

2016 Breakout Session Guide





Details of this session guide are subject to change. Please check the Leap event site listed below for the latest updates.

If a session does not appear during session registration, then that session is now full.

We look forward to seeing you at the Workfront Leap 2016 user conference!

workfront.com/leap

Conference Agenda

Day 1: Monday, May 2, 2016

10:00 a.m. – 8:00 p.m.	Registration/Check-in
10:45 a.m. – 5:00 p.m.	Optional Golf Day at Disney's Magnolia Golf Course
1:00 p.m. – 2:50 p.m.	Breakout Sessions
2:50 p.m. – 3:10 p.m.	Break
3:10 p.m. – 5:00 p.m.	Breakout Sessions
7:00 p.m. – 10:00 p.m.	Welcome Reception

Day 2: Tuesday, May 3, 2016

7:30 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 9:50 a.m.	Breakout Sessions
10:00 a.m. – 12:00 p.m.	General Session
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:50 p.m.	Breakout Sessions
3:30 p.m. – 5:00 p.m.	Ticket Pickup & Park Transportation (Porte Cochère)
4:00 p.m. – 11:00 p.m.	Night at Disney's Magic Kingdom®

Day 3: Wednesday, May 4, 2016

7:30 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 9:50 a.m.	Breakout Sessions
10:00 a.m. – 12:00 p.m.	General Session
12:00 p.m. – 1:00 p.m.	Lunch
1:00 p.m. – 2:50 p.m.	Breakout Sessions
2:50 p.m. – 3:30 p.m.	Break
3:30 p.m. – 5:20 p.m.	Breakout Sessions
5:45 p.m. – 6:30 p.m.	Transportation to Conference Party (Porte Cochère)
6:30 p.m. – 11:30 p.m.	Conference Party at Epcot®

Day 4: Thursday, May 5, 2016

7:30 a.m. – 9:00 a.m.	Breakfast
8:00 a.m. – 11:50 a.m.	Breakout Sessions

Day 1: Monday, May 2, 2016

10:00 a.m. – 8:00 p.m. • Registration/Check-in North Registration Desk

10:45 a.m. – 5:00 p.m. • Optional Golf Day Disney's Magnolia Golf Course

Transportation departs the resort lobby at 10:45 a.m. to ensure a shotgun start of 11:30 a.m. Golf is an additional \$125 to the overall registration cost. If rental clubs are needed, it is an additional \$40 fee. Transportation to and from the course and lunch are included in your golf fee.

1:00 p.m. – 1:50 p.m. • Breakout Sessions Various Rooms

■ Ride the Agile Wave with Workfront

Coronado M/N

Nick McCleery, Product Manager, Workfront
Mike Hall, Lead UX Designer, Workfront

Check out Workfront's latest Agile features and learn how to optimize your Agile teams as well as get your project teams in on the game with our new Agile project views.

■ A Spoonful of Groups Helps the Status Go Down

Durango 1

Audrey Thrasher, Product Manager, Workfront
Armen Bandikian, Product Manager, Workfront

No system has more information than Workfront. When creating status for groups, the product team used Workfront's own business units to learn the challenges and rewards of establishing individual statuses for departments. We will share what we learned from our own endeavor, including best practices to consider as you look to implement this long-awaited feature.

■ Simplifying Time Capture: Overcome Barriers to Workfront Adoption

Durango 2

Jake Wells, Senior Enterprise Architect, Workfront

This research-based topic considers how to overcome the behavioral barriers (i.e., fear and suspicion) in time capture, timesheets, and time analysis within today's work cultures.

1:1

1:1 consulting will be offered every hour during breakout sessions. You may pre-register, based on availability, for one consulting session during Leap.

Day 1: Monday, May 2, 2016

1:00 p.m. – 1:50 p.m. • Breakout Sessions (continued)

■ Margin Improvement through More Efficient Operations

Coronado P/Q

Eric Cuevas, Senior Program Manager, Leapfrog Online
Mike Moskowitz, VP, Marketing Operations, Leapfrog Online

In advertising, understanding the cost and allocation of resources is critical. Everything we do is measured in time. In this session you'll learn how to better service clients and increase the value of your project team. You'll see how a consolidated and highly adopted platform allows you to better manage projects, content production, and product delivery for a better bottom line.

