



workfront

LEAP

2017

SESSION GUIDE

Details of this session guide are subject to change. Please check workfront.com/leap for the latest updates. If a session does not appear during session registration, then that session may be full. We look forward to seeing you at the Workfront Leap 2017 user conference!

Overview

Monday, April 10, 2017

10:00 a.m. – 8:00 p.m.	Registration and Check-in
11:00 a.m. – 12:45 p.m.	Marketing Agency Bootcamp
1:00 p.m. – 1:50 p.m.	Breakout Sessions
2:05 p.m. – 2:55 p.m.	Breakout Sessions
2:55 p.m. – 3:15 p.m.	Snack Break
3:15 p.m. – 4:05 p.m.	Breakout Sessions
4:20 p.m. – 5:10 p.m.	Breakout Sessions
7:00 p.m. – 10:00 p.m.	Welcome Reception

Tuesday, April 11, 2017

7:30 a.m. – 5:00 p.m.	Charity Donations/Experience Zone
7:30 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 8:50 a.m.	Breakout Sessions
9:05 a.m. – 9:55 a.m.	Breakout Sessions
10:10 a.m. – 12:10 p.m.	General Session
12:10 p.m. – 1:25 p.m.	Lunch
1:25 p.m. – 2:15 p.m.	Breakout Sessions
2:30 p.m. – 3:20 p.m.	Breakout Sessions
3:20 p.m. – 3:50 p.m.	Snack Break
3:50 p.m. – 4:40 p.m.	Breakout Sessions
5:30 p.m. – 6:30 p.m.	Transportation to <i>The Lion King</i>
5:45 p.m. – 7:15 p.m.	Dinner at Eccles Theater
7:30 p.m. – 10:00 p.m.	<i>The Lion King</i>
9:45 p.m. – 10:45 p.m.	Transportation to Grand America

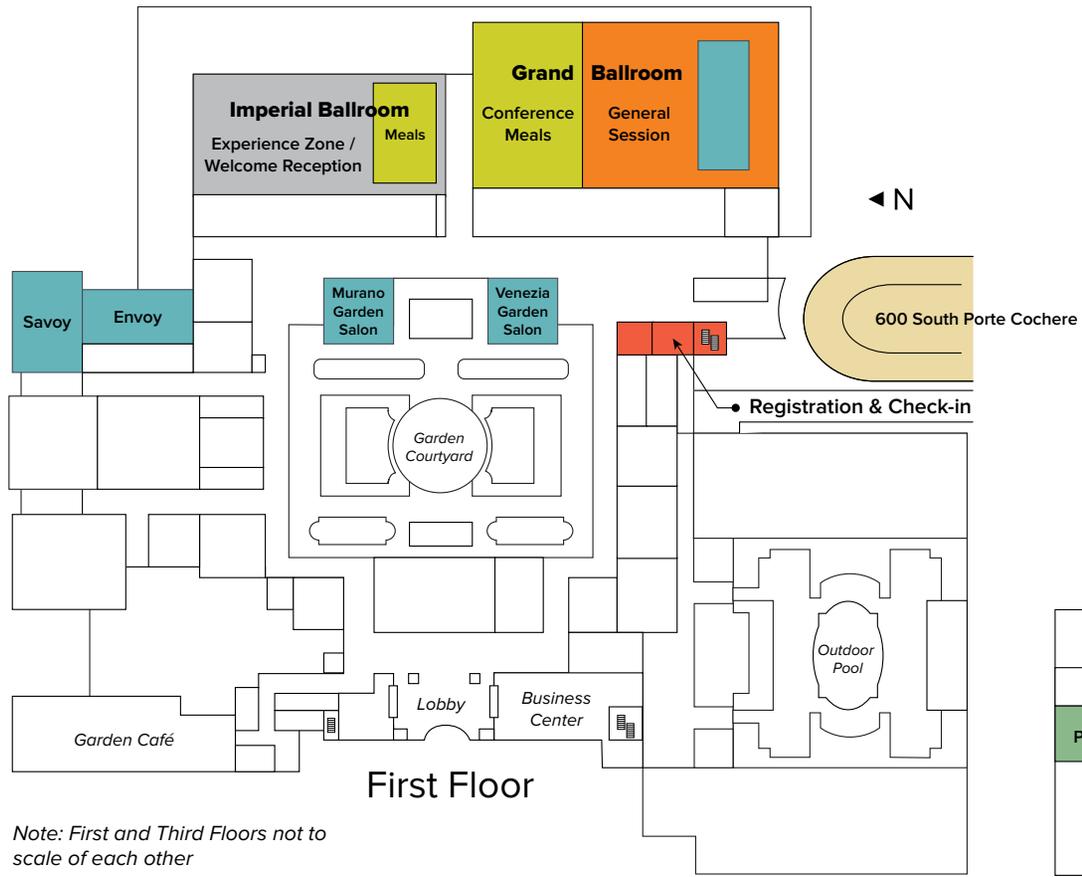
Wednesday, April 12, 2017

7:30 a.m. – 6:00 p.m.	Charity Donations/Experience Zone
7:30 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 8:50 a.m.	Breakout Sessions
9:05 a.m. – 9:55 a.m.	Breakout Sessions
10:10 a.m. – 12:10 p.m.	General Session
12:10 p.m. – 1:25 p.m.	Lunch
1:25 p.m. – 2:15 p.m.	Breakout Sessions
2:30 p.m. – 3:20 p.m.	Breakout Sessions
3:20 p.m. – 3:50 p.m.	Snack Break
3:50 p.m. – 4:40 p.m.	Breakout Sessions
4:55 p.m. – 5:45 p.m.	Breakout Sessions
7:00 p.m. – 11:30 p.m.	Conference Party

Thursday, April 13, 2017

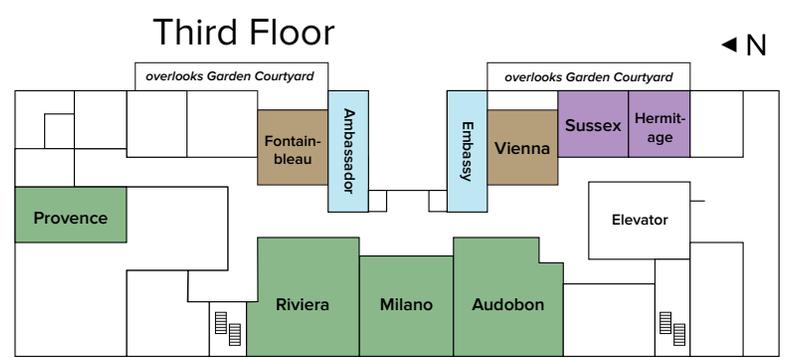
7:30 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 5:00 p.m.	Ski Day
8:00 a.m. – 8:50 a.m.	Breakout Sessions
9:00 a.m. – 9:50 a.m.	Breakout Sessions
10:10 a.m. – 11:00 a.m.	Breakout Sessions
11:15 a.m. – 12:05 p.m.	Breakout Sessions

Maps



Note: First and Third Floors not to scale of each other

- | | |
|--------------------------------------|-----------------------|
| FIRST FLOOR | THIRD FLOOR |
| Experience Zone / Welcome Reception | VIP Meetings |
| Conference Meals | 1:1 Consulting |
| General Session | VIP Lunches / EC 1:1s |
| Transportation to Offsite Activities | Education Sessions |
| Breakout Sessions | |
| Registration & Check-in | |



MARKETING AGENCY BOOTCAMP

SAVOY

The Workfront Agency Core Team

Whether you're part of an internal team that functions like an agency or an agency serving external customers, this bootcamp will focus on helping you solve the three biggest challenges agencies face in managing work. This hands-on workshop will be led by the Workfront Agency Core Team, featuring our best minds from Product, Professional Services, Customer Success, and Support. Get to Leap early on Monday, because you won't want to miss this agency-only session!

SESSION TYPES & SKILL LEVELS:

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

10 STEPS TO STARTING YOUR OWN AGILE MARKETING PRACTICE

VENEZIA

Raechel Duplain, Senior Marketing Program Manager, Workfront
Danielle Howard, Sales Engineer, Workfront

Agile Marketing is the hot new topic for marketers. But most feel overwhelmed or intimidated at the thought of adopting a new work methodology. This session will teach you how to transition to an Agile workflow using Workfront. It will provide a demo of Agile features as well as best practices for running an Agile marketing team.

ARCHITECTING WORKFRONT WITH PURPOSE: A WORKSHOP FOR TACKLING INFORMATION MESSES

SAVOY

Liz Stucki, Senior UX Designer, Workfront

Messes are an unavoidable reality. We've got messy projects, processes, drawers, closets, intranet or shared drives, and more. Don't let them infiltrate Workfront. In this workshop we'll shed some light on how to tame messes using the principles of information architecture. We'll also use hands-on activities and discussions to help better prepare you to tackle any information mess.

WHAT'S URGENT AND IMPORTANT? CONFIGURING WORKFRONT NOTIFICATIONS

GRAND SALON

Anna Grigoryan, Group Product Manager, Workfront
Kristopher Higley, Senior UX Designer, Workfront

Back from Leap 2016 by popular demand, this session will show how properly configured notifications help Workfront users work smarter and faster—and drive adoption. In this session you'll learn best practices for Workfront's current notification options and catch a glimpse of what's coming soon.

WORKFRONT API 101

MURANO

Brian Cook, Senior Sales Engineer, Workfront

This is an introduction to the Workfront API. We'll show you the basics and get you excited about the possibilities of being able to do anything with the API, like cooking bacon.

MON APRIL 10

1:00 p.m. – 1:50 p.m.

