



Royal Lancaster
London, UK
3rd-5th June 2019

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2019 Agenda Overview

Take a look at last year's breakout session schedule to gain insight on tracks and session content. The Leap London 2019 agenda will be announced soon.

Details are subject to change.

workfront

2019 Leap London Week at a Glance

Details are subject to change.

	Monday, 3rd June	Tuesday, 4th June	Wednesday, 5th June
8:00 am	Arrivals & Registration	Breakfast	Breakfast
8:30 am		Breakout Sessions & Consulting 1:1	Breakout Sessions & Consulting 1:1
9:00 am			
9:30 am		Break	Breakout Sessions & Consulting 1:1
10:00 am			
10:30 am	Breakout Sessions & Consulting 1:1	General Session #2	Break
11:00 am			
11:30 am		Lunch	Breakout Sessions & Consulting 1:1
12:00 pm			
12:30 pm			
1:00 pm	Lunch	Lunch	
1:30 pm	Breakout Sessions & Consulting 1:1	Breakout Sessions & Consulting 1:1	Departures
2:00 pm			
2:30 pm			
3:00 pm	General Session #1	Break	
3:30 pm	Welcome reception	Breakout Sessions & Consulting 1:1	
4:00 pm			
4:30 pm			
5:00 pm	Open Night	Break	
5:30 pm		Networking Drinks	
6:00 pm	Open Night	Conference Party	
6:30 pm			
7:00 pm			
7:30 pm			
8:00 pm			
8:30 pm			
9:00 pm			
9:30 pm			
10:00 pm			

Leap London 2019 Agenda Overview

Monday, 3rd June

8:00 a.m. – 11:00 a.m.	Registration and Check-in
11:00 a.m. – 1:00 p.m.	Breakout Sessions & Consulting 1:1
1:00 p.m. – 2:00 p.m.	Lunch
2:00 p.m. – 3:00 p.m.	Breakout Sessions & Consulting 1:1
3:00 p.m. – 4:30 p.m.	General Session 1
4:30 p.m. – 6:30 p.m.	Welcome Reception
6:30 p.m. – 10:00 p.m.	Open Night

Tuesday, 4th June

7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 9:30 a.m.	Breakout Sessions & Consulting 1:1
9:30 a.m. – 10:00 a.m.	Break
10:00 a.m. – 12:00 p.m.	General Session 2
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 3:30 p.m.	Breakout Sessions & Consulting 1:1
3:30 p.m. – 4:00 p.m.	Break
4:00 p.m. – 5:30 p.m.	Breakout Sessions & Consulting 1:1
5:30 p.m. – 6:00 p.m.	Break
6:00 p.m. – 7:00 p.m.	Networking Drinks
7:00 p.m. – 10:30 p.m.	Conference Party
4:50 p.m. – 5:50 p.m.	Happy Hour
6:00 p.m. – 12:00 a.m.	Open Night



Wednesday, 5th June

7:30 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 11:00 a.m.	Breakout Sessions & Consulting 1:1
11:00 a.m. – 11:30 a.m.	Break
11:30 a.m. – 1:00 p.m.	Breakout Sessions & Consulting 1:1
1:00 p.m. – 2:30 p.m.	Lunch
2:00 p.m. – 10:00 p.m.	Departures

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breakouts to gain insight on
tracks and session content.

The Leap 2019 agenda
will be announced soon.

Get Strategic with People Management

Topic: Resource Management

Betsey West, Senior Training Strategist, Workfront

Learn Workfront's capabilities for planning and managing the supply and demand of your people resources. In this course, we'll explore the portfolio optimiser and resource planner, showing you how to use these tools to answer key questions around resource management.

How to Empower Workfront Users Through Training

Topic: Training

Allison Lippert, Training Manager, Workfront

Effective training leads to successful Workfront implementations and high adoption rates. Workfront's Training team shares tips on how to develop customised curriculum so you can train your teams on your organisation's workflow processes.

Reporting Essentials: Groupings, Views, and Filters

Topic: Reporting

Chris Knittle, Training Specialist, Workfront

Workfront is an amazingly robust tool, with all the information you need about your organisation at your fingertips. Make sure that data is useful to your daily work by creating (and using) custom groupings, views, and filters.