■ Work Management, Part 1 (Session A)

Baja

Betsey West, Education 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.

■ Report Creation (Session A)

Cancun

Allison Lippert, Education 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 first session covers 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

■ Masters of the System Administrator Universe (Session A)

Acapulco

Danielle Howard, Education Specialist, Workfront
Jordan Staples, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and much more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

Day 1: Monday, May 2, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions (continued)

- Using Workfront Calendars to Increase Transparency and Predictability

Durango 1

Marty Gawry, Manager, PMO Methods, Standards, and Tools, Cleveland Clinic

This session will explore the many features of the Workfront calendar. We'll show Cleveland Clinic's standard, go-live calendar based on project tasks and how the calendar helps with non-project system events (including system downtimes for patch applications), help-desk planning and change management (to identify potential problems), PTO, and a few other non-traditional extensions.

- World Gone Digital: Online Proofing of Digital Content

Coronado R/S

Jesse Dowdle, VP Technology, ProofHQ
Etienne Bosch, Product Manager, ProofHQ

Find out how you can utilize ProofHQ to streamline the production processes for your websites, emails, and other rich media content.

- Expand Your Workfront Network through Community

Coronado M/N

Carol-Lyn Jardine, Install-Base Marketing Sr. Manager, Workfront

Have you ever wanted to talk with other Workfront users to bounce ideas around and exchange best practices? Connecting with people like you to solve challenges and find fresh applications has never been easier. Learn about the new gathering place for great ideas, networking, and peer learning. The Workfront Community is your space to network and enhance your experience.

- From Heartburn to Hero: How to Recognize and Resolve Commonly Asked Support Questions

Durango 2

Seth Finch, Technical Support Engineer, Workfront

This session will show experienced users many of the commonly asked questions the Workfront support team receives. The focus will be empowering you to recognize these questions and resolve them on your own. You will become the Workfront hero!

Day 1: Monday, May 2, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions (continued)

■ Work Management, Part 1 (Session B)

Baja

Betsey West, Education 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)

Cancun

Allison Lippert, Education 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 second session covers 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).

■ Masters of the System Administrator Universe (Session B)

Acapulco

Danielle Howard, Education Specialist, Workfront

Jordan Staples, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Session A).

2:50 p.m. – 3:10 p.m. • Snack Break

Ballroom Foyer

Day 1: Monday, May 2, 2016

3:10 p.m. – 4:00 p.m. • Breakout Sessions

Various Rooms

■ Enabling Program Governance via Workfront

Coronado M/N

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

Following the PEAT™ Governance model, this session provides Workfront-generated examples of how each of the following topics can be efficiently, effectively, and, in some cases, automatically addressed: P = Prioritization, E = Escalation, A = Accountability, and T = Transparency. See first hand how a PMO leverages Workfront to prepare for a Friday governance review.

■ Making Workfront Fun: How to Plan a Positive User Experience

Durango 1

Will Schmidt, Design Consultant, Workfront

The key to achieving maximum ROI with Workfront is to ensure maximum adoption within your organization. This discussion will teach you how to plan a positive Workfront user experience. We'll discuss facilitation of user adoption through creative learning, the building of an effective deployment plan, different communication strategies that will energize your users, and other ideas to make Workfront fun and simple.

■ Keys for Designing and Leading an Effective Center of Excellence (COE)

Coronado R/S

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. 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, and how to drive user adoption.

■ What Is Marketing Compliance? Why Is It Important?

Coronado T

Will Lui, Director of Strategy and Ops, SMB Group, ProofHQ
Kelsey Uebelhor, Solutions Marketing Manager, ProofHQ

What does it mean for an organization to be in marketing compliance? Compliance, in its traditional sense, means that content must be legally accurate to prevent lawsuits and hefty fines. But compliance also means meeting those internal standards that accurately express the brand voice. Join us to learn how meeting marketing compliance standards can protect your company's reputation and integrity.

