights from industry experts to make better real-time decisions, retain top talent, and cultivate a team that's free of reactive leadership.

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS	
How to Build a Contagious Culture	Succeeding in today's fast-paced environment requires more than a strong a business strategy, you also need a culture that reinforces that strategy. Join Laura Butler, SVP of People and Culture at Workfront, for a session on how to deliberately foster a company culture befitting the workforce of tomorrow. She'll discuss setting strong cultural values, encouraging inclusivity and diversity, inspiring distributed teams to work toward common goals, and methods for keeping the people who make your business come to life happy and engaged. You'll walk away with tips you can implement immediately to move your company's culture forward and do things that really matter.	Laura Butler, SVP, People and Culture, Workfront	
Collaborative Work Management Gives Teams Competitive Advantage	Digital transformation changes everything about the way we work. Digital places customers at the forefront of their strategies, and to create outstanding customer experiences, organizations must work together more collaboratively to leverage insights and feedback to deliver products and services. This presentation will examine the changing workforce, the impact of digital on the way we work and how using the right mix of tools and process can help an organization gain advantage with their competition.	Margo Visitacion, VP, Principal Analyst, Forrester	
Combating Disengagement: Three Steps to Increase User Adoption and Improve ROI	Human work behaviors influence all aspects of a job, and the digitization of work is no exception! Understanding perceptions, simplifying information, and recognizing how individuals commit to change leads to a natural adoption of new processes. Join us for an open discussion centered on how applying these three practices can create effective knowledge worker participants. Learn how the biggest naysayer in an organization can become the biggest champion for success.	Steve Cappellucci, Senior Director, Sales Value Engineering, Workfont Steve Afflect, VP, Sales, Workfront	
How to Digitally Transform Your Organization	Digital transformation is on the mind of every CEO in the world. Ask Alex Shootman. According to McKinsey, on average across all industries, industries are only 37% digitized, and only 5% of Digital Transformation Initiatives actually succeed. Join Workfront VP of Product Marketing, Scott Lee, as he shows why and how to position your organization for success. See how leading Workfront customers have leveraged Workfront to succeed in their own transformation efforts, and how you can use their key learnings to change your own organization.	Scott Lee, VP, Product Marketing, Workfront Chris O'Neal, Product Evangelist, Workfront	
Managing Change Across the Enterprise: How Deloitte Conquered Work Chaos	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.	Janelle Nash, Marketing Technology Leader, Deloitte	
Why Executives Should Care About Creating a COE	Whether you've chosen Workfront to help manage one team or an entire company, the key to sustaining growth, increasing usage, and ensuring efficient delivery of work is twofold: Staying organized, and creating a Center of Excellence. In this session, you'll hear from the experts about the real-world benefits of creating a COE, and you'll leave with the knowledge, tools, reports, and metrics you need for growing Workfront, your impact, and your influence in a healthy, strategic, and manageable way.		
Workforce Strategies for the Next Gen Business Leader to Make Their Mark			
Competitive Advantage  Several departments and business units, we share successes with teams and business units. Collectively, Allianz Partners' Global Travel revenue and profitability.		Mary Ann Erickson, Workflow Systems Engineer—USA, Allianz Partners	

EXECUTIVE TRACK CONT'D			
Delivering on Customer Expectations: Real- World Examples That Really Work	Customers have higher expectations than ever, but many organizations end up tripping on their own shoelaces when it comes to providing a truly integrated customer experience. In this session, you will learn how leading Fortune 500 marketing organizations are transforming how they work to enable world-class, personalized experiences for customers.	Erik Jaeger, Managing Director, Marketing Transformation, Accenture Interactive	
Workfront: From Point Solution to Operational System of Record	Three years ago, Prudential's Advertising Agency brought in Workfront to solve their ineffective Project Management process. Years later, the tool has become a crucial partner in a plethora of day-to-day scenarios. See how one single idea grew into a multifaceted organism that is constantly evolving.  Kevin E Operat Tyler P Operat Prudential's Advertising Agency brought in Workfront to solve their ineffective Project Management process. Years later, the tool has become a crucial partner in a plethora of day-to-day scenarios. See how one single idea grew into a multifaceted organism that is constantly evolving.		
What Every Executive Needs to Know About Privacy's Impact on Security			
Optimization After Implementation: The Journey of Prudential Group Insurance Marketing	You launched Workfront about a year ago. Are you seeing the expected results? Has adoption and work management improved? How do you measure success? Join us on a journey through Prudential GI Marketing organization's road to optimization. Learn how workflows, processes and reporting were streamlined – eliminating dozens of time consuming pain points of over 150 users while increasing adoption of users and executives. You'll leave with real-world insight into how Workfront can be optimized to improve performance in your business.	John Davalos, Director of Marketing Management, Prudential Group Vanessa Garzon, Senior Marketing Management Specialist, Prudential Group Helen McLaughlin, Business Solutions Architect, CapabilitySource Glenn Coward, President, CapabilitySource	
How to Use Technology to Make Your Customers Successful	Growth and Innovation		
Tame the Chaos: Five Expert Tips from C3	Companies today face many challenges as they seek to increase profit margins and satisfy clients. While executives worry about the bottom line, their teams worry about anything that stands in the way of meeting deadlines. Learn how C3 tamed their agency's chaos and cracked the code of work management efficiency by optimizing tools for better visibility, creating more efficient processes, streamlining routing and approvals, and tackling resourcing challenges.	Emily Higinbotham, Senior Process Manager, C3 Jake Wells, Senior Value Engineer, Workfront	