Boredom vs. Burnout: Managing Your Team's Workload

Topic: Resource Management

Betsey West, Senior Training Strategist, Workfront

If you manage people, you've probably asked yourself a few questions: "What are my people doing?" and "How can I empower them to do great work?" In this class, we'll show you how to leverage Workfront's AI-enabled resource scheduling and planning tools to get the right people doing the right work at the right time.

Custom Form Essentials

Topic: Custom Forms

Aubrey Hayes, Senior Training Strategist, Workfront

Learn how to use Workfront's custom forms to gather information unique to your organisation's work. Build a basic custom form, then learn how to retain that vital information when converting a request to a project.

Fundamentals of Building Custom Reports

Topic: Reporting

Chris Knittle, Training Specialist, Workfront

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

Setting Up Workfront for Better People Management

Topic: Resource Management

Betsy West, Senior Training Strategist, Workfront

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

Queue Management

Topic: Request Queue

Aubrey Hayes, Senior Training Strategist, Workfront

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

Introduction to Text Mode Reporting

Topic: Reporting

Chris Knittle, Training Specialist, Workfront

Explore the code behind Workfront's standard report builder. Learn the basics of text mode—camelCase, reporting element structures, API Explorer—to create the foundation you need to increase your reporting power with advanced reporting.

The Workfront Crystal Ball: 2018 Workfront Product Roadmap

Topic: Roadmap

Darin Patterson, Director Product Management, Workfront

Jennifer Moore, Director Product Management, Workfront

Come one, come all! Gaze into the Workfront crystal ball. Leap with us into the void to find out what shall be deployed. We know you're thinking this could be a trap, but it's simply a view into our product roadmap. Bring your attention and prepare to be wowed. Your presenters are informed, educated, and will entertain a crowd!

Hello Workfront—You’re Good to Go! Transforming the Future of Work at TSB

Topic: Case Study—Marketing

Nina Long, Marketing Operations Manager, TSB

Learn how Workfront empowered TSB’s marketing department to establish new processes for a variety of functional teams that previously used job bags, shared drives, emails, spreadsheets and institutional knowledge to complete projects. During a collaborative implementation process, the department was able to define best practices, create effective workflows, adopt a robust multi-level audit trail and roll-out the tool to internal core teams, wider stakeholders and external agencies. In this session, you’ll learn how a structured, phased approach can lead to greater rewards; how continuous user adoption can be achieved and how TSB are looking to take their Workfront usage to the next level.

Next-Level Connectivity Powered By Workfront Fusion™: Enabling Modern Integrations In Workfront

Topic: Integrations

Matt Mitchell, Integration Practice Manager, Workfront

How can you do more with Workfront? Leverage Workfront Fusion to reach beyond the borders of Workfront with deep integrations that connect systems, data, and teams. Join Matt Mitchell, Manager Integrations to learn how Workfront Fusion can support all your integration needs that impact all aspects of your modern business. You’ll learn how to design, build, and manage all your Workfront integrations without writing a single line of code. Please bring your laptop for a hands-on experience.

Moving from Legacy to New Resource Management Solutions

Topic: Resource Management

Betsey West, Senior Training Strategist, Workfront

Gain insight into Workfront’s new resource management solutions by seeing how they relate to the legacy resource tools. In this course, we’ll help you connect your resource management use cases to our new set of tools.

Essential Skills for Getting Stuff Done

Topic: Project Management

Jordan Staples, Director of Training, Workfront

Get work done on time and within budget by managing the processes, time, and communication associated with the work you’re doing.

The Champion's Boot Camp: Igniting Workfront Fever Across an Organisation

Topic: Adoption

Jordan Staples, Director of Training, Workfront

Matt Broschinsky, Manager of Customer Solutions, Workfront

You're the Workfront guru. You build reports like a boss, you have your own Workfront cheer, and your trainings are on point. There's only one problem: If there's a Workfront question, you're the only one who can answer it and you're already working 70+ hours a week at your real job. Is there any way out? Come to this Champion's Boot Camp to learn how to cultivate a team of champions, distribute subject matter expertise, and build a contagious Workfront culture in your organisation.

Workfront Roll-Out Lessons Learnt, Bristol-Myers Squibb (Europe)

Topic: Case Study—Multi-department

Damian Drozd, Associate Director—Marketing Operations Lead EU/EMAC, Bristol-Myers Squibb

Take a dive into how Bristol-Myers Squibb's European Digital Marketing Operations Team uses Workfront, what has worked, lessons learned and what's next. The session will review best practices for implementation, reporting and change management overall. Damian will also explore the multi-departmental matrix structure at BMS and how global teams use Workfront to improve collaboration across multiple markets and departments.