Day 1: Monday, May 2, 2016

3:10 p.m. – 4:00 p.m. • Breakout Sessions (continued)

■ API: Beyond the Basics

Coronado P/Q

Brad Littler, Developer Support Engineer, Workfront

Want to take your API knowledge to the next level? Learn advanced API calls and best practices that will allow you to do wonders with the Workfront API and create integrations that will make Workfront more valuable to your company.

■ Calendaring to Success

Durango 2

Chris Savoie, Director, Product Strategy, Workfront **Adina Pierce, Senior Workfront System Administrator and Consultant, Cisco**

Discover best practices for using the Workfront Reporting Calendar to engage stakeholders from top to bottom, left to right. This session will include details on how Cisco has used the Workfront calendar to engage executive leaders and encourage quick adoption for new groups.

■ Work Management, Part 1 (Session C)

Baja

Betsey West, Education 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 focuses on managing documents and project templates. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisite: Work Management, Part 1 (Sessions A and B). PDU credits available.

■ Report Creation (Session C)

Cancun

Allison Lippert, Education 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 teaches 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).

Day 1: Monday, May 2, 2016

3:10 p.m. – 4:00 p.m. • Breakout Sessions (continued)

■ Masters of the System Administrator Universe (Session C)

Acapulco

Danielle Howard, Education Specialist, Workfront

Jordan Staples, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Sessions A and B).

4:10 p.m. – 5:00 p.m. • Breakout Sessions

Various Rooms

■ Maximizing Workfront Value with Iterative Change Management

Coronado M/N

Kayla Lamoreaux, Solutions Architect, Workfront

Want to know the secret to continually increasing the value of Workfront for your organization? In this session we'll share an Iterative Change Management Game Plan gleaned from studying hundreds of our most successful customers and best practices around change management. This session may also be helpful to customers just getting started with Workfront.

■ How to Get a Date in Workfront

Durango 1

Lilit Makaryan, Product Manager, Workfront

Chris O'Neal, Product Manager, Workfront

What's up with all the dates in Workfront? Sorry, we're not talking about office romance or LEAP love. We want to help you understand the different date fields in Workfront, how they are calculated, and their intended use by utilizing project examples.

■ Optimize Your Adobe Investment: Workfront Integrations with Adobe Creative and Marketing Clouds

Coronado T

, Product Manager, Workfront

Peter Krmpotic, Senior Product Manager, Adobe

You've spent a lot of time, resources, and budget getting your Adobe instance to work the right way for your team. In this session we will discuss how to make the best of those investments by leveraging the Workfront Adobe integrations to help manage your work from creation in the Creative Cloud to fulfillment in the Marketing Cloud.

Day 1: Monday, May 2, 2016

4:10 p.m. – 5:00 p.m. • Breakout Sessions (continued)

■ Preparing for Capacity Planning

Durango 2

Eric Lucas, Manager of IT PMO, Crowley Maritime Corporation

This session will review steps that should be taken to get the most accurate, actionable results from the Capacity Planner. We'll review what you can and cannot do with the Workfront Capacity Planner.

■ 5 Things You Need to Know to Become a ProofHQ Pro

Coronado R/S

Jon Hawkins, Manager, Sales Engineers, Workfront

Eric Lopez, Sales Engineer, Workfront

Dan Swain, Director of Sales Engineers, Workfront

Come learn the top five things you'll need to know to become a proofing pro and help speed the delivery of your creative assets.

■ Masters of the System Administrator Universe (Session D)

Acapulco

Danielle Howard, Education Specialist, Workfront

Jordan Staples, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Session A, B, and C).

7:00 p.m. – 10:00 p.m. • Welcome Reception

Coronado Ballroom L

Break the ice with fellow Leap attendees with an evening of networking, fabulous food, and cocktails.

