



2017
*Session
Guide*



workfront

**BEST OF
LEAP**

LONDON



Details of this session guide are subject to change. Please check workfront.com/bestofleap 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 Best of Leap 2017 user conference!

The background features a dark, textured composition of overlapping brushstrokes. The primary colors are vibrant orange and bright green, set against a deep black or dark navy blue. The strokes are expressive and layered, creating a sense of depth and movement. The text 'Conference Agenda' is centered in a white, elegant script font, standing out prominently against the darker, more chaotic background.

Conference Agenda



TUE **16 MAY**

2:30 p.m. – 6:00 p.m.

Registration and Check-in

3:00 p.m. – 6:00 p.m.

Breakout Sessions

WED **17 MAY**

7:30 a.m. – 9:30 a.m.

Registration

8:00 a.m. – 9:30 a.m.

Breakfast

9:30 a.m. – 10:30 a.m.

General Session

Hear keynotes from Workfront CEO, Alex Shootman and Workfront CTO, Steve ZoBell.

10:30 a.m. – 11:00 a.m.

Break

11:00 a.m. – 12:30 p.m.

General Session

Enjoy keynotes from Sue Fellows, EVP Customer Experience and Debra Searle MBE.

12:30 p.m. – 1:30 p.m.

Lunch

1:30 p.m. – 2:20 p.m.

Breakout Sessions

2:30 p.m. – 3:20 p.m.

Breakout Sessions

3:30 p.m. – 4:00 p.m.

Break

4:00 p.m. – 4:50 p.m.

Breakout Sessions

5:00 p.m. – 5:50 p.m.

Breakout Sessions

7:00 p.m. – 11:00 p.m.

Conference Party



THU **18 MAY**

8:00 a.m. – 9:00 a.m.

9:00 a.m. – 9:50 a.m.

10:00 a.m. – 10:50 a.m.

10:50 a.m. – 11:10 a.m.

11:10 a.m. – 12:00 p.m.

12:10 p.m. – 1:00 p.m.

1:00 p.m. – 2:00 p.m.

2:00 p.m. – 2:50 p.m.

3:00 p.m. – 3:20 p.m.

3:20 p.m. – 5:20 p.m.

Breakfast

Breakout Sessions

Breakout Sessions

Break

Breakout Sessions

Breakout Sessions

Lunch

Breakout Sessions

Break

General Session and Closing

Enjoy the Future of Work panel, moderated by Workfront's CMO, Joe Staples; a keynote by Prof. Eddie Obeng; and closing remarks by Workfront's CEO, Alex Shootman.

3:20 p.m. – 5:20 p.m.

Departures

The background features a dark, textured composition of overlapping brushstrokes. The primary colors are vibrant orange and bright green, set against a deep black or dark blue base. The strokes are expressive and layered, creating a sense of depth and movement. The text 'Breakout Sessions' is centered in a white, elegant script font.

*Breakout
Sessions*



16 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

3:00 P.M. – 6:00 P.M.

● **WORK MANAGEMENT PART 1 (3 HRS)**

Betsey West, Training Specialist, Workfront

Learn to establish and manage your projects in Workfront. This course covers developing the project timeline, making task assignments, working with documents, and interacting with team members through Workfront.

● **REPORT CREATION (3 HRS)**

Allison Lippert, Training Specialist, Workfront

Discover how to get real and valuable information about your projects and teams as quickly and simply as possible through Workfront. Learn the basics of building useful reports that make information easy to digest.

● **WORKFRONT & PROOFHQ ADMINISTRATOR: SYSTEM SETUPS, VIEWS, & TEMPLATES (2 HRS)**

Greg Tillack, 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 customising 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 standalone. Please note, there is an additional fee associated with the ProofHQ Premium license for your organisation.

● **CONSULTING 1:1 APPOINTMENTS**



17 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

9:30 A.M. – 12:30 P.M.

GENERAL SESSIONS

Enjoy keynotes from the Workfront executive team, including a sneak peek into the Workfront roadmap, and a keynote by Debra Searle MBE.

1:30 P.M. – 2:20 P.M.

● **WHEN TWO BECOME ONE: INTEGRATING TEAMS, INSTANCES, AND WORK PROCESSES**

Louise Reynolds, Snr Marketing Workflow Specialist, Premier Farnell

During a period of change and transition from regional to global marketing teams, Premier Farnell took three ways of working, three regional marketing teams, and two instances of Workfront and turned them into one common way of working within one global instance of Workfront. Hear from Louise Reynolds about their transformation—the pitfalls, lessons learned, and what it has done for the business.