Capacity Planning: Imagine All The People

Topic: Resource & Capacity Planning

Jennifer Moore, Director Product Management, Workfront

Michael Swan, Group Product Manager, Workfront

People are at the heart of each organisation, and overburdened employees can't do their best work. You want to get a lot done—everyone does—but at what cost? Anxiety, burnout, and disengaged team members are serious threats to creativity, innovation, and quality. Imagine what your people could accomplish if they were empowered with the skills to uncover more resource capacity and become better prepared for the future.

Join Workfront's product team as they discuss how you can take your planning to a higher level by reviewing capacity while aligning your initiatives to available resources.

What Every Executive Needs to Know About Privacy's Impact on Security

Topic: Privacy & Security

Steve Gentry, Chief Security Officer, Workfront

One constant in business is that there is always change. Security and Privacy are no exceptions; though they not always at the forefront of an executives mind until something bad happens. Join Workfront's Chief Security Officer, Steve Gentry, as he shares what keeps him up at night, and what questions you should be asking your Security, Legal, and Privacy teams. One discussion point will be the biggest financial landmines facing global organisations today; the update to European privacy laws (GDPR) that become auditable from 25th May 2018.

Introduction to Agile Work Management

Topic: Agile

Chris Knittle, Training Specialist, Workfront

As work evolves, so does your method of management. Do your processes need more flexibility when it comes to prioritising work, setting deadlines, or making changes midstream? This introduction to the Agile methodologies of Scrum and Kanban will help you determine if an Agile approach is right for your team to effectively get work done.

Manage Reviews and Approvals in Workfront

Topic: Proofing

Aubrey Hayes, Senior Training Strategist, Workfront

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

No Limits: Workfront Fusion™ Enables The Modern, Boundary-Less Enterprise

Topic: Integrations

Darin Patterson, Director, Product Management, Workfront

With the exponential proliferation of business applications across different departments and teams in today's enterprise; the need to connect every aspect of work happening in your business has never been more pronounced. Join Darin Patterson, Director Product Management to learn more about our exciting new Product offering, Workfront Fusion and how it can help you to digitally transform your business landscape by enabling a seamless and connected enterprise work lifecycle.

A review of Workfront Implementation within the Digital and Data Team at BT Business and Public Sector—What We Did Right, What Were the Challenges and Our Lessons Learned

Topic: Case Study—Implementation

Marie Vaughan, Demand and Planning Manager, BT Business and Public Sector

Join this session as BT Business & Public Sector, review their recent implementation within the Digital and Data Team. The session will look at; How they worked before Workfront and the challenges they faced How Workfront has reduced the chaos How they have improved Efficiency and Productivity Review what is the most valuable thing to come out of the transition to Workfront Assess what's still to do to take their usage to the next level.

How Workfront Dam Can Be the Final Piece to Your Digital Puzzle

Topic: Documents & Asset Management

Tony Cocchiarella, Configuration Consultant, Workfront

DAM is more than just digital asset management. It gives you the ability to connect your systems focused on creating and managing digital content while bringing your content where you need it, when you need it. In this session, we'll demonstrate best practices for making DAM an essential piece of your work lifecycle and highlight tips and tricks you may not already be familiar with, so that you can become a DAM expert in no time at all.

Combatting Disengagement: Three Steps to Increase User Adoption and Improve ROI

Topic: Adoption

Colin Brown, Consulting Practice Manager, Workfront

Human work behaviors influence all aspects of a job, and the digitisation of work is no exception! Understanding perceptions, simplifying information, and recognising how individuals commit to change leads to a natural adoption of new processes. Join us for an open discussion centered on how applying these three practices can create effective knowledge worker participants. Learn how the biggest naysayer in an organisation can become the biggest champion for success.

Scrum and Kanban in Workfront

Topic: Agile

Chris Knittle, Training Specialist, Workfront

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

Project Time Management

Topic: Project Management

Allison Lippert, Training Manager, Workfront

Get a real-time view of how a project is progressing by using the multiple date types available in Workfront. Once you understand how Workfront tracks dates, you can use the progress status to track if work will be completed on time or if it's running late.