- WORKFRONT WORK MANAGEMENT, PART 1 (SESSION A)**
AUDUBON ★

Jaimee Henry, Training Specialist, Workfront

In this first of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to create and manage project plans. This is a hands-on course, so bring your laptop and be prepared to participate. PDU credits available.
- NEW KIDS ON THE BLOCK: BECOMING A WORKFRONT SYSTEM ADMINISTRATOR**
RIVIERA ★

Jordan Staples, Training Specialist, Workfront

This session, geared toward new system administrators, will walk you through five attributes of successful administrators. You'll learn the importance of your role as a champion for Workfront as well as someone who ensures the integrity of your company's data.
- GROUP HUG! HOW TO LEVERAGE GROUPS, TEAMS, JOB ROLES, AND COMPANIES**
MILANO ★★

Chris Knittle, Training Specialist, Workfront

Now that you have a basic understanding of how users can be organized in Workfront, come learn how to optimize your use of groups, teams, job roles, and companies so that your users can more effectively interact with each other and the system. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.
- REPORT CREATION (SESSION A)**
PROVENCE ★

Greg Tillack, Training Specialist, Workfront

In this first of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover what constitutes a report in Workfront, how to customize a grouping, and creating views. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1.

MON APRIL 10

2:05 p.m. – 2:55 p.m.

SESSION TYPES & SKILL LEVELS:

- Business ★ = Beginner
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- SUCCESS IS A STAGGERED ROLLOUT**
VENEZIA ★

Kristin Rakshys, Marketing Technology Product Manager, Jones Lang LaSalle
 Nancy Weinzettel, Senior Marketing Manager, Jones Lang LaSalle

While it might be said that "ideas are easy" and "implementation is hard," we invite you to join JLL managers as they show how their implementation of Workfront to their marketing team was more than just a stroke of luck. In this session you'll learn how to implement while offering a level of standardization across your organization. See how custom training documentation, videos, and weekly follow-up calls have made implementation a success and expansion a reality.
- WHEN CONTENT MARKETING MET WORK MANAGEMENT**
GRAND SALON ★★★

Ashley Spurlock, Solutions Marketing Manager, Workfront
 Raechel Duplain, Senior Marketing Program Manager, Workfront

From the creators of "Escape the 9 Levels of Marketing Work Hell" and "The Art of Agile Marketing" comes a session so compelling it'll leave you breathless. See how the Workfront content marketing team uses its own software to manage the templates, workflows, and proofs that create award-winning ebooks, videos, white papers, and more.
- HOW TO AUTOMATE BUSINESS PROCESSES USING THE WORKFRONT API**
MURANO ★★

Eric Decker, PMP, IT PMO Director, Denver Water
 Vic Alejandro, PMP CSM, Senior Technical Project Manager, Denver Water

From the folks who keep the Bronco's trough full, come learn how Denver Water uses the Workfront API to automate its business processes. This session will reveal how Denver Water has streamlined operations and added processes like new-hire workflows, offboarding, sending and reporting on helpdesk surveys, sending change control notifications, sending notifications for IT incident downtime, attaching supervisor approval, and more—all using the Workfront API.

● **QUEUE UP THE QUEST FOR REQUESTS!**

ENVOY ★

Scott Sax, Associate Director, Project Management Office, Loyola University Maryland

Workfront's request queue is a powerful information-gathering tool, but how exactly do you go from paper forms and manual requests to using the full requesting capabilities provided in Workfront? Experience the request queue creation process from start to finish in a real-life scenario that includes tips to start, steps to take, and questions to ask—then learn how to complete the process with reports and dashboards that will give everyone the information they need.

● **MASTERING CAPACITY PLANNING**

SAVOY ★

Eric Lucas, PMO Manager, Crowley Maritime Corporation

Don't just use Workfront—master it by focusing on capacity. Join Eric Lucas from Crowley Maritime Corporation as he describes the steps you should take before jumping in with the Workfront Capacity Planner and how to use it for maximum efficacy. During this session you'll learn when and how to use Capacity Planner and how Crowley Maritime plans its own capacity within Workfront with real-world examples.

● **WORKFRONT WORK MANAGEMENT, PART 1 (SESSION B)**

AUDUBON ★

Jaimee Henry, Training Specialist, Workfront

In this second of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to take your project live and interact with your team to achieve results. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1 (Session A). PDU credits available.

● **BULLDOZING BARRIERS TO USER ADOPTION**

RIVIERA ★

Jordan Staples, Training Specialist, Workfront

Increase your knowledge about features in Workfront that help increase user adoption. Learn some tips and tricks to break through the roadblocks that are preventing your users from fully embracing Workfront.

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● **WORKFRONT FITNESS 101: GETTING YOUR SYSTEM IN GREAT SHAPE**

MILANO ★★★

Betsey West, Training Specialist, Workfront

In this session we'll walk you through some best practices for tidying up your Workfront instance. Learn how to manage outdated information that may appear in your reports or be slowing down your system. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Report Creation.

● **REPORT CREATION (SESSION B)**

PROVENCE ★

Greg Tillack, Training Specialist, Workfront

In this second of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover the details of customizing filters, making your reports more useful to your specific needs. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Session A).

● USING THE WORKFRONT API AND EXTERNAL PAGES TO IMPROVE EFFICIENCY

MURANO ★★ ★

Steve Bartell, Senior Product Manager, LDS Church

This session will highlight how one organization has used the API and external pages to improve usability and add additional functionality to Workfront processes. Examples presented will include streamlining project creation through an external page, creating and linking subprojects, and creating external system integrations and expanded user rights.

● REVIEW, REFINE, REPEAT: CONTINUOUS USER ADOPTION AND ENGAGEMENT

VENEZIA ★

Iain Wilson, Project Manager, Workfront

You've cleared away the balloons and banners from your Workfront launch party. Your users are trained and ready to use the system. Time to kick back with a tall glass of "job well done"? Sadly, not. The real work begins after the launch party has finished. This session will cover several techniques to help drive continuous user engagement and ongoing adoption that will ensure successful uptake of Workfront long term.

● WORK MANAGEMENT YOGA: STAY FLEXIBLE WITH WORKFRONT MOBILE AND OFFICE 365 ADD-IN

GRAND SALON ★

Kristopher Higley, Senior UX Designer, Workfront
Hayk Falakyan, Product Manager, Workfront

Workfront wants to help you and your team members get your work done wherever you are—on the go, in meetings, or in your inbox. Join us for a deep dive into the latest features and functionality included in the Workfront mobile app, as well as our powerful Office 365 integrations.

● TIPS FOR MANAGING PROOFING FEEDBACK

SAVOY ★★ ★

Erik Cullins, Director, Customer Success, Workfront

You've mastered the proofing tool for collecting feedback, but are you ready to make the process more efficient? Learn how to leverage advanced features to better manage feedback. We'll show you how to configure and use comment actions, custom decisions, and other tools in the proof viewer. Learn best practices for your reviewers and proof managers to get the most out of proofing.

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● UNLOCKING THE MYSTERIES OF DATE MANAGEMENT

ENVOY ★

Chris Berry, Solution Architect, Workfront

If you ever wonder or struggle with how to best utilize Workfront dates, this session takes a fresh look and perspective. It will explore various topics such as using Schedule from Start Date and Schedule from Completion Date, exploring Predecessors and Dependency Relationships, empowering Task Constraints, and exploiting the baseline. This session will leave you with a new appreciation for Workfront date management!

● WORKFRONT WORK MANAGEMENT, PART 1 (SESSION C)

AUDUBON ★

Jaimee Henry, Training Specialist, Workfront

In this third of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. This final session will focus on managing documents and project templates. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1 (Sessions A and B). PDU credits available.

● BLIND DATES: GETTING TO KNOW DATES AND PROJECT TIMELINES

RIVIERA ★★

Jordan Staples, Training Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage project schedules and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. Prerequisites: Work Management, Parts 1 and 2.

● CUSTOM FIELD OF DREAMS: BEST PRACTICES FOR LEVERAGING CUSTOM FORMS

MILANO ★★

Betsey West, Training Specialist, Workfront

This session will dive deeper into the power and functionality of Workfront's custom forms. Learn how calculated fields, skip and display logic, and other features can enhance your ability to collect and manage custom information. You will also discover how to leverage custom data in your reports. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

● **REPORT CREATION (SESSION C)**
PROVENCE ★

Greg Tillack, Training Specialist, Workfront

In this third of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will teach you how to combine the filters, views, and groupings into useful reports that return the information you need. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Sessions A and B).

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● **WORKFRONT IMPLEMENTATION: ADOPTION, ADAPTATION, AND BEYOND**
SAVOY ★

Cynthia Boon, AVP, Customer Experience Delivery, General Motors Financial

Change is possible but rarely easy. Driving change requires an ability to envision what could exist and being able to share that vision in a way that excites people or, at a minimum, mitigates fear and suspicion. We'll present our case study, reviewing what worked and what didn't, as well as how we tackled resistance using a multi-pronged strategy. We'll provide a template, listing specific, actionable steps organizations can implement as soon as they leave Leap.

● **SINGLE SIGN-ON OVERVIEW AND BEST PRACTICES**
GRAND SALON ★★

Michael Johnson, Data Integration Analyst, Workfront

Learn how Workfront uses single sign-on for authentication, the differences between SSO types, and best practices to consider when setting up your own SSO.

● **BIRDS OF A FEATHER: CREATIVE SERVICES AND TRAFFIC MANAGERS**
MURANO

Jenna Plummer, Asset and Project Manager, Fender Musical Instruments Corporation, The Workfront Community Team

Join other creative service professionals and traffic managers who know what it's like to herd enterprise cats for a living. Share your creativity secrets, pick up flow ideas, and learn from your peers how to make the most of Workfront in a high-pressure marketing world.