● **WORKFRONT DAM 101**

Tony Cocchiarella, Configuration Consultant, Workfront

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, organising, and adopting your new asset management solution.

● **THE WORKFRONT CRYSTAL BALL: 2017 WORKFRONT PRODUCT ROADMAP**

Jennifer Moore, Sr. 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 wowed. Your presenters are informed, entertaining, and just a bit loud.

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

Greg Tillack, Training Specialist, Workfront

In this session we will 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.



17 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

2:30 P.M. – 3:20 P.M.

● **THE CHALLENGES AND SUCCESSES OF PROJECT COST RECOVERY**

Victoria Clifford, ePMO Systems & Portfolio Data Manager, Interserve

The challenges and successes of implementing a project cost recovery process using tasks, timesheets and reporting. You will learn how Interserve Group IT addressed the issues they were facing with cost recovery and now successfully recharge approximately 93% of projects costs each month back to the business.

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

Tony Cocchiarella, Configuration Consultant, Workfront

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

● **RESOURCE PLANNING IN WORKFRONT: OUR VISION**

Jennifer Moore, Sr. 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.

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

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.



17 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

4:00 P.M. – 4:50 P.M.

● **REVIEW, REFINE, REPEAT: CONTINUOUS USER ADOPTION & ENGAGEMENT**

Iain Wilson, Project Manager, Workfront

You've cleared away the balloons and banners from your Workfront launch party, and now your users are all trained and ready to use the system. Time to kick back with a tall glass of job-well-done? Not quite. 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 long-term uptake of Workfront.

● **RIGHT FIRST TIME — THE FUTURE OF CREATIVE WORK**

Glenn Joyce, Snr Production Manager, Boden

Boden is an online British family fashion brand selling women's, men's and children's clothing for 25 years. In this session, you'll see how our in-house Creative Services and Marketing teams implemented and adopted Workfront to manage our multi-channel international marketing communications. You'll get tips and ideas for structuring your briefing and creative processes to get the most out of Workfront and its many functions—including multiple template creation, reporting, and tailored dashboards. Also, you get a peek at our next steps into resource visibility to help manage our workload and available resources.

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

Etienne Bosch, Product Manager, Workfront

Do you struggle with maintaining compliance in your organisation? 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.

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

Greg Tillack, Training Specialist, Workfront

Are your users not seeing things they should? 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.



17 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

5:00 P.M. – 5:50 P.M.

● **BULLDOZING BARRIERS TO USER ADOPTION**

Allison Lippert, 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.

● **WORKFRONT API 101**

Brian Cook, Snr 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.

● **UNLOCKING THE MYSTERIES OF DATE MANAGEMENT**

David Ogle, Customer Success Manager, Workfront

If you ever wondered or struggled with how to best utilise Workfront dates, this session takes a fresh look and perspective. We will discuss features like using scheduling from start date and 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.

● **THE WORKFRONT CRYSTAL BALL: 2017 WORKFRONT PRODUCT ROADMAP**

Jennifer Moore, Sr. 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 wowed. Your presenters are informed, entertaining, and just a bit loud.

● **RESOURCE SCHEDULING**

Betsey West, Training Specialist, Workfront

In this session, you will learn how to optimise 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.



18 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

9:00 A.M. – 9:50 A.M.

● **WHAT ARE MY PEOPLE DOING? GET REAL VISIBILITY WITHOUT BEING REAL CREEPY**

Eric Lucas, PMO Manager, 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 Utilisation 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.

● **GET YOUR APPROVALS (WORK)FLOW ON! THE FUTURE OF APPROVALS IN WORKFRONT AND PROOFHQ**

Etienne Bosch, Product Manager, Workfront

Are you tired of hurrying to meet a deadline, only to watch your work get held up in the abyss of approvals? Then come learn how to blast through those bottlenecks with this how-to session that will cover scenarios for creative production, best practices, ad hoc reviews, and multi-stage rounds for getting your assets approved.

● **RESOURCE PLANNING IN WORKFRONT: OUR VISION**

Jennifer Moore, Sr. 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.

● **MAKING THE CASE FOR AN INTEGRATION**

Idriss Bennis, Workfront Technical Partner, Dream2Design

Learn about the solutions that Dream2Design, a Workfront partner, offers Workfront customers for added success. In this session you will hear about why organisations need or want to integrate, best practices, and run through common integrations and ways to ensure their success.