Home Sweet Home: Getting the Most from the New My Work

Topic: Administration & Set-up, Adoption

Jennifer Moore, Director, Product Management, Workfront

Michael Swan, Group Product Manager, Workfront

Welcome home! Come in, relax, take your shoes off . . . okay, maybe don't take your shoes off. Join Workfront's Product team for a private tour of the new Workfront Home and learn how the newly redesigned My Work will increase personal and team productivity.

Understanding Usage: User Base Adoption Surveys

Topic: Adoption

Russ Drury, Director of Customer Success, EMEA, Workfront

Nina Long, Marketing Operations Manager, TSB

As part of a drive to continuously improve adoption and usage of Workfront within your organisation, we encourage you to engage with your user base through surveys and planning. By understanding their current usage experience and interaction, through survey feedback, you can build plans to improve the way your users manage their work in the system. In this session we show you how to obtain feedback and plan for improvement.

Workfront Proof: Now and in the Future

Topic: Proofing

Etienne Bosch, Group Product Manager, Workfront

Calling all Workfront Proof users! In 2017 we saw some great additions and improvements made to the Workfront Proof integration. As we advance through 2018, we are excited to tell you about the new changes and explore the future of Workfront Proof. One word that really describes it all... unification! Come join us as we share insight into unifying approvals, proof details, document list improvements, notifications and much more.

Workfront Integrations: When 1+1 is Greater Than 2

Topic: Integrations

Darin Patterson, Director, Product Management, Workfront

Explore the selection of free, out-of-the-box integrations for your Workfront instance that help you save time and effort, focus on what you do best, and achieve exponential success. Workfront product experts will share best practices to help you navigate business applications like a pro, and get the most out of Workfront.

Introduction to Text Mode Reporting

Topic: Reporting

Chris Knittle, Training Specialist, Workfront

Explore the code behind Workfront's standard report builder. Learn the basics of text mode—camelCase, reporting element structures, API Explorer—to create the foundation you need to increase your reporting power with advanced reporting.

Manage User Training Through Workfront Ascent

Topic: Training

Allison Lippert, Training Manager, Workfront

Successful adoption is contingent upon making sure your users have access to the Workfront training they need. Workfront Ascent offers targeted training for project managers and system administrators. The Workfront Training team will show you how to access, customise, and track your users' training with Workfront Ascent and the Workfront Training Center.

Networking Session: IT/PMO

Topic: IT/PMO Use Case

Hosted by Matt Mitchell, Integration Practice Manager, Workfront

Network with fellow IT/PMO professionals who understand the unique challenges you face. Come talk better request/intake processes, building better plans, measuring ROI, reporting value, compliance, and how to leverage Workfront for operational excellence.

Networking Session: Marketing

Topic: Marketing Use Case

Hosted by Carol Nicholson-Cole, Customer Success Manager, Workfront

Marketers face unique work management challenges, so join fellow marketing professionals who understand those unique demands and work tirelessly to make their teams more efficient. Come talk strategies for delivering better work, increasing speed and predictability without sacrificing creativity, automating repeatable work, and protecting teams from burnout.

Networking Session: Newbies

Topic: New Users

Hosted by Colin Brown, Consulting Practice Manager, Workfront

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 more. Connect with mentors and Workfront experts as we set you up for success.

Networking Session: System Admins

Topic: Administration & Set-up

Hosted by Matt Broschinsky, Customer Success Architect, Workfront

Answer questions and connect with fellow Workfront System Administrators who understand the daily challenges and opportunities of administering a Workfront system. Come talk provisioning, API usage, building queues and custom forms, addressing compliance, and how to help users make the most of their Workfront solution.

Managing Change and Deployment Strategies

Topic: Change Management

Colin Brown, Consulting Practice Manager, Workfront

“Everybody loves progress, but nobody likes change.” Yes, the truth is, managing change . . . is really hard. Introducing a new platform into your environment can be daunting, even with assistance. Whether soon to embark, recent experience, or expanding anew, this session offers opportunities for new strategies and insight. Come explore, in an open forum of discussion, managing change and deployment strategies.

The Future of Workfront for Enterprises

Topic: Administration & Set-up

Darin Patterson, Director, Product Management, Workfront

Join our product management team to learn about the future of Workfront products for managing implementations within large enterprises that have multiple business units. We'll explore how to effectively balance delegation and control, security and collaboration, and standards and autonomy by using groups, layout templates, and other core Workfront capabilities.