● **BIRDS OF A FEATHER: IT/SYS ADMINS PPM/PROJECT MANAGERS**
VENEZIA

Peggy Settel, IT Project Manager, Business Analyst, Cornell University
The Workfront Community Team

*Join other system administrators and project managers in the IT space who are managing huge projects, massive teams, and astronomical workflows. We'll share best practices and industry secrets and talk about how to be more efficient and effective administrators and managers inside. **The room for this session will be available until 6:00 p.m. for optional extended networking purposes.***

MON APRIL 10

4:20 p.m. – 5:10 p.m.

BIRDS OF A FEATHER: NEW TO WORKFRONT

ENVOY

The Workfront Community Team

You're new to Workfront, which means you probably have lots 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 so much more. Connect with mentors and Workfront experts as we talk about setting you up for success. **The room for this session will be available until 6:00 p.m. for optional extended networking purposes.**

WORKFRONT + PROOFHQ PREMIUM (SESSIONS A AND B)

AUDUBON

★★

Dan Perkins, Training Specialist, Workfront

Learn the advanced proofing features available when Workfront is integrated with a ProofHQ Premium license. This course focuses on uploading documents, adding and editing advanced proofing workflows, and creating new proof versions and proof interactive URLs. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisite: Work Management, Part 1. **This session will run until 6:00 p.m.**

RESOURCE SCHEDULING

RIVIERA

★

Allison Lippert, Training Specialist, Workfront

In this session you'll learn how to optimize your use of the new resource scheduling tools to ensure that work is appropriately distributed among your team. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Resource Scheduling (Session A).

MON APRIL 10

4:20 p.m. – 5:10 p.m.

AGILE (SESSIONS A AND B)

Aubrey Hart, Training Specialist, Workfront

MILANO

★

Teams are increasingly adopting an Agile approach to managing work. Shorter, more iterative Agile projects usually result in improved project value. Whether you are part of a corporate IT team, a team of developers, or a creative services department, Agile is an approach anyone can adopt. This session will review basic Agile principles, how to set up Agile teams in Workfront, and how to work with iterations and move your stories through the Agile process. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available. **This session will run until 6:00 p.m.**

QUEUE MANAGEMENT (SESSIONS A AND B)

Chris Knittle, Training Specialist, Workfront

PROVENCE

★

Learn to alleviate the burden of managing incoming work requests and cries for help through a Workfront request queue. This course will teach you how to prioritize and streamline incoming requests so the right work gets done by the right people. It will also explore the purpose of request queues and the steps for getting started. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available. **This session will run until 6:00 p.m.**

SESSION TYPES & SKILL LEVELS:

- Business
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- ★★★ = Advanced

● **LEVERAGING WORKFRONT SALES TO STRATEGICALLY GROW YOUR ORGANIZATION**

ENVOY ★★

Serge Gloukhoff, Strategic Account Executive, Workfront
 Kevin Ellington, PhD, VP and BIO Business Solutions Analyst, SunTrust Bank
 Nanette Holcombe, Client Success Manager, Workfront

In this session Workfront's strategic account executive, Serge Gloukhoff, will guide you through the process of maximizing the value and transformational influence of Workfront by leveraging your Workfront relationship. Joined by strategic client success manager, Nan Holcombe, and Kevin Ellington, from SunTrust, you'll learn ways you can better partner with the Workfront team to develop best practices—annual business reviews, a Center of Excellence, and key metrics and milestones—that will bring long-term success.

● **HOW TO CUSTOMIZE YOUR PROOFING DATA AND REPORTS**

MURANO ★★

Przemyslaw Trzewiczek, Product Manager, Workfront
 Andy Zola, Development Manager, Lead Web Engineer, Workfront

Do you have business data you need attached to your proofs? Do you need custom reports based on it? Join us as we outline, step by step, how to set up your custom fields and show you how to leverage custom views to take your reporting to the next level. We'll also explore the new and shiny analytics feature as well as recent improvements in custom views. And the exclusive part: we'll take you on a trip through our future improvements in views and reporting.

● **YOUR QUICK-START GUIDE TO SETTING UP MULTIPLE BUSINESS UNITS**

VENEZIA ★

Leanne Neild, Process and Quality Consultant, CUNA Mutual Group
 Angela Simon, Marketing Operations Specialist, CUNA Mutual Group

Join CUNA Mutual Group as we highlight best practices for adding additional business units into Workfront. You'll walk away with a Quick-Start User Guide; an onboarding plan; a training plan; and tips on how to create portfolios, programs, queues, teams, groups, and job roles to support your new business unit. Plus, we'll share lessons learned on governance, administrator roles, and other uses of Workfront.

- Business ★ = Beginner
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- Education

● **COLLECTIONS: A WHOLE NEW WORLD OF ADVANCED REPORTING SAVOY** ★★★

Jason Webre, Manager, SMB Services, 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 the course of this session we'll show you what collections are and where they can be used, and we'll walk through common scenarios of how collections can add tremendous value to your Workfront reports.

● **GUARDIANS OF THE WORKFRONT GALAXY: UNDERSTANDING THE WORLD OF LICENSES AND ACCESS**

RIVIERA ★★

Jaimee Henry, Training Specialist, Workfront

Are your users not seeing things they should? Are they seeing things they shouldn't? Learn to navigate the jungle of access levels, permissions, and licenses in Workfront. We'll talk about system settings and best practices for establishing the right visibility in your system. Prerequisites: Administrator, Parts 1 and 2.

● **AGILE (SESSION A)**

MILANO ★

Greg Tillack, Training Specialist, Workfront

This is the first of two sessions. Teams are increasingly adopting an Agile approach to managing work. Shorter, more iterative Agile projects usually result in improved project value. Whether you are part of a corporate IT team, a team of developers, or a creative services department, Agile is an approach anyone can adopt. This session will include an introduction to Agile and how to set up Agile teams in Workfront. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available.

● **BLIND DATES: GETTING TO KNOW DATES AND PROJECT TIMELINES**

PROVENCE ★★

Allison Lippert, Training Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage project schedules and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. Prerequisites: Work Management, Parts 1 and 2.

● WORKFRONT FITNESS 101: GETTING YOUR SYSTEM IN GREAT SHAPE
AUDOBN ★★ ★

Aubrey Hart, Training Specialist, Workfront

In this session we'll walk you through some best practices for tidying up your Workfront instance. Learn how to manage outdated information that may appear in your reports or be slowing down your system. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Report Creation.

- Business ★ = Beginner
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● THE FUTURE OF TEAMWORK IN A FRAGMENTED WORLD
MURANO

Nikhil Hasija, CEO, Azuqua

With the acceleration of cloud application adoption, every team within a company has its own preferred tools and processes. Learn how other Workfront customers are bridging the gap, working more seamlessly across teams, and increasing accountability without increasing stress.

● THE TOP 10 LESSONS AND CASE STUDIES FROM SUCCESSFUL WORKFRONT PROJECTS
SAVOY

Mark Cowan, Chief Data Officer, Put It Forward

Practical makes perfect. At the end of this session you'll have learned how to win executive support, create valuable stories, and mitigate risk around Workfront integration projects. Plus you'll see simple but powerful techniques for embedding data and analytics within Workfront that quickly let you manage financials such as project burndown rates, marketing performance attribution, sales, and service project automation.

● ELEVATE | NEXT-LEVEL WORKFRONT AD-ONS
VENEZIA

Sara Rothkopf, Director, Digital Portfolio Management Office, Marriott International
 J. Alan Goddard, Director, Operational Transformation Service, LeapPoint

Take your Workfront instance to the next level with LP 1 (visual intake tool) and LP DataConnect (advanced reporting). We'll show you, step by step, how these solutions visually extend Workfront capabilities to provide rich interactions that benefit users from intake through output. We'll also present how Marriott International leverages our DataConnect solution for advanced reporting an analytics.

● BULLDOZING BARRIERS TO USER ADOPTION
RIVIERA ★

Jaimee Henry, Training Specialist, Workfront

Increase your knowledge about features in Workfront that help increase user adoption. Learn some tips and tricks to break through the roadblocks that are preventing your users from fully embracing Workfront.

AGILE (SESSION B)
MILANO ★

Greg Tillack, Training Specialist, Workfront

This is the second of two sessions. Teams are increasingly adopting an Agile approach to managing work. Shorter, more iterative Agile projects usually result in improved project value. Whether you are part of a corporate IT team, a team of developers, or a creative services department, Agile is an approach anyone can adopt. In this session learn to work with iterations and move your stories through the Agile process. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Agile (Session A). PDU credits available.

THE SCHOOL OF YODA: TRAINING YOUR JEDI ON WORKFRONT
PROVENCE ★

Allison Lippert, Training Specialist, Workfront

Have you tried to train your team on Workfront but find you're just not hitting the mark? In this session you'll learn from the Workfront training experts some best practices to follow when introducing new team members to the system. You'll also learn some tips that will help you hold recurring trainings for existing users.

CUSTOM FIELD OF DREAMS: BEST PRACTICES FOR LEVERAGING CUSTOM FORMS
AUDOBBON ★★

Aubrey Hart, Training Specialist, Workfront

This session will dive deeper into the power and functionality of Workfront's custom forms. Learn how calculated fields, skip and display logic, and other features can enhance your ability to collect and manage custom information. You'll also discover how to leverage custom data in your reports. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

HOW TO USE WORKFRONT TO INFLUENCE A STRUCTURE-AVERSE ENTREPRENEURIAL CULTURE
MURANO ★★

Steve Flynn, Director, Planning and Integration, Disney Vacation Club

Steve Flynn of the Walt Disney Company will share his experience using Workfront to successfully create a PMO and encourage structure adoption. In this session you'll learn practical steps to gain buy-in from senior executives, along with set-up tips to keep it simple and not overwhelm new users.