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

Greg Tillack, Training Specialist, Workfront

This session, geared towards new system administrators, will walk you through 5 attributes of successful administrators. You will learn the importance of your role as a champion for Workfront as well as someone who ensures the integrity of your company's data.



18 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

10:00 A.M. – 10:50 A.M.

● **ARCHITECTING WORKFRONT WITH PURPOSE: A WORKSHOP FOR TACKLING INFORMATION MESSSES**

Colin Brown, Enterprise Architect, Workfront

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

● **BECOME A REPORTING DEMIGOD**

Jennifer Moore, Sr. Product Manager, Workfront
David Ogle, Customer Success Manager, EMEA

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.

● **DON'T PANIC! A HITCHHIKER'S GUIDE TO TROUBLESHOOTING A WORKFRONT EXPERIENCE**

Brian Cook, Snr Sales Engineer, Workfront
Brent Bird, Director, Solutions Marketing, Workfront

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

● **SCHOOL OF YODA: TRAINING YOUR JEDI ON WORKFRONT**

Alison Lippert, Training Specialist, Workfront

Have you tried to train your team on how to use Workfront but found that 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.



18 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

11:10 A.M. – 12:00 P.M.

● **FROM CONFUSED TO COORDINATED VIA CAKE: ADOPTION, ADAPTION & BEYOND**

Glyn Paskin, PMO Manager, Bakkavor
Laura Ray, Jnr Project Manager, Bakkavor

Change is hard. Especially when it involves over 100 IT people who just want to get on with it and would do anything to avoid actually following a process! During this session, we will share our journey with Workfront. We will show you where we started, how we engaged with Workfront and implemented the tool, some of the adoption strategies we used, and share our growing realisation that the implementation was actually the easy bit!

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

Brent Bird, Director, Solutions Marketing, Workfront

Ninety-three percent of workers 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'll discuss adopting Agile at your pace, setting up and managing your Agile team, and insider tips of how to be successful.

● **HOW TO CREATE BETTER REPORTS AND DASHBOARDS**

Mike Hall, Lead UX Designer, Workfront
David Ogle, Customer Success 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 strategies, including utilising progressive improvement and iteration that will make your reports more useful to everyone.

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

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.



18 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

12:10 P.M. – 1:00 P.M.

● **FEWER MANUAL STEPS: THE BENEFITS OF AUTOMATION VIA AN API**

Louise Reynolds, Snr Marketing Workflow Specialist, Premier Farnell

Learn how Premier Farnell have reduced the amount of time spent manually tracking their global marketing plan and are able to provide real-time progress reporting. Through the implementation of automated processes via an API, they have also significantly reduced the amount of manual admin time for users as they no longer have to create their projects manually. These developments have dramatically helped increase user adoption as well as the overall user experience.

● **TIPS FOR MANAGING PROOFING FEEDBACK**

Etienne Bosch, Product Manager, 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.

● **CHANGE: THE BIGGEST MOUNTAIN TO CLIMB**

Deven Ravel, Director of 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 maximise your Workfront ROI. We'll take you beyond adoption and to adaption to summit the most difficult change initiatives.

● **AGILE A**

Betsey West, 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 first 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.



2:00 P.M. – 2:50 P.M.

● **WHERE THERE'S A WILL THERE'S A WAY!**

Robert Dyson, Marketing Operations Consultant

In an attempt to maintain a single source of truth for their marketing data, a global pharmaceutical company has come up with a number of creative ways to bend Workfront to their will. In this session, you'll learn how Workfront can become your Swiss Army knife to meet the challenges of different and unique business requirements. Whether it be key performance indicators, external form submissions or API requests, you'll learn to use Workfront in tandem with web technologies for any situation or requirement that arises. This will allow you to keep your data in one place and build those automated workflows your company requires.

● **HOW CAN I TELL IF MY TEAM IS USING WORKFRONT?**

David Ogle, Customer Success 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.

● **THE FUTURE OF WORKFRONT ORGANISATIONAL STRUCTURE FOR ENTERPRISES**

Jennifer Moore, Sr. 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.

● **AGILE B**

Betsey West, 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 second 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.



18 MAY

SESSION TYPES:

- Business
- Product/Technical

- Partner
- Education & Consulting

3:20 P.M. – 5:20 P.M.

GENERAL SESSION

Enjoy the Future of Work panel, moderated by Workfront's CMO, Joe Staples; a keynote by Prof. Eddie Obeng; and closing remarks by Workfront's CEO, Alex Shootman.





Copyright © 2017 Workfront, Inc. All rights reserved.