#### NETWORKING TRACK

Find greater success when you grow your network. Meet Workfront users who are in the same job role or industry as you and build relationships with people, teams, and organizations that have challenges and opportunities just like yours.

SESSION TITLE	SESSION DESCRIPTION	SPEAKERS	
Networking Session for Retail	Network with fellow retail professionals who get the unique challenges facing the industry. Come talk about work intake plans, workflows, store campaigns, process reporting, and how to provide the best work by leveraging your Workfront solution.	Workfront, TBA Workfront Customer	
Networking Session for Agencies	In-house and external agency creative teams face unique work management challenges. Join fellow creative professionals who understand those unique demands and work tirelessly to make their teams more efficient using Workfront. Come for an interactive discussion around how other creative Workfront customers use the solution to manage different aspects of creative work.	Workfront, TBA Workfront Customer	
Networking Session for Financial Services	Network with other financial professionals who understand the projects, workflows, and compliance issues you handle every day. Maximize your Workfront solution by identifying best practices from your peers within the industry.	Workfront, TBA Workfront Customer	
Networking Session for Healthcare	Network with fellow healthcare professionals who understand the unique challenges facing the industry. Come talk compliance, regulation, and how to provide the best quality of care while leveraging your Workfront solution for operational excellence.	Workfront, TBA Workfront Customer	
Networking Session for IT/PMO	/PMO  Network with fellow IT/PMO professionals who understand the unique challenges you face. Come talk better request/intake processes, building better plans, measuring ROI, reporting value, compliance, and how to leverage Workfront for operational excellence.		
Networking Session for System Administrators	Answer questions and connect with fellow Workfront System Administrators who understand the daily challenges and opportunities of administering a Workfront system. Come talk provisioning, API usage, building queues and custom forms, addressing compliance, and how to help users make the most of their Workfront solution.		
Networking Session for Workfront Newbies	You're new to Workfront, which means you probably have a lot of questions about adoption, implementation, which reports to run and when, how to manage your workflow, which dashboards are best for different roles in your company, and more. Connect with mentors and Workfront experts as we set you up for success.	Workfront, TBA Workfront Customer	
The Best of the Best: A Discussion With the 2018 Lion Award Finalists & Winners	The 2018 Workfront Lion Award finalists and winners are an elite group of change leaders, optimization experts, and innovators. Come learn from their success—and find inspiration for your own work management solution—during this roundtable discussion that will highlight many of the best practices used by this year's honorees.		

### Week-at-a-Glance

	Monday, April 30th	Tuesday, May 1st	Wednesday, May 2nd	Thursday, May 3rd	
7:00 am		Donaldo et	Duralifort	D	1.64
8:00 am	Arrivals	Breakfast	Breakfast	Вгеа	kfast
9:00 am		Breakout Sessions	Breakout Sessions		
10:00 am		General Session	General Session	Breakout Sessions	Service Activity
11:00 am	Partner	General Session	General Session		
12:00 pm	Day	Lunch	Lunch		
1:00 pm					
2:00 pm		Breakout Sessions	Breakout Sessions		
3:00 pm	Breakout Sessions				
4:00 pm		Contact Harm	General Session		
5:00 pm	Cocktail Hour	Cocktail Hour	General Session	Depa	rtures
6:00 pm					
7:00 pm					
8:00 pm	Welcome Reception	Open Night	Conference Party		
9:00 pm					
10:00 pm					

#### **DON'T FORGET...**

There are 17 hours of breakouts to choose from. When registering for sessions, don't forget to select an hour for 1:1 consulting and leave time to visit the Experience Zone.

Session registration goes live mid-February!

#### **SAVE ON LEAP**

Register by Feb 15 to save \$300 on the full conference pass. Bring 3 or more people to Leap and pay just \$995 per person.

**REGISTER NOW**