INTEGRATING WORKFRONT INTO AN INTEGRATED AGENCY
ENVOY ★

Jaimeson Wennerstrum, VP, Project Management Office and Global Process, Periscope

Periscope is a visionary, independent, fully integrated agency. We're a strategic creative firm with integrated production capabilities, in-house media teams, and a globally connected pre-media capabilities, and we now have one way to track work (besides word of mouth). In this session we'll share how we've integrated a singular tool to track work requests, assignments and communication—covering all the wins and our challenges. We're an agency whose mission is "Do Things People Love." We'll also share how that translates to clicking "Work On It," creating layout templates, and managing issue resolutions.

THE WORKFRONT CRYSTAL BALL: 2017 WORKFRONT PRODUCT ROADMAP
GRAND BALLROOM ★

Chris Savoie, Director, Product Strategy, Workfront
Darin Patterson, Senior Product Manager, Workfront

Come one, come all! Gaze into the Workfront crystal ball. Leap with us into the void to find out what shall be deployed. In case you're thinking this might be a trap, it's simply an invitation to view our roadmap. Bring your attention and prepare to be awed. Your presenters are informed, entertaining, and just a bit loud.

PROOFHQ: A HOW-TO GUIDE FOR CUSTOM PROFILES, ACCESS LEVELS, AND SHARING IN PROOFHQ AND WORKFRONT
VENEZIA ★★

Katarzyna Jasiak, Product Manager, Workfront
 Andrzej Muca, Product Manager, Workfront

Do you struggle maintaining compliance in your organization? With our ProofHQ custom profiles and configurable Workfront and ProofHQ access levels, you can ensure the right people gain access to the right content. Join us as we take you through the steps on how to better manage cross-system access for your users.

BRIDGING THE GAP BETWEEN A “REQUEST” AND A “PROJECT”
SAVOY ★★

Skye Boardman, Workfront System Administrator, Symetra Life Insurance Company

Take your Workfront knowledge a step further by combining basic building blocks to form more powerful task or issue objects. We'll explore miniature project templates that we've recreated as requests with custom fields and statuses, teams/groups, and approvals. With these powerful requests and a little bit of compromise, your Worker license holders or even Reviewer license holders can create and manage small projects of their own without some of the complexity of a project object.

WORKFRONT WORK MANAGEMENT, PART 1 (SESSION A)
RIVIERA ★

Jordan Staples, Training Specialist, Workfront

In this first of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to create and manage project plans. This is a hands-on course, so bring your laptop and be prepared to participate. PDU credits available.

WORKFRONT WORK MANAGEMENT, PART 2 (SESSION A)
AUDUBON ★

Chris Knittle, Training Specialist, Workfront

In this first of a three-part course, increase your understanding of features in Workfront that will add consistency and standardization to your projects. Project and campaign facilitation skills are essential to keeping your work and team on task. Come learn the first and second of six tips and tricks to ensure your projects are successful: calendars and dashboards. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

GROUP HUG! HOW TO LEVERAGE GROUPS, TEAMS, JOB ROLES, AND COMPANIES
MILANO ★★

Greg Tillack, Training Specialist, Workfront

Now that you have a basic understanding of how users can be organized in Workfront, come learn how to optimize your use of groups, teams, job roles, and companies so that your users can more effectively interact with each other and the system. Prerequisites: Work Management, Parts 1 and 2; Administrators, Parts 1 and 2.

REPORT CREATION (SESSION A)
PROVENCE ★

Betsy West, Training Specialist, Workfront

In this first of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover what constitutes a report in Workfront, how to customize a grouping, and how to create views. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1.

● **DEVELOPERS BEING AGILE IN WORKFRONT**

MURANO

★★

Brady Robinder, Manager, Deployment Automation, Comcast

Thinking about using Agile methods in Workfront? In this session learn how the Comcast developpmet team has shifted to Agile methods using Workfront. Points to be covered include gaining buy-in to the new processes, running the iteration, and providing metrics in a metrics-driven organization.

● **ENTERPRISE-SCALE IMPLEMENTATION OF WORKFRONT: TIPS FOR SUCCESS**

ENVOY

★★★

Jen Webber, VP and Senior Manager, Marketing Operations, Capital Group Companies Global

Capital Group's Jen Webber shares the company's learnings and tips from its "big bang" implementation of Workfront within its large, high-volume marketing and creative organizations. This session will discuss six essentials factors to consider prior to implementation, including business problems to solve; how to create uniformity; date/reporting needs; and effective communication, training, and post-rollout support strategies to ensure success. Note: Attend Shawn Finnie's session on Workfront and Business Management for part two of this session.

● **WORKFRONT DAM 101**

VENEZIA

★

Shash Cates, Product Marketing Manager, Workfront
Susan Hart, Traffic Manager, Reliant & NRG Creative, NRG Energy

Considering Workfront DAM? Already implemented Workfront DAM but need some tips to get started? This session is for you. Learn why effective digital asset management directly impacts the productivity of your team and the basics of Workfront DAM, including quick tips to get you started on meta tagging, organizing, and adopting your new asset management solution.

● **BIRDS OF A FEATHER: HEALTHCARE**

GRAND BALLROOM

The Workfront Community Team

Network with fellow healthcare professionals who get 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.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

● **BIRDS OF A FEATHER: MEDIA AND ENTERTAINMENT**

SAVOY

Albert Colon, Manager, Production Ad Sales Integration, ESPN
The Workfront Community Team

Deadline driven and ready to network? Meet other professionals who are using Workfront to manage creative, workflows, and teams in media- and entertainment-focused organizations. You'll learn valuable Workfront tips and tricks with best-practice insights from colleagues who are solving the same pressing issues you are.

● **WORKFRONT WORK MANAGEMENT, PART 1 (SESSION B)**

RIVIERA

★

Jordan Staples, Training Specialist, Workfront

In this second of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to take your project live and interact with your team to achieve results. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1 (Session A). PDU credits available.

● **WORKFRONT WORK MANAGEMENT, PART 2 (SESSION B)**

AUDUBON

★

Chris Knittle, Training Specialist, Workfront

In this second of a three-part course, increase your understanding of features in Workfront that will add consistency and standardization to your projects. Project and campaign facilitation skills are essential to keeping your work and team on task. Come learn the third and fourth of six tips and tricks to ensure your projects are successful: milestones and approvals. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Work Management, Part 2 (Session A). PDU credits available.

● **WORKFRONT + PROOFHQ PREMIUM (SESSION A)**

MILANO

★★

Greg Tillack, Training Specialist, Workfront

Learn the advanced proofing features available when Workfront is integrated with a ProofHQ Premium license. This first of two courses will focus on uploading documents and adding advanced proofing workflows to ensure the right people are reviewing the work. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisite: Work Management, Part 1.

● **REPORT CREATION (SESSION B)**

PROVENCE

★

Betsey West, Training Specialist, Workfront

In this second of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover the details of customizing filters, making your reports more useful to your specific needs. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Session A).

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

● **PUSHING THE BOUNDARIES WITH WORKFRONT**

SAVOY

★★★

Brent Rudewick, Managing Director, Marketing Resource Management, Charles Schwab
Nathan Greer, Director, Marketing Resource Management, Charles Schwab

As an organization that champions investors, Charles Schwab also believes in championing work process. Learn best practices for maximizing Workfront across the enterprise! Learn to leverage Workfront to collaborate across departments, examine how to automate processes, and find out how to integrate with other tools and teams. Before the end, you'll see how to approach business rules logic and see how Schwab uses Workfront to support regulatory compliance and operational and strategic reporting requirements.

● **GET WORK MOVING WITH FASTER APPROVALS**

ENVOY

★★★

Etienne Bosch, Group Product Manager, Workfront
Anna Asatryan, Product Manager, Workfront

Requests, issues, projects, and tasks need review to move forward. Basic approvals are great for keeping stakeholders involved, but it's time to turn your Approval Workflow knowledge up to 11. This session will arm you with the advanced best practices for using Approval Workflows in Workfront (including definitions and uses of each type).

● **BIRDS OF A FEATHER: CREATIVE AGENCIES**

GRAND BALLROOM

Maureen Burns, Project Manager, Periscope
The Workfront Community Team

You've got a million projects to keep track of, each with its own teams, workflows, tasks, and deadlines. Come meet with other agency members who are pros at keeping track of the chaos. Share your asset management tips and favorite dashboards and reports, and get insights from your peers on how to better use Workfront in agency life. **The room for this session will be available until 5:30 p.m. for optional extended networking purposes.**

- **BIRDS OF A FEATHER: FINANCIAL SERVICES**
VENEZIA

The Workfront Community Team

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. **The room for this session will be available until 5:30 p.m. for optional extended networking purposes.**

- **BIRDS OF A FEATHER: SOFTWARE AND TECH**
MURANO

Alex Di Fonzo, Senior Project Manager, Synchronoss
 The Workfront Community Team

Connect with other tech and SaaS pros who are using Workfront to manage their processes, output, and flows. Learn the best practices and scaling ideas that you can bring back to your teams. **The room for this session will be available until 5:30 p.m. for optional extended networking purposes.**

- **WORKFRONT WORK MANAGEMENT, PART 1 (SESSION C)**
RIVIERA ★

Jordan Staples, Training Specialist, Workfront

In this third of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. The final session will focus on managing documents and project templates. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1 (Sessions A and B). PDU credits available.

- **WORKFRONT WORK MANAGEMENT, PART 2 (SESSION C)**
AUDUBON ★

Chris Knittle, Training Specialist, Workfront

In this third of a three-part course, increase your understanding of features in Workfront that will add consistency and standardization to your projects. Project and campaign facilitation skills are essential to keeping your work and team on task. Come learn the fifth and sixth of six tips and tricks to ensure your projects are successful: team builder and issues. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Work Management, Part 2 (Sessions A and B). PDU credits available.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

- **WORKFRONT + PROOFHQ PREMIUM (SESSION B)**
MILANO ★★

Greg Tillack, Training Specialist, Workfront

Learn the advanced proofing features available when Workfront is integrated with a ProofHQ Premium license. This second of two courses will teach you to edit advanced proofing workflows, create new proof versions, and proof interactive URLs. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisites: Work Management, Part 1; Workfront + ProofHQ Premium (Session A).