Review and Approval For Non-Creative Content

Topic: Proofing

Etienne Bosch, Group Product Manager, Workfront

So you're an IT, PMO, Finance or Legal group and need a way to review your content? Review and Approval isn't just for creative/marketing. In this session you'll dive-in to real life examples of how the Workfront platform helps streamline your content review and approval process. Learn how to route content and enforce compliance while tracking progress, all in a one-stop shop using the Workfront platform.

Get Strategic with People Management

Topic: Resource Management

Betsey West, Senior Training Strategist, Workfront

Learn Workfront's capabilities for planning and managing the supply and demand of your people resources. In this course, we'll explore the portfolio optimiser and resource planner, showing you how to use these tools to answer key questions around resource management.

Helpful Reports to Get You from Demand to Delivery

Topic: Reporting

Allison Lippert, Training Manager, Workfront

Leverage reports and dashboards throughout the lifespan of your project to help manage incoming requests, monitor work in progress, and keep track of what's been done.

SDL's New Division 'Marketing Solutions' Chooses Workfront

Topic: Best Practices

Tony Medford, Strategic Account Director, LGS

Mark Maguire, Group Production Director, SDL

Led by LGS' Strategic Account Director, Tony Medford, and Mark Maguire, Group Production Director at SDL, this session will showcase how LGS helped their clients, leading language translation and content management company, SDL, with both their internal and customer requirements to engage and collaborate together by implementing Workfront's Integrated Solution. The session will give you an insight into why SDL chose LGS and Workfront, how LGS delivered the solution and what the future holds for SDL.

The Shift: How To Establish The Foundations for Successful Software Adoption

Topic: Change Management

Marcellus Lindsay, Business Change and Implementation Specialist, LCS (Europe) Ltd

In this session, you will gain insight into how you can establish a culture that is more receptive to managed change. This, in turn, will give you a more accurate picture of what to do and what to avoid as you seek to improve productivity, increase efficiencies, reduce costs and enhance compliance. The session starts with the methodologies and goes on to the proven and practical activities to put theory into practice. This session helps you to identify the profiles and demonstrated skills required to implement managed change and transformation. Participants will also get practical tips, tools and strategies to assess their current 'change readiness' for digital transformation and process automation.

Marketing Operations 2.0: Your Tech-centric Strategy for Success

Topic: Martech

Joanna Rossi, Director, Solution Consulting, Allocadia

Marketing Operations is the brain centre of your marketing team, responsible for ensuring everyone is marching in lock step toward the same goals. Having the right technology is critical to fulfilling this mandate. From planning to creative to execution and measurement, here are the four mission-critical components of the Marketing Operations tech stack: marketing performance management, work management, marketing automation, and customer relationship management.

'Marchitecture' and the Foundations for Marketing Success

Topic: Martech

Urs Blickenstorfer, Regional Director Continental Europe, CMO and Member of the Board, Blueprint Global

In this session Blueprint will take a high-level look at the essential 'marchitecture' to get marketing teams working together, efficiently and consistently. This session is a must if you want to know how you can transform your business through investment in people, processes, sales and of course, marketing technology. You will hear specifically how organisations are using Workfront as the linchpin to connect their martech stack and exactly what benefits come with integrating Workfront to up- and downstream systems like marketing automation, CRM or finance systems.

Workfront + Adobe Marketing Cloud: An Integrated Marketing Solution

Topic: Integrations

Alex Hamilton, Managing Director, EMEA, Ensemble Systems

In this session, Ensemble will walk through a number of integrations between Workfront and the Adobe Marketing Cloud to showcase the creating and publishing of a digital asset, distributing it with Adobe Campaign, and bringing the result back into Workfront to close the loop.

Drive Adoption: Focus on 5 Key Areas of the Journey

Topic: Adoption

Prasoon Ranjan, Head of Customer Success, WNDYR

Workfront as a tool can become the central collaboration space or it can simply become another task management tool, being used by a handful of people, within the team. Organisations are overrun with multiple tools, being used by various teams, in different ways. To create true workflow disruption, and overall team collaboration, there are simple ways to ensure Workfront becomes the skeleton around which everything else is built. Come and explore with the WNDYR team how they've enabled more than 1500 companies to achieve this by focusing on specific parts of the client journey.