Day 2: Tuesday, May 3, 2016

7:30 a.m. – 9:00 a.m. • Breakfast

Coronado J

8:00 a.m. – 8:50 a.m. • Breakout Sessions

Various Rooms

■ **Developing the CULT in CULTure**

Durango 2

Cynthia Little, Project Management Coordinator, Mazuma Credit Union

Mazuma Credit Union is a respected and successful credit union, but we're also kind of quirky. How do you shift a traditional culture to one that is fun and innovative? It's not easy, and it doesn't happen overnight. Join me as I explore our journey with you and share some of our successes and lessons learned.

■ **Simplify with Single Sign-on**

Coronado T

Brad Littler, Developer Support Engineer, Workfront

Have you considered integrating Workfront with your Active Directory, LDAP, or SAML providers? Learn all the ins and outs for setting up and making the most out of Single Sign-on.

■ **Using the Request Queue for More than Project Requests**

Durango 1

Julia Simms, Business Analyst, Workfront Administrator, University Hospitals

The request queue can be used for more than just prioritizing projects. Learn best practices and clever tricks to enhance this feature in Workfront. We'll cover customized forms, issues tab management, approval processes, and dashboards—all from data gathered in the request queue.

■ **Building Layers of Security around Company Project Data**

Coronado P/Q

Tracy Teague, VP, IS Management & Security, Rockfish Interactive
Joseph Ray, Director, Agency Operations, Rockfish Interactive

This session takes a deep look into integration within an existing single sign-on environment and extending best practices beyond the four walls into Workfront. Learn to manage standards within Workfront security-oriented processes and controls. Arm your company with the controls to mitigate client data security risks.

■ **Birds of a Feather: Networking for Financial Services Professionals**

Coronado R/S

Shawn Dickerson, Director of Solutions Marketing, Workfront

This is a peer networking session for attendees from financial services.

Day 2: Tuesday, May 3, 2016

8:00 a.m. – 8:50 a.m. • Breakout Sessions (continued)

■ **Birds of a Feather: Networking for Health-care Professionals**

Coronado M/N

Robert Oscanyan, Competitive Intelligence Analyst, Workfront

This is a peer networking session for attendees from health care.

■ **Agile (Session A)**

Acapulco

Jordan Staples, Education 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 will include an introduction to Agile and instructions on 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.

■ **Queue Management (Session A)**

Baja

Betsey West, Education 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 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.

■ **Reporting: Beyond the Basics (But Not Too Far)**

Cancun

Kendall Burt, Education Specialist, Workfront

Go beyond the basics of creating a report and using filters, views, and groupings. Learn how to leverage charts, get explanations of some of those mysterious reporting fields, and gain insight into popular reports used by Workfront customers. Walk away knowing how to optimize reports to present information in a truly meaningful way. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisite: Report Creation (Sessions A, B, and C).

Day 2: Tuesday, May 3, 2016

9:00 a.m. – 9:50 a.m. • Breakout Sessions

Various Rooms

■ You Have the Data—Now What?

Durango 1

Jackie Schaffer, Vice President, General Manager, Cella

Workfront allows you to capture an incredible amount of data; what you do with that data has the power to catapult your team to a new level. Jackie will discuss key metrics you need to be tracking and reporting on, as well as the metrics best-in-class teams are reporting.

■ From Introvert to Extrovert: How to Break Your Project Operations Out of Its Shell

Durango 2

Nikhil Hasija, Co-founder, CEO, Azuqua

Your projects and programs shouldn't exist in a vacuum. They draw on your financial and human resources and directly impact business performance. They interface with nearly every part of the company. Learn how to orchestrate Workfront with your essential applications such as CRM, marketing automation, content management, and finance. From customer examples, learn how integration can improve productivity, responsiveness, and decision making.

■ ROI Speedwagon: Drive the Cost of Review Down and Be a Budget Hero

Coronado T

Erik Cullins, Director, Customer Success, ProofHQ

Kat Jaska, Customer Success Manager, ProofHQ

Now that you have the tools you need to gather data on your projects, it's important that you leverage this data to your advantage. Join us to learn more about how you can utilize data and analytics to drive efficiency within your marketing teams.

■ Agile (Session B)

Acapulco

Jordan Staples, Education 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.

Prerequisites: Work Management, Part 1; Agile (Session A). PDU credits available.