- **REPORT CREATION (SESSION C)**
PROVENCE ★

Betsey West, Training Specialist, Workfront

In this third of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will teach you how to combine the filters, views, and groupings into useful reports that return the information you need. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Sessions A and B).

● **HOW TO TRANSITION TO AN AGILE MARKETING TEAM: SIX STEPS FOR SUCCESS**

VENEZIA ★

Sshash Cates, Product Marketing Manager, Workfront
Brent Bird, Solutions Marketing Manager, Workfront
Ashley Spurlock, Solutions Marketing Manager, Workfront

Ninety-three percent of marketers who have adopted Agile have improved their speed to market for ideas, products, or campaigns. During this session the Workfront marketing team will walk you through its own transition to an Agile team. We will discuss adopting Agile at your pace, setting up and managing your Agile team, and insider tips of how to be successful.

● **BECOME A REPORTING DEMIGOD**

SAVOY ★★

Chris Savoie, Director of Product Strategy, Workfront
Tony Messam, Configuration Consultant, Workfront

Back from Leap 2016 by popular demand, this how-to session will cover a wide range of reporting features and options in Workfront, including data types, advanced filters, custom prompts, shared columns, calculated aggregates, and much more. Attendees should have a strong working knowledge of Workfront report creation.

● **MAKING AGILE TACTILE: INCORPORATING PHYSICAL TOOLS WITHIN DIGITAL PROCESSES**

MURANO ★★

Cory Cunningham, Design Consultant, Workfront

Your Agile teams are set up in Workfront and reaping the benefits of using an Agile methodology—well, mostly. If you're looking to incorporate the physical and interactive artifacts of Agile while leveraging the tracking and maintenance benefits of Workfront, this session is for you. We'll explore methods for exporting information from Workfront and putting it back into the system in a way that's easily managed by both Scrum masters and end users.

- Business
- Technical
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- Birds of a Feather
- Education
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- ★★ = Intermediate
- ★★★ = Advanced

● **HOW TO BUILD A BRAND PORTAL IN WORKFRONT DAM**

ENVOY ★★

Russ Biehn, Senior Sales Engineer, DAM Specialist, Workfront
Josh Hardman, Senior Sales Engineer, DAM Specialist, Workfront

Ready to take the next step with Workfront DAM? Join us as we cover the easy how-tos of building a brand portal. You'll learn how to add and edit brand guidelines and custom pages, manage the portal's appearance, and customize the settings to your specific needs.

● **NEW KIDS ON THE BLOCK: BECOMING A WORKFRONT SYSTEM ADMINISTRATOR**

RIVIERA ★

Jordan Staples, Training Specialist, Workfront

This session, geared toward new system administrators, will walk you through five attributes of successful administrators. You'll learn the importance of your role as a champion for Workfront as well as someone who ensures the integrity of your company's data.

● **QUEUE MANAGEMENT (SESSION A)**

AUDUBON ★

Greg Tillack, Training Specialist, Workfront

In this first of a two-part course, learn to alleviate the burden of managing incoming work requests and cries for help through a Workfront request queue. This two-session course will teach you how to prioritize and streamline incoming requests so the right work gets done by the right people. It will also explore the purpose of request queues and the steps for getting started. Figure out how request queues fit into the work you're already doing. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available.

AGILE (SESSION A)
MILANO ★

Jaimee Henry, Training Specialist, Workfront

This is the first of two sessions. Teams are increasingly adopting an Agile approach to managing work. Shorter, more iterative Agile projects usually result in improved project value. Whether you are part of a corporate IT team, a team of developers, or a creative services department, Agile is an approach anyone can adopt. This session includes an introduction to Agile and how to set up Agile teams in Workfront. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available.

WORKFRONT + PROOFHQ PREMIUM ADMINISTRATOR: SYSTEM SETUP
PROVENCE ★★

Allison Lippert, Training Specialist, Workfront

System administrators can learn to take full advantage of the integration between Workfront and ProofHQ Premium by establishing global system settings and customizing proof decisions. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisite: ProofHQ 101: Reviewer OR Workfront + ProofHQ Premium.

SESSION TYPES & SKILL LEVELS:
 ● Business ★ = Beginner
 ● Technical ★★ = Intermediate
 ● Partner ★★★ = Advanced
 ● Birds of a Feather
 ● Education

IMPROVING PROCESSES AT IN-HOUSE CREATIVE TEAMS
SAVOY

Dan Mucha, Senior Consultant, Cella

We all know “junk in gets you junk out,” yet we rarely slow down enough to ensure we lay a good foundation for what goes into Workfront. Process improvement is an important activity that every internal creative team should continually address to ensure that workflows are updated and efficient. Learn Cella’s approach to identifying process improvement opportunities, and discover those improvements most commonly seen within the in-house creative industry.

MODERNIZING PRUDENTIAL RETIREMENT MARKETING OPERATIONS WITH WORKFRONT
MURANO

Mike Coyle, Director, Marketing Planning, Reporting and Compliance, Prudential Retirement

Shannon Collins, Workfront System Administrator, Prudential Retirement
 Glenn Coward, President, CEO, CapabilitySource
 Scott Brady, Director, Integration and Automation, CapabilitySource

Learn how Prudential’s Retirement Marketing organization replaced a highly custom legacy system with a Workfront solution that solved over 150 critical user pain points for more than 270 users. There will be shared insight into streamlined asset creation, simplified workflow, reduced project management workload, and centralized marketing project management. Explore these challenges first hand from a panel of Prudential Workfront administrators who managed this solution in fewer than 20 weeks. You’ll leave with real-world, strategic, and tactical insights into how Workfront can be used to make a difference in your business.

ARE YOU MARKETING PLANNING IN THE DARK?
VENEZIA

Darin Hicks, President, Hive9

Do you base marketing plans on intuition or what you did last year? Can you connect spending to strategy and performance? How well do you tie planning to successful execution? Join Darin Hicks as he discusses data-driven marketing planning for real revenue impact. He’ll share how Hive9 seamlessly integrates with Workfront and how the Workfront marketing team leverages the combined solutions to shine a light on marketing performance and drive changes to maximize business impact.

CHANGE | 10 KEY STEPS TO CLIMB THE BIGGEST MOUNTAIN
ENVOY

Deven Ravel, Director, Commercial Transformation Services, LeapPoint

Learn how LeapPoint’s change management experts prepare for and manage change. We’ll walk you through our “change curve” to help you understand the phases of change so that you can maximize your Workfront ROI. We’ll take you beyond adoption to adaptation to summit the most difficult change initiatives.

BULLDOZING BARRIERS TO USER ADOPTION
RIVIERA ★

Jordan Staples, Training Specialist, Workfront

Increase your knowledge about features in Workfront that help increase user adoption. Learn some tips and tricks to break through the roadblocks that are preventing your users from fully embracing Workfront.

QUEUE MANAGEMENT (SESSION B)
AUDUBON ★

Greg Tillack, Training Specialist, Workfront

In this second of a two-part course, learn to alleviate the burden of managing incoming work requests and cries for help through a Workfront request queue. This two-session course will teach you how to prioritize and streamline incoming requests so the right work gets done by the right people. It will explore how to gather information on incoming requests. Also, learn how to best manage extensive queues. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Queue Management (Session A). PDU credits available.

AGILE (SESSION B)
MILANO ★

Jaimee Henry, Training Specialist, Workfront

This is the second of two sessions. Teams are increasingly adopting an Agile approach to managing work. Shorter, more iterative Agile projects usually result in improved project value. Whether you are part of a corporate IT team, a team of developers, or a creative services department, Agile is an approach anyone can adopt. In this session learn to work with iterations and move your stories through the Agile process. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Agile (Session A). PDU credits available.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

WORKFRONT + PROOFHQ PREMIUM ADMINISTRATOR: VIEWS AND TEMPLATES
PROVENCE ★★

Allison Lippert, Training Specialist, Workfront

System administrators can learn to take full advantage of the integration between Workfront and ProofHQ Premium by creating custom views and workflow templates. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisites: ProofHQ 101: Reviewer OR Workfront + ProofHQ Premium; Workfront + ProofHQ Premium Administrator: System Setup.

THE EVOLUTION OF CHANGE—WORKFRONT'S SOLUTION
GRAND BALLROOM ★★

Jaclyn Reiter, Project Manager, Strategic Initiatives, Equifax, Inc.

Within many organizations we feel a lack of urgency to “change the game” and retire outdated software and processes. Introducing a powerful tool like Workfront provides perspective on how everyone can look toward the future. Equifax has developed a strategic Workfront deployment and implementation process. Workfront has inspired change throughout the organization. This presentation provides an inspirational story of change and the process utilized to onboard operational teams that benefit from a work management solution.

3 CREATIVE TEAMS, 3 WORKFLOWS, 1 WORKFRONT
SAVOY ★

Sam Petersen, Content Marketing Manager, Workfront
 Kevin Brucato, VP, Creative Operations, Prudential Financial
 Cara Blenz, Director, Creative Shared Services, REI
 Kate Mikulasovich, Senior Manager, Digital Resources and Production, Electrolux

What happens when you put three creative directors from three of the world's most recognizable brands in the same room? Inspiration. Pure inspiration. In this panel-format session Kevin Brucato from Prudential Financial, Cara Blenz from REI, and Kate Mikulasovich from Electrolux will share the intricacies of their creative workflows and how they use Workfront to make their brand magic happen.

THE POWER WITHIN—YOUR BUSINESS MODEL AND WORKFRONT COMBINE
MURANO ★★

Melanie Metcalfe, Project Analyst, Foster Moore International

All companies have goals and benchmarks for success: staff productivity, project margin, KPI's, divisional forecasting, average user cost and bill rates, and percentage of billable staff to total staff, just to name a few. Join us as we discuss how your business model, combined with Workfront, can give you the data you need to succeed.

- Business
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OUT OF JUICE: HOW TO REINSPIRE YOURSELF—AND REENGAGE AT WORK
VENEZIA

Terri Trespicio, Branding Strategist and Writer

It doesn't matter where you work, what you do, or how much you earn—the best of us can find ourselves disengaged, bored, an unmotivated from time to time. The key to sparking interest, insight, and engagement in your own work, and life, lies in your ability to engage your natural urge to create. Discover how to tap your own renewable resource so that you can bring more of yourself to your work—and derive more meaning from it.

WORK SMARTER—NOT HARDER—TO GREATER POSITIVITY AND SUCCESS
ENVOY

Dr. Raj Raghunathan, Professor of Marketing, The University of Texas at Austin

Hear from the author of If You're So Smart, Why Aren't You Happy? as he shares why not working any more than 40 hours a week may be the smartest thing you could do.

BLIND DATES: GETTING TO KNOW DATES AND PROJECT TIMELINES
AUDUBON ★★

Chris Knittle, Training Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage project schedules and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. Prerequisites: Work Management, Parts 1 and 2.

CUSTOM FIELD OF DREAMS: BEST PRACTICES FOR LEVERAGING CUSTOM FORMS
RIVIERA ★★

Betsey West, Training Specialist, Workfront

This session will dive deeper into the power and functionality of Workfront's custom forms. Learn how calculated fields, skip and display logic, and other features can enhance your ability to collect and manage custom information. You'll also discover how to leverage custom data in your reports. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

● **WORKFRONT FITNESS 101: GETTING YOUR SYSTEM IN GREAT SHAPE**

MILANO ★★ ★

Dan Perkins, Training Specialist, Workfront

In this session we'll walk you through some best practices for tidying up your Workfront instance. Learn how to manage outdated information that may appear in your reports or be slowing down your system. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Report Creation.

● **GUARDIANS OF THE WORKFRONT GALAXY: UNDERSTANDING THE WORLD OF LICENSES AND ACCESS**

PROVENCE ★ ★

Jordan Staples, Training Specialist, Workfront

Are your users not seeing things they should? Are they seeing things they shouldn't? Learn to navigate the jungle of access levels, permissions, and licenses in Workfront. We'll talk about system settings and best practices for establishing the right visibility in your system. Prerequisites: Administrator, Parts 1 and 2.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

● **YOUTILITY**

GRAND SALON

Jay Baer, Author, President, Convince & Convert

Learn why smart marketing is about help, not hype. If you're wondering how to make your company seem more exciting, you're asking the wrong question. You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies. To win attention today you must ask a different question: How can I help? Youtility will make you rethink everything you thought you knew about marketing. Filled with relevant examples, you'll see why the Youtility system now powers the marketing programs of hundreds of major companies.

● **JETTING THROUGH ADOPTION WITH JETBLUE**

MURANO ★

Josh Gooch, Head of IT PMO, jetBlue Airways

When one of the world's leading airlines for service, quality, and style tracks projects affecting 35 million customers annually across 925+ daily flights, user adoption is mission critical! Finding the right platform to manage IT and brand products, coalescing functionality and usability, and streamlining organizational workflow are key to crew member adoption. This session jet sets you through the current state of governance/workflow and through adoption of initiatives on the ground—and 30,000 feet above it.

● **ENABLING PROGRAM GOVERNANCE VIA WORKFRONT**

SAVOY ★ ★

Scott Shippy, Senior Director, PMO, ViaSat, Inc.

Functioning as a sequel to the 2016 Leap breakout "Enabling Program Governance via Workfront," this year's session will revisit project reporting using the PEAT method (Prioritization, Escalation, Accountability, and Transparency) as well as focus on how to mature your PMO from a project- to portfolio-level organization. This includes leveraging Workfront's Program and Portfolio features and introducing the concept of "Portfolio Champions."



APRIL 12

2:30 p.m. – 3:20 p.m.

QUIT BOTHERING YOUR CREATIVE TEAM: TIPS FOR USING WORKFRONT DAM
VENEZIA ★★ ★

Shash Cates, Product Marketing Manager, Workfront
Russ Biehn, Senior Sales Engineer, DAM Specialist, Workfront

Stop wasting your creative team's time and start using Workfront DAM like an expert! In this session we'll give you the tools you need to become a Workfront DAM pro. You'll learn how to convert file types and sizes, send the right files to printers or social media channels, discover assets quickly, and implement best practices for tagging content.

A 3-POINT PLAN FOR WORKFRONT ADOPTION AT YOUR AGENCY
ENVOY ★

Vicky Gonzalez, VP, Director, Production and Business Systems Operations,
Erwin Penland

Change is constant, especially in an agency environment. This session will explore how Workfront can optimize change and adapt to challenges, with lessons learned from Erwin Penland. Learn practical tips and tricks to expect the unexpected, use data for c-suite buy-in, and invest in training, and see how Workfront can take an organization through ch-ch-ch-changes!

ADMINISTRATOR, PART 1 (SESSION A)
AUDUBON ★

Chris Knittle, Training Specialist, Workfront

Now that you're familiar with how powerful Workfront can be, this first of a three-part course will show you how to configure the solution to fit your organization's needs. This course will provide information on basic system and user setup. In this session we'll teach you how to set up general system preferences to prepare you for the rest of your system configurations. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2. PDU credits available.



APRIL 12

2:30 p.m. – 3:20 p.m.

SESSION TYPES & SKILL LEVELS:

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

QUEUE MANAGEMENT (SESSION A)
RIVIERA ★

Dan Perkins, Training Specialist, Workfront

In this first of a two-part course, learn to alleviate the burden of managing incoming work requests and cries for help through a Workfront request queue. This two-session course will teach you how to prioritize and streamline incoming requests so the right work gets done by the right people. It will also explore the purpose of request queues and the steps for getting started. Figure out how request queues fit into the work you're already doing. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1. PDU credits available.

REPORT CREATION (SESSION A)
PROVENCE ★

Allison Lippert, Training Specialist, Workfront

In this first of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover what constitutes a report in Workfront, how to customize a grouping, and how to create views. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1.

THE SCHOOL OF YODA: TRAINING YOUR JEDI ON WORKFRONT
MILANO ★

Aubrey Hart, Training Specialist, Workfront

Have you tried to train your team on Workfront but find you're just not hitting the mark? In this session you'll learn from the Workfront training experts some best practices to follow when introducing new team members to the system. You'll also learn some tips that will help you hold recurring trainings for existing users.

CREATING AND GROWING AN EFFECTIVE COE, PART 1
SAVOY ★★

Kevin Ellington, PhD, VP and BIO Business Solutions Analyst, SunTrust Bank

The success and growth of Workfront within an enterprise depends on the creation and effectiveness of a Center of Excellence (COE). This session will cover key elements of an operating model, core services, strategic client care, the process for onboarding new groups, key metrics and dashboards, the use of a demand pipeline for strategic growth, and examples of a training and communication plan.

THE BEST OF THE BEST: A DISCUSSION WITH THE 2017 LION AWARD WINNERS
MURANO ★★

Alison Angilletta, Enterprise Portfolio Manager, RWJBarnabas Health
 Nashira Betton, IT Project Manager, Kids II, Inc.
 Lynn M. Carrier, Associate Director, Content Process and Technology, Illumina
 Brent Bird, Solutions Marketing Manager, Workfront

The 2017 Workfront Lion Award 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 wide-ranging panel discussion that will highlight many of the best practices used by this year’s honorees.

ADVANCED SYSTEM ADMINISTRATION
GRAND SALON ★★★

Anna Grigoryan, Group Product Manager, Workfront
 Vazgen Babayan, Product Manager, Workfront

Capturing and managing enterprise work requires that your work management solution integrates with workflows throughout different departments. This session will provide a deep dive into advanced system administration within Workfront, including detailed guidance for configuring multiple custom forms with new security features, the group hierarchies feature and group level statuses, best practices for system administration, and more.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

PROOFING RICH MEDIA: TIPS AND TRICKS TO GET STARTED
ENVOY ★

Jon Hawkins, Manager, Sales Engineers, Workfront
 Steve Finch, Sales Engineer, Workfront

Ready to take your proofing experience to the next level? Join our session as we cover how to proof live websites, video, and other rich media inside the proofing tool. You’ll walk away with step-by-step instructions on how to proof interactive content, insider tips for success, and a few shortcuts to help you get started.

QUEUE MANAGEMENT (SESSION B)
RIVIERA ★

Dan Perkins, Training Specialist, Workfront

In this second of a two-part course, learn to alleviate the burden of managing incoming work requests and cries for help through a Workfront request queue. This two-session course will teach you how to prioritize and streamline incoming requests so the right work gets done by the right people. It will explore how to gather information on incoming requests. Also, learn how to best manage extensive queues. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Queue Management (Session A). PDU credits available.

ADMINISTRATOR, PART 1 (SESSION B)
AUDUBON ★

Chris Knittle, Training Specialist, Workfront

Now that you’re familiar with how powerful Workfront can be, this second of a three-part course will show you how to configure the solution to fit your organization’s needs. In this session you’ll begin setting up and organizing users in Workfront. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Administrator, Part 1 (Session A). PDU credits available.

● **REPORT CREATION (SESSION B)**

PROVENCE ★

Allison Lippert, Training Specialist, Workfront

In this second of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover the details of customizing filters, making your reports more useful to your specific needs. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Session A).

● **WORKFRONT + PROOFHQ PREMIUM ADMINISTRATOR: VIEWS AND TEMPLATES**

MILANO ★★

Aubrey Hart, Training Specialist, Workfront

System administrators can learn to take full advantage of the integration between Workfront and ProofHQ Premium by creating custom views and workflow templates. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisites: ProofHQ 101: Reviewer OR Workfront + ProofHQ Premium; Workfront + ProofHQ Premium Administrator: System Setup.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

● **CREATING AND GROWING AN EFFECTIVE COE, PART 2: COE TOOLBOX: TIPS, TOOLS, AND TRANSFERABLE PRINCIPLES**

MURANO ★★

Kevin Ellington, PhD, VP and BIO Business Solutions Analyst, SunTrust Bank

This is an in-depth look at the tools used in the operation of the SunTrust Workfront Center of Excellence (COE). We will review our SharePoint site, provide an overview of the reports and dashboards we use to administer our instance of Workfront, and highlight the various tools we've developed to aid us in the successful administration of our instance of Workfront. These tools will be shared with attendees as takeaways.

● **HOW THE FDA MANAGES THE DRUG APPLICATION PROCESS WITH WORKFRONT**

VENEZIA ★

Atash Mehta, Project Manager, Computer Scientist, FDA
Zhongfei Sophia Yu, Computer Scientist, FDA

Join Atash Mehta and Zhongfei Sophia Yu, from the U.S. Food & Drug Administration, as they give attendees a deep-dive overview of how the FDA uses Workfront to manage the over 90,000 projects currently involved in the drug application process. See how its unique use of Workfront and work management best practices can be leveraged by your own company to manage your individual workflows and use cases.

● **WORKFRONT WEEK: ZEROING IN ON USER ADOPTION**

ENVOY ★★

Kathy Haven, VP, Director, Strategic Operations – PMO, FCB
Anthony Imgrund, Project Manager, Strategic Operations – PMO, FCB

Don't just deploy Workfront—get it adopted! Did you know that 70% of technology projects fail to deliver their desired results? Just because you deploy it doesn't mean they will use it. After your initial deployment process it's important to monitor your adoption. User adoption is an ongoing battle and one that is critical to your success. Join FCB leaders as they share their experiences working with agencies after their deployment to help increase adoption and mature their platform.

SUCCESSFUL RESOURCE PLANNING NOW, NOT LATER
GRAND SALON ★★

Cory Cunningham, Design Consultant, Workfront

Workfront offers powerful resource capacity and allocation tools, but your company's organizational problems may be getting in the way of success. In this session we'll cover the most common resource planning problems and identify their root causes. You'll walk away with a clear roadmap for successfully restructuring your current resource planning methodology. Plus, we'll demonstrate how to set it all up in Workfront.

DON'T PANIC! A GUIDE TO TROUBLESHOOTING SUPPORT FOR WORKFRONT
SAVOY ★

Seth Finch, Technical Support Engineer, Workfront

Solve the top 10 support situations for Workfront administrators and project managers. You'll learn to troubleshoot frequently seen issues, familiarize yourself with the nuances of the platform, and minimize the time spent contacting support so you can get back to your job.

GROUP HUG! HOW TO LEVERAGE GROUPS, TEAMS, JOB ROLES, AND COMPANIES
RIVIERA ★★

Dan Perkins, Training Specialist, Workfront

Now that you have a basic understanding of how users can be organized in Workfront, come learn how to optimize your use of groups, teams, job roles, and companies so that your users can more effectively interact with each other and the system. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

ADMINISTRATOR, PART 1 (SESSION C)
AUDUBON ★

Chris Knittle, Training Specialist, Workfront

Now that you're familiar with how powerful Workfront can be, this third of a three-part course will show you how to configure the solution to fit your organization's needs. This course will provide information on basic system and user setup. This final session will help you finish organizing your users and configuring your Workfront system. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Administrator, Part 1 (Sessions A and B). PDU credits available.

REPORT CREATION (SESSION C)
PROVENCE ★

Allison Lippert, Training Specialist, Workfront

In this third of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will teach you how to combine the filters, views, and groupings into useful reports that return the information you need. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Sessions A and B).

WORKFRONT + PROOFHQ PREMIUM ADMINISTRATOR: SYSTEM SETUP
MILANO ★★

Aubrey Hart, Training Specialist, Workfront

System administrators can learn to take full advantage of the integration between Workfront and ProofHQ Premium by establishing global system settings and customizing proof decisions. This course is intended for customers who are using the integration between Workfront and the ProofHQ Premium license. This is not for customers who are using ProofHQ stand alone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organization. Prerequisite: ProofHQ 101: Reviewer OR Workfront + ProofHQ Premium.

RESOURCE PLANNING IN WORKFRONT: OUR VISION
SAVOY ★★

Jennifer Moore, Senior Product Manager, Workfront
Vazgen Babayan, Product Manager, Workfront

Experience the new functionality of the upcoming Resource Planner tool! Forget the outdated Flash-based tools, and embrace the new solution that combines the functionalities of the Capacity Planner, Resource Budget Manager, Resource Grid, and Resource Estimates.

10 SIMPLE PROJECT HACKS FOR EVENT MARKETERS
VENEZIA ★

Marc Hansen, Senior Marketing Manager, Workfront
Natalie Ward, Marketing Manager, Workfront

Planning and managing events is the epitome of marketing chaos. From tracking dates and managing vendors to selecting venues and finding staffers, the logistics can be all-consuming. In this session you'll learn 10 simple productivity tips from Workfront's very own event marketing team. We'll cover Agile for event marketing teams, how to simplify your event setup (and make it easier for the next time), and give you a window into how LEAP is planned and managed.

LET'S MAKE BETTER DECISIONS: USING THE NEW UTILIZATION REPORT
GRAND BALLROOM ★★

Chris Savoie, Director, Product Strategy, Workfront
Eric Lopez, Sales Engineer Manager, Workfront

With the latest release of the utilization report, Workfront users and leadership teams can now more easily see their internal resource utilization rates and, in turn, more closely monitor the health of their projects and contracts. In this session learn more about the capabilities of the new utilization report and what's coming from the Workfront PM responsible for the new release.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

FROM CHAOS TO ORDER: USING WORKFRONT TEMPLATES, WORKFLOWS, AND REPORTS
MURANO ★★

Harriet Beasley, Project Portfolio Manager, Montgomery College
Alina Wilson, Workfront Success Advocate, Workfront

Before Workfront, scheduling and preparing instructional technology for Workforce Development and Continuing Education (WD&CE) classes was chaotic for Montgomery College. See how we created templates, workflows, and reports in Workfront to significantly streamline WD&CE's entire instructional technology process for everyone involved. This course will cover tricks and solutions to make your organization's processes more manageable and transparent. With the appropriate changes, you, too, can depend on the information in Workfront to report your work!

FIND IT FASTER: BEST PRACTICES FOR DIGITAL ASSET MANAGEMENT (DAM) METADATA
ENVOY ★★

Sam Montoya, CX Project Manager, Workfront

Reduce your document management stress with this how-to session on best practices for implementing your DAM folder structure, keyword taxonomy, and overall metadata management. Learn tips and tricks to get you out of DAM purgatory and on the path to DAM bliss.

BULLDOZING BARRIERS TO USER ADOPTION
PROVENCE ★

Jordan Staples, Training Specialist, Workfront

Increase your knowledge about features in Workfront that help increase user adoption. Learn some tips and tricks to break through the roadblocks that are preventing your users from fully embracing Workfront.

THE SCHOOL OF YODA: TRAINING YOUR JEDI ON WORKFRONT
AUDOBON ★

Allison Lippert, Training Specialist, Workfront

Have you tried to train your team on Workfront but find you're just not hitting the mark? In this session you'll learn from the Workfront training experts some best practices to follow when introducing new team members to the system. You'll also learn some tips that will help you hold recurring trainings for existing users.

THU APRIL 13

8:00 a.m. – 8:50 a.m.

RESOURCE SCHEDULING

RIVIERA



Dan Perkins, Training Specialist, Workfront

In this session you'll learn how to optimize your use of the new resource scheduling tools to ensure that work is appropriately distributed among your team. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Resource Scheduling (Session A).

BLIND DATES: GETTING TO KNOW DATES AND PROJECT TIMELINES

MILANO



Betsey West, Training Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage project schedules and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. Prerequisites: Work Management, Parts 1 and 2.

THU APRIL 13

9:05 a.m. – 9:55 a.m.

SESSION TYPES & SKILL LEVELS:

- Business, Technical, Partner, Birds of a Feather, Education skill levels and icons.

THE RIPPLE EFFECT: HOW LOYOLA UNIVERSITY SUCCESSFULLY EXPANDED WORKFRONT

GRAND BALLROOM



Shash Cates, Product Marketing Manager, Workfront
Scott Sax, Associate Director, Project Management Office, Loyola University Maryland

Workfront makes sense for all types of teams because it helps them get more done, effectively and efficiently. Learn the lessons and key takeaways from Loyola University's experience expanding Workfront from IT PMO to marketing and beyond.

UNIFIED FOR SUCCESS: WORKFRONT FOR SALES AND MARKETING TEAMS COLLABORATION

VENEZIA



Laura Antos, Senior Manager, NorthStar New Jersey
Lauren Quirk, Marketing Specialist, NorthStar New Jersey

Northstar New Jersey uses Workfront to introduce and establish project management procedures to the organization, bringing visibility, accountability, and collaboration to teams where it did not previously exist.

GET WORK MOVING WITH FASTER APPROVALS

MURANO



Etienne Bosch, Group Product Manager, Workfront
Andrzej Belka, Product Manager, Workfront

Requests, issues, projects, and tasks need review to move forward. Basic approvals are great for keeping stakeholders involved, but it's time to turn your Approval Workflow knowledge up to 11.

● HOW TO CREATE BETTER REPORTS AND DASHBOARDS WITH UX PRINCIPLES
SAVOY ★

Adam Menz, Senior UX Designer, Workfront
 Mike Hall, Lead UX Designer, Workfront
 Lilit Mkrtyan, Associate Product Manager, Workfront

In this session you'll learn simple yet effective user experience design strategies to make your reports and dashboards more useful, readable, and engaging. We'll go over easy-to-implement UX strategies, including how to use progressive improvement and iteration that will make your reports more useful to everyone.

● DEVELOPING TO THE WORKFRONT API
ENVOY ★★★

Ross Penna, Senior Software Engineer, Workfront

This will be a technical, hands-on, participation-based demonstration of how to utilize the Workfront API. Bring your laptop and favorite REST client application, and we will cover several common patterns throughout the API and discuss best practices and guardrail guidelines.

● ADMINISTRATOR, PART 2 (SESSION A)
AUDUBON ★

Dan Perkins, Training Specialist, Workfront

Learn to optimize some of the lesser-known features in the Setup area to enhance the Workfront experience for all users. In this first of three sessions, learn to set up features to make your organization's project management as smooth as possible. Get Workfront to work the way you work. In this session we'll cover setting up and customizing project preferences and statuses to fit your unique workflow. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Administrator, Part 1. PDU credits available.

● WORKFRONT WORK MANAGEMENT, PART 1 (SESSION A)
RIVIERA ★

Jaimee Henry, Training Specialist, Workfront

In this first of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to create and manage project plans. This is a hands-on course, so bring your laptop and be prepared to participate. PDU credits available.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

● REPORT CREATION (SESSION A)
MILANO ★

Betsey West, Training Specialist, Workfront

In this first of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover what constitutes a report in Workfront, how to customize a grouping, and how to create views. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1.

● REPORT CREATION (SESSION A)
PROVENCE ★

Aubrey Hart, Training Specialist, Workfront

In this first of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover what constitutes a report in Workfront, how to customize a grouping, and how to create views. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1.

- MANAGING MERGERS: DATA AND NEXT-LEVEL REPORTING FOR TOP EXECUTIVES**

GRAND BALLROOM ★★

Alison Angilletta, Enterprise Portfolio Manager, Barnabas Health
 Jen Hedges, Manager, Integration Management Office, Barnabas Health

The merger of two large healthcare systems required close oversight and organization of over 200 initiatives in order to meet a lofty \$122 million in savings. We took Workfront implementation knowledge from IT and expanded its application to meet goals. We used Workfront as our source of truth for everything: milestones, status reporting, and financial data tracking. Most importantly, we made data digestible for all levels, from project lead to chief integration officer to the board.
- RESOURCE SCHEDULING: GET SET FOR SUCCESS**

SAVOY ★

Jennifer Moore, Senior Product Manager, Workfront
 Mike Hall, Lead UX Designer, Workfront

Workfront recently released new Resource Scheduling features. Attend this session to learn everything you need to know about Resource Scheduling, including the settings you need to know, what drives the tools, how to use filters, and how this is different from the previous resource tools. After this session you'll have everything you need to drive your team's success.
- THE FUTURE OF THE WORKFRONT ORGANIZATIONAL STRUCTURE FOR ENTERPRISES**

MURANO ★★

Darin Patterson, Senior Product Manager, Workfront

Join our product strategy team to learn about the future of Workfront products for managing large enterprises with 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.

- Business ★ = Beginner
- Technical ★★ = Intermediate
- Partner ★★★ = Advanced
- Birds of a Feather
- Education

- THE END IS NEAR: SUCCESSFULLY PLANNING FROM COMPLETION VENEZIA** ★★

Carrie McCloud, Design Consultant, Workfront

"As late as possible" is not just a procrastination technique! In this session we'll discuss setting your project timeline to "Schedule from Completion" for those just-in-time projects. If your team schedules projects from the end in order to reach the right consumers at exactly the right time, this session is for you. Learn how to set up those projects in Workfront and key strategies to successfully schedule from completion.
- WHAT ARE MY PEOPLE DOING? GET REAL VISIBILITY WITHOUT BEING REAL CREEPY**

ENVOY ★

Eric Lucas, Crowley Maritime Corporation

How does a project or resource manager know what people are working on? How do they know if they're spending time on the right work or if they're instead mired in unplanned, unforecasted work? This session will show you how to use the User Utilization tool in Workfront, combined with other resource management tools and proven best practices, to get real visibility into the work that matters, without being weird about it.
- ADMINISTRATOR, PART 2 (SESSION B)**

AUDUBON ★

Dan Perkins, Training Specialist, Workfront

Learn to optimize some of the lesser-known features in the Setup area to enhance the Workfront experience for all users. In this second of three sessions, learn to set up features to make your organization's project management as smooth as possible. In this session you'll learn to track the health of key tasks within a project. You'll also learn how to streamline multi-step approvals. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Administrator, Part 1; Administrator, Part 2 (Session A). PDU credits available.

WORKFRONT WORK MANAGEMENT, PART 1 (SESSION B)
RIVIERA ★

Jaimee Henry, Training Specialist, Workfront

In this second of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. Learn how to take your project live and interact with your team to achieve results. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisite: Work Management, Part 1 (Session A). PDU credits available.

REPORT CREATION (SESSION B)
MILANO ★

Betsey West, Training Specialist, Workfront

In this second of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover the details of customizing filters, making your reports more useful to your specific needs. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Session A).

REPORT CREATION (SESSION B)
PROVENCE ★

Aubrey Hart, Training Specialist, Workfront

In this second of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will cover the details of customizing filters, making your reports more useful to your specific needs. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Session A).

- Business
- Technical
- Partner
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- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

BEYOND THE KITSCH: HOW WORKFRONT EMPOWERS BUSINESS MANAGEMENT AND STRATEGY
SAVOY ★★★

Shawn Finnie, Product Manager, NAD Business Strategy and Management, Capital Group Companies Global

When you take a step back from the world of tasks and projects, you realize you have a trove of neatly organized and oddly contextual data. What are you going to do with it? In this session Capital Group will discuss how to shape that data into business insights and the strategic value those insights can deliver to your organization.

WORKFRONT API: WHERE WE ARE GOING FROM HERE
GRAND BALLROOM ★★★

Ross Penna, Senior Software Engineer, Workfront

This will be an open-forum discussion on what changes are coming to the Workfront API in the near future and what considerations are being made for the long term. There will be a lot of interactivity, so bring your questions and concerns.

STUMP THE SUPPORT CHUMPS
MURANO

Brad Littler, Support Program Manager, Workfront
 Chris Virostko, Technical Support Representative, Workfront
 Adam Millet, Assigned Support Engineer, Workfront
 Dustin Martin, Technical Support Engineer, Workfront
 Josh Slagowski, Technical Support Engineer, Workfront

Come challenge Workfront's top support engineers with your toughest questions! Do you have a tricky field you want to report on and you're not sure how? Are you trying to implement a complex, thorny workflow? Or maybe you've found an innovative solution you think will blow our minds? Bring all your questions. We'll help you find answers and have some fun doing it. And did we mention there will be prizes for anyone who can stump the support chumps?

PROOFHQ: SETTING UP AUTOMATED WORKFLOWS

VENEZIA

★★

Erik Cullins, Director, Customer Success, Workfront

Working with a large volume of content that needs to be routed for approval? Perhaps you have a complex approval process? In this class we'll show you how to leverage the power of automated workflow templates to help automate your approval routing. Learn about sequential and parallel routes, private stages, and other features to help you spend less time moving your proofs and more time managing your projects.

HOW CAN I TELL IF MY TEAM IS USING WORKFRONT?

ENVOY

★★★

Will Schmidt, Product Manager, Workfront

Learn reporting tips and techniques that allow you to answer these age-old questions: Who on my team is using Workfront? How much is my team using Workfront? Who are my top performers? Am I getting the value that I want? Are my licenses correctly allocated? We'll also discuss what metrics lead to customers overall success in getting value from Workfront usage. This will help you identify metrics to track to ensure your needs are being met.

ADMINISTRATOR, PART 2 (SESSION C)

AUDUBON

★

Dan Perkins, Training Specialist, Workfront

Learn to optimize some of the lesser-known features in the Setup area to enhance the Workfront experience for all users. In this third of three sessions, learn to set up features to make your organization's project management as smooth as possible. In this final session be trained on how to make the right information easily accessible for all users in your organization. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Parts 1 and 2; Administrator, Part 1; Administrator, Part 2 (Sessions A and B). PDU credits available.

- Business
- Technical
- Partner
- Birds of a Feather
- Education
- ★ = Beginner
- ★★ = Intermediate
- ★★★ = Advanced

WORKFRONT WORK MANAGEMENT, PART 1 (SESSION C)

RIVIERA

★

Jaimee Henry, Training Specialist, Workfront

In this third of a three-part course, expand your understanding of how to manage projects and initiatives using Workfront. Discover some can't-miss ways to jumpstart your project. This final session will focus on managing documents and project templates. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1 (Sessions A and B). PDU credits available.

REPORT CREATION (SESSION C)

MILANO

★

Betsey West, Training Specialist, Workfront

In this third of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will teach you how to combine the filters, views, and groupings into useful reports that return the information you need. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Sessions A and B).

REPORT CREATION (SESSION C)

PROVENCE

★

Aubrey Hart, Training Specialist, Workfront

In this third of a three-part course, discover how to get real and valuable information about your projects and teams as quickly and simply as possible through reports. Be a hero to everyone in your organization by learning to build useful reports that make information easy to digest. This session will teach you how to combine the filters, views, and groupings into useful reports that return the information you need. This is a hands-on course, so bring your laptop and be prepared to participate. Prerequisites: Work Management, Part 1; Report Creation (Sessions A and B).