Amp Up Your Workfront Journey

Topic: Adoption

Beth Anne Wilhelm, CFO & Engagement Manager, LeapPoint

Nicholas DeBenedetto, CEO, LeapPoint

Learn how LeapPoint has taken enterprise-clients to the next level. No matter where you are in your Workfront journey—our automation, data analytics, and training products can help you solve your most pressing challenges. We can help you break down barriers, reduce friction, and accelerate adoption and progress at any stage in your Workfront journey. Learn how we created innovative solutions for several Fortune 500 companies and leave with actionable steps for how to solve some of the most challenging moments in your Workfront Journey.

Large-scale Implementation: Structuring Our Business, Our People and Workfront for Success

Topic: Case Study—Large scale Implementation

Mario Ekkeshis, Director of Operations, iProspect

Christian Blak Barnes, Project Manager, iProspect and Associate Lecturer for the Institute of Management Studies, Goldsmiths University

Join Dentsu Aegis Network London's project and implementation team, to access key insights into the synchronisation of multi-department processes; best practice to coach, engage and retain 750+ staff, 450+ clients; and Workfront configuration & application tips, you need to successfully manage your business portfolios, programs, projects and tasks.

AI and Workfront: Do the Jobs You Love, Not the Tasks You Hate

Topic: Future of Work

Ryan Casey, Senior Product Manager, Workfront

What would it mean to infuse Artificial Intelligence into the Workfront platform? With the thousands of work years being managed through Workfront across all industries and functions, what insights could a sophisticated AI engine provide? How would it change how we work? In this session, we will tackle these questions and provide a glimpse into how Workfront uses AI and how Artificial Intelligence will transform the future of work.

Future of Reporting: Reshaping Your Experience

Topic: Reporting

Etienne Bosch, Group Product Manager, Workfront

How would you like a sneak peek into the Future of Reporting? The Workfront Product team is excited to share our roadmap of new capabilities. During this session, you will also learn how to operate more effectively by making Workfront your single source of truth. We will also demonstrate how to build advanced reports, keep track of work progress, monitor SLAs and much more.

Boredom vs. Burnout: Managing Your Team's Workload

Topic: Resource Management

Chris Knittle, Training Specialist, Workfront

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Driving User Adoption

Topic: Adoption

Aubrey Hayes, Senior Training Strategist, Workfront

If you've ever introduced new software or new processes to your users, you've heard the typical complaints—"This is too hard. Why can't I do it the old way?" We'll take a look at why users don't always adopt a new software system, plus share tips to help ensure Workfront is the operational system of record at your organisation.

Start Out Simple: Mature Through Usage

Topic: Implementation

Russ Drury, Director of Customer Success, EMEA, Workfront

Amanda Sharp, Design Consultant, EMEA, Workfront

You've purchased this shiny new solution called Workfront and you want to get everyone using everything RIGHT NOW! Woah, there. The biggest mistake you could make in rolling out Workfront is to make it too complex. In this session we look at maturing the use of Workfront and growing successful adoption. We'll talk about the Workfront Maturity Model and how starting 'broad and shallow' will make you far more successful than 'narrow and deep'.

Building Integrations with Workfront Event Subscriptions

Topic: API

Matt Mitchell, Integration Practice Manager, Workfront

For some Workfront integrations, there is a better way to ensure up-to-date information than polling the Workfront API. Workfront Event Subscriptions allows you to leverage Workfront events (updates, creations, deletions) for your integration so that it can interact with Workfront in near-real-time. Instead of relying on polling (scheduled API calls), now Workfront can notify your integration when changes happen in Workfront.

How To Digitally Transform Your Organisation

Topic: Digital Transformation

Scott Lee, VP, Product Marketing, Workfront

Simon Adler, Director Solution Engineering EMEA, Workfront

Digital transformation is on the mind of every CEO in the world. Ask Alex Shootman. According to McKinsey, on average across all industries, industries are only 37% digitised, and only 5% of Digital Transformation Initiatives actually succeed. Join this session to learn why and how to position your organisation for success. See how leading Workfront customers have leveraged Workfront to succeed in their own transformation efforts, and how you can use their key learnings to change your own organisation.