Day 2: Tuesday, May 3, 2016

9:00 a.m. – 9:50 a.m. • Breakout Sessions (continued)

■ Queue Management (Session B)

Baja

Betsey West, Education 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. The second session 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.

■ Report Creation (Session A)

Cancun

Allison Lippert, Education 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 first 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 .

10:00 a.m. – 12:00 p.m. • General Session

Coronado Ballroom K

12:00 p.m. – 1:00 p.m. • Lunch

Coronado Ballroom J

1:00 p.m. – 1:50 p.m. • Breakout Sessions

Various Rooms

■ How to Embrace Process without Killing Creativity

Coronado M/N

Adam Messano, Senior Project Manager, Advance Auto Parts

In this session Adam will demonstrate how the User Experience creative team at Advance Auto Parts (a team notorious for resisting structure and process) successfully implemented and adopted Workfront. He will outline the productivity challenges they faced due to a lack of process and reveal the Workfront-driven solutions that helped the AAP team not only increase productivity but enrich creativity.

Day 2: Tuesday, May 3, 2016

1:00 p.m. – 1:50 p.m. • Breakout Sessions (continued)

■ Wall-to-Wall Workfront

Coronado R/S

Dave Reidy, Senior Manager, Young America

In this session you'll learn the value of extending Workfront beyond the project managers. We'll examine how Young America, a marketing services leader, is capitalizing on Workfront's robust tools to enhance employees' experience and improve work management across its sales, IT, creative, operations, administration, finance, legal, and HR teams.

■ The Future of Resource Management

Durango 1

Nick McCleery, Product Manager, Workfront **Mike Hall, Lead UX Designer, Workfront**

Come learn about, participate in, and provide feedback for the future plans for Resource Management with Workfront. You'll see the latest product designs and roadmap and be able to lend your knowledge to help shape the future of the product.

■ I Didn't Know Workfront Could Do That!

Durango 2

Corey Young, Consultant, Workfront

Learn handy "off-label" uses for Workfront. Workfront is great for work management, but it can solve so many other challenges around the office. This session will focus on practical, business-centric tasks made much easier with Workfront. Get the most out of custom calendars by using custom reminders to keep your team on top of their work and enable mobile team members.

■ Advanced System Administration

Coronado P/Q

Armen Bandikian, Product Manager, Workfront **Anna Grigoryan, Group Product Manager, Workfront**

Capturing and managing enterprise work requires that your work management solution successfully 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.

Day 2: Tuesday, May 3, 2016

1:00 p.m. – 1:50 p.m. • Breakout Sessions (continued)

■ Licenses, Permissions, and Access...Oh My!

Acapulco

Danielle Howard, Education 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. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisites: Administrator, Parts 1 and 2.

■ Agile (Session A)

Baja

Kendall Burt, Education 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 will include an introduction to Agile and instructions on 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.**

■ Report Creation (Session B)

Cancun

Allison Lippert, Education 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 second 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).

Day 2: Tuesday, May 3, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions

Various Rooms

■ Showing Your Team's Value in the Boardroom

Durango 2

Steve Flynn, Planning and Integration Director, Disney Vacation Club

Communicating value is a common challenge we all face. We work hard to deliver meaningful work, only for it to be overlooked by busy executives "flying high" and searching for actionable sound bites. Using practical communication tips combined with Workfront, Steve will share how to make certain the work you do gets noticed.

■ Multiple Business Units in One Global Instance

Coronado M/N

Anthony Imgrund, Project Manager, FCB

Kathy Haven, VP, Director of Project Management, Strategic Ops - PMO, FCB

FCB will explain how it's managing multiple agencies in one global instance to help standardize the way it works as well as share work and resources. FCB will discuss the pros and cons of this approach.

■ Video Production and the Distributed Workforce

Coronado T

Kelsey Uebelhor, Solutions Marketing Manager, ProofHQ

Etienne Bosch, Product Manager, ProofHQ

While video production does have its challenges, it doesn't necessarily have to be a difficult undertaking. And even companies with limited budgets, resources, and personnel have various options they can employ to produce amazing videos. Join us to learn the various options you can use to create amazing videos, even if you're facing limited budgets, resources, and personnel.

■ Becoming a Reporting Demigod

Durango 1

Chris Savoie, Director of Product Strategy, Workfront

Charise O'Connell, Product Manager, Workfront

Back from Leap 2015 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.

■ Birds of a Feather: Networking for Retail Professionals

Coronado R/S

Brent Bird, Solutions Marketing Manager, Workfront

This is a peer networking session for attendees from the retail industry.

Day 2: Tuesday, May 3, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions (continued)

■ Your Power Booster to Increased Usage and Further Adoption

Acapulco

Jordan Staples, Education 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. This is a hands-on course, so bring your laptop and be prepared to participate.

■ Agile (Session B)

Baja

Kendall Burt, Education 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.

Prerequisites: Work Management, Part 1; Agile (Session A). **PDU credits available.**

■ Report Creation (Session C)

Cancun

Allison Lippert, Education 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 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.

Prerequisite: Work Management, Part 1; Report Creation (Sessions A and B).

3:30 p.m. – 5:00 p.m. • Disney Transportation/Ticket Pickup Porte Cochère

4:00 p.m. – 11:00 p.m. • Night at Disney Disney's Magic Kingdom®

Complimentary ticket and transportation available at the Porte Cochère starting at 3:30 p.m. Enjoy an evening at your leisure at Disney's Magic Kingdom®.

Day 3: Wednesday, May 4, 2016

7:30 a.m. – 9:00 a.m. • Breakfast

Coronado Ballroom J

8:00 a.m. – 8:50 a.m. • Breakout Sessions

Various Rooms

- Achieve Faster Workfront Adoption through Business Process Automation and the API

Durango 2

Eric Decker, IT PMO Manager, Denver Water
Vic Alejandro, Project Manager, Denver Water

Mitigate the “no” people that block acceptance of your Workfront implementation! This session will cover tips and tricks of how to gain adoption by selecting high-value process automation opportunities and how to embrace API development from the beginning. Also learn how Denver Water consolidated its Helpdesk, Project Portfolio and Budget Planning, Project Management, and Agile/Scrum Management into Workfront.

- What’s Urgent *and* Important? Configuring Workfront Notifications

Durango 1

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

Properly configured notifications help Workfront users work smarter and faster—and they 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.

- Birds of a Feather: Networking for Agency Professionals

Coronado P/Q

Raechel Duplain, Marketing Strategy and Content Manager, Workfront

This is a peer networking session for attendees from agencies.

- Birds of a Feather: Higher Education

Coronado T

Shash Cates, Solutions Marketing Manager, Workfront

This is a peer networking session for attendees from higher education.

Day 3: Wednesday, May 4, 2016

8:00 a.m. – 8:50 a.m. • Breakout Sessions (continued)

■ Agile (Session A)

Acapulco

Betsey West, Education 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 will include an introduction to Agile and instructions on how to 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.**

■ Reporting: Beyond the Basics (But Not Too Far)

Baja

Kendall Burt, Education Specialist, Workfront

Go beyond the basics of creating a report and using filters, views, and groupings. Learn how to leverage charts, get explanations of some of those mysterious reporting fields, and gain insight into popular reports used by Workfront customers. Walk away knowing how to optimize reports to present information in a truly meaningful way. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisite: Report Creation (Sessions A, B, and C).

■ Work Management, Part 1 (Session A)

Cancun

Greg Tillack, Education 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.

9:00 a.m. – 9:50 a.m. • Breakout Sessions

Various Rooms

■ Domo

Durango 1

Mike Leishman, Manager, Consulting Operations and Analytics, Domo

Learn about the solutions Domo, a Workfront partner, offers Workfront customers for added success.

Day 3: Wednesday, May 4, 2016

9:00 a.m. – 9:50 a.m. • Breakout Sessions (continued)

■ 5 Keys to Maximize User Adoption

Durango 2

Nicholas DeBenedetto, CEO, LeapPoint

Learn key techniques and measures LeapPoint employs to maximize user adoption and Workfront success.

■ Agile (Session B)

Acapulco

Betsey West, Education 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 you will 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.

■ Work Management, Part 1 (Session B)

Cancun

Greg Tillack, Education 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.

■ Your Power Booster to Increased Usage and Further Adoption

Baja

Jordan Staples, Education 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. This is a hands-on course, so bring your laptop and be prepared to participate.

Day 3: Wednesday, May 4, 2016

10:00 a.m. – 12:00 p.m. • General Session Coronado Ballroom K

12:00 p.m. – 1:00 p.m. • Lunch Coronado Ballroom J

1:00 p.m. – 1:50 p.m. • Breakout Sessions Various Rooms

■ Using Workfront for Lessons Learned

Durango 1

Shannon King, Stakeholder Engagement Specialist, Suncor Energy Inc.

By creating a custom form in Workfront, you will learn to leverage the Issues tab to identify, document, validate, and disseminate project lessons across your company. This session will explain why lessons learned are important, how to track them in Workfront, and how standard reports can shift project culture and bridge the knowledge gap between generations in the workplace.

■ Extending Issues Functionality to Capture Risks, Issues, Changes, and Decisions

Durango 2

Craig Baker, Project Manager, Cleveland Clinic

Most project managers would say that task plans are the single most useful item to drive successful project completion. However, without efficient and effective management of risks, issues, changes, and decisions, the task plan is quickly devalued. By having this data in a single, reportable repository, we have been able to reduce standing meeting time and increase the transparency and predictability of our project outcomes.

■ ProofHQ: 3 Ways to Fix Your Review and Approval Process

Coronado R/S

Brian Cook, Senior Sales Engineer, Workfront Jon Hawkins, Manager, Sales Engineers, Workfront

The creative content review and approval process is a vital aspect of completing marketing campaigns or creative projects. But when was the last time you looked into the process to see how you could improve it? Chances are good that your review and approval process is broken. Fortunately, there are easy steps that you can take to fix it.

Day 3: Wednesday, May 4, 2016

1:00 p.m. – 1:50 p.m. • Breakout Sessions (continued)

- Should You Transition Your Creative Services Team to an In-house Agency Model?

Coronado P/Q

Amy Spencer, Director, Marketing Operations, Blackbaud
Raechel Duplain, Solutions Marketing Manager, Workfront

Creative services versus an in-house agency: is there really a difference? Creative services teams have consistently reported that proving their value and improving the perception of their teams are among their greatest challenges. Attend this session to learn how an in-house agency model could benefit you, steps for getting started with your transition, and real-world successes and examples from Blackbaud's in-house agency, Agency 545.

- Why Cavemen and Astronauts Make the Best Marketers: A Conversation with a CMO and Creative Director

Coronado T

Joe Staples, CMO, Workfront
Dave Lesué, Creative Director, Workfront

Learn what it takes to deliver world-class marketing—from fundamentals (cavemen) to cutting-edge (astronaut) tactics. Workfront's CMO, Joe Staples, and creative director, Dave Lesué, share secrets to creating value for the companies they've worked for: Adobe, Novell, Interactive Intelligence, and Workfront.

- Future of Work: How People, Processes, and Technology Will Change by 2025

Coronado M/N

Philip Sheldrake, Managing Partner, Euler Partners

In this session you'll discover why so many organizations suck. You'll also learn about opportunities and key principles that can help you manage the complexities in your organization so you can suck less.

- What's in a Name? Understanding Workfront Lingo

Acapulco

Greg Tillack, Education Specialist, Workfront

When it comes to Workfront, does it feel like you're speaking a foreign language? Let us help you bridge the gap between your organization's language and the terms in Workfront. This is a hands-on course, so bring your laptop and be prepared to participate.

Day 3: Wednesday, May 4, 2016

1:00 p.m. – 1:50 p.m. • Breakout Sessions (continued)

- Work That Project! The Next Level of Managing Projects in Workfront

Baja

Jordan Staples, Education Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage multiple resources, project schedules, and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisites: Work Management, Parts 1 and 2.

- Work Management, Part 1 (Session C)

Cancun

Danielle Howard, Education 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 focuses on managing documents and project templates. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisite: Work Management, Part 1 (Sessions A and B). PDU credits available.

2:00 p.m. – 2:50 p.m. • Breakout Sessions

Various Rooms

- Simplify and Streamline Your Project and Portfolio Processes Using Workfront

Durango 1

Scott Sax, Associate Director, PMO, Loyola University Maryland

Learn about the changes we made to our portfolio formation process and PM methodology by leveraging Workfront's powerful solutions, complete with walkthrough examples and custom configurations. Learn, too, about how we implemented an add-in module allowing us to create a charter based on information populated inside Workfront, saving time and duplicate efforts by the project manager all with the click of a button.

- The Workfront-centered Meeting

Durango 2

Corey Young, Consultant, Workfront

See how Workfront can help your team decrease meeting time while making the time spent in meeting much more effective. Use Workfront dashboards to enable self-generating agendas. Assign action items in real time. Take notes in context to the work. Above all, change the focus of meetings from conveying status to addressing the work that needs the most attention.

Day 3: Wednesday, May 4, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions (continued)

■ Change Is a 6-letter Word!

Coronado R/S

Greg Stine, Director, Strategic Initiatives, Equifax

This session will focus on the best practices developed during the recent implementation of Workfront at Equifax. Elements of change management, implementation execution, training, and ongoing support will be highlighted.

■ Process Challenges in Agencies (And How Workfront Can Help You Solve Them)

Coronado M/N

Molly Privratsky, Director, Operations, Trendline Interactive

Learn about four phrases you want to avoid hearing at an agency and how to eliminate them through better process. See specific examples of how Trendline addresses these and other agency-specific challenges by customizing Workfront. General topics addressed will include reporting/dashboards, Workfront remote consulting, approval processes, version control, resourcing, collaboration, and user adoption (internal and client).

■ Build Your Personal Brand on the Job

Coronado P/Q

Terri Trespicio, Branding Strategist and Writer

Branding isn't just for startups and entrepreneurs; it's for the full-time employee, too. Find out how and why to hone your brand within an organization regardless of your role or industry. Discover how defining yours will allow you to become more engaged, deliver greater value, and set yourself up for long-term professional growth.

■ Hacking Marketing: Agile Practices to Make Marketing Smarter and Faster

Coronado T

Scott Brinker, Editor, chiefmartech.com

The world is becoming more digital every day, steadily reshaping relationships between customers and businesses. Traditional approaches to marketing management are buckling under the pressures of the digital world. Scott, marketing technology and process guru, will discuss how you can harness the digital whirlwind to better manage your marketing work.

Day 3: Wednesday, May 4, 2016

2:00 p.m. – 2:50 p.m. • Breakout Sessions (continued)

■ Work Management, Part 1 (Session A)

Acapulco

Greg Tillack, Education 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.

■ Administrator, Part 1 (Session A)

Baja

Kendall Burt, Education 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 first session we will 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.

■ Report Creation (Session A)

Cancun

Allison Lippert, Education 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 first 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.

2:50 p.m. – 3:30 p.m. • Snack Break

Coronado Ballroom L

Day 3: Wednesday, May 4, 2016

3:30 p.m. – 4:20 p.m. • Breakout Sessions

Various Rooms

■ Streamlining the Project Intake Process through Workfront

Durango 2

Harriet Beasley, Project Portfolio Manager, Montgomery College

Learn how Montgomery College has significantly improved project intake with Workfront. Leveraging Workfront's business case, notifications, and process approvals (beyond the typical use case for project portfolio management) has helped the college's OIT significantly reduce meetings, move projects through the process faster, and create a more realistic project portfolio.

■ How to Multiply Productivity with Workfront and Kanban (Agile)

Coronado R/S

Alexis Bilodeau, President, NOVO

Discover how you can increase profitability and productivity by using Workfront to implement Kanban. See how Novo, a service-based company, made the switch from traditional waterfall methods to an Agile methodology to tackle a general lack of collaboration, motivation, and visibility.

■ Building Buy-in and Managing Change

Coronado