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Topic: Resource Management

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Scrum and Kanban in Workfront

Topic: Agile

Chris Knittle, Training Specialist, Workfront

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

The Workfront Crystal Ball: 2018 Workfront Product Roadmap

Topic: Roadmap

Darin Patterson, Director Product Management, Workfront

Jennifer Moore, Director Product Management, Workfront

Come one, come all! Gaze into the Workfront crystal ball. Leap with us into the void to find out what shall be deployed. We know you're thinking this could be a trap, but it's simply a view into our product roadmap. Bring your attention and prepare to be wowed. Your presenters are informed, educated, and will entertain a crowd!

Agile Marketing 201: Taking Agile to the Next Level

Topic: Agile

Giuliana Tercan, Senior Sales Engineer, Workfront

Amanda Sharp, Design Consultant, EMEA, Workfront

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

Resource Management: Putting it Together, Piece by Piece

Topic: Resource Management

Michael Swan, Group Product Manager, Workfront

Dream big. Aim small. From ideation to execution, the success of your organisation’s efforts depend upon valuable strategies that are successfully converted into plans and delivery. Join our product team on a journey through the strategic to operational cycle within Workfront. Learn best practices on planning your work and aligning your greatest asset, your people, to your strategic pursuits.

A Practical Application of Digital Transformation at ICON PLC

Topic: Digital Transformation

David Green, VP of Marketing, ICON

There are few organisations that doubt the value of digital transformation. It’s the strategy and execution that can be challenging. Projects need to be strategised, executed, and analysed for optimal realisation of benefits. While most companies are beginning to take steps in their digital transformation journey, less than half of companies have undertaken a digital transformation project. Some worry about digital transformation projects failing, but if they hesitate to act, they risk falling behind. In this session David Green, an experienced executive with almost 20 years international experience leading global digital marketing strategy, and implementation of complex, enterprise-level digital projects in global B2B environments will provide examples of how successful Digital Transformation can be achieved.

Enhance the User Experience with Dashboards and Layout Templates

Topic: Reporting

Allison Lippert, Training Manager, Workfront

Work should be easy to find and manage for every knowledge worker, project manager, and executive using Workfront. Dashboards and layout templates are key Workfront features that make for a friendlier Workfront experience and better user adoption.

Prerequisite: Administrator Fundamentals in Workfront Ascent.

Work from Anywhere with the Workfront Mobile App

Topic: Mobile

Jennifer Moore, Director, Product Management, Workfront

Michael Swan, Group Product Manager, Workfront

With more and more work being done on the go, or away from physical office locations, the Workfront Mobile App is evolving to become even more powerful so you can work where work happens. Join the Workfront Product team to learn what's new in the Workfront Mobile app, see what's coming next, and provide real-time feedback on the features you'd like to see.

Organisation After Implementation: The Journey of Devro's Product Development Team

Topic: Case Study—Product Development

Katie Stephen, Programme & Project Management, Devro

Richard Hughes, Senior Programme Manager, Devro

You launched Workfront about a year ago. Are you seeing the expected results? Has adoption and work management improved? How do you measure success? Join us on a journey through Devro's Product Development organisation's road to optimisation. Learn how workflows, processes and reporting were streamlined—eliminating dozens of time consuming pain points of over 50 users while increasing adoption of users and executives. You'll leave with real-world insight into how Workfront can be optimised to improve performance in your business.

15 Advanced Tips to Level Up Your Workfront

Topic: Administration & Set-up

Giuliana Tercan, Senior Sales Engineer, Workfront

You're no beginner. From more efficient workflows, more comprehensive project plans, and more useful demand management, you've seen firsthand the benefits that Workfront has brought to your organisation. Your people are happy, but if you're honest, you have a feeling that you're missing something... that you could be doing more. Join this session to hear 15 advanced strategies that will help you hone your skills and level-up from novice to expert in no time flat.

Collections: A Whole New World of Advanced Reporting

Topic: Reporting

Matt Mitchell, Integration Practice Manager, Workfront

Are you ready to take your reporting skills to the next level? Let us open your eyes to a whole new world of reporting capabilities. During this session we'll show you what collections are and where they can be used. We'll then walk through common scenarios of how collections can add tremendous value to your Workfront reports.

Moving from Legacy to New Resource Management Solutions

Topic: Resource Management

Betsey West, Senior Training Strategist, Workfront

Gain insight into Workfront's new resource management features by seeing how they relate to the legacy resource tools. In this course, we'll help you connect your current resource management use cases to our new set of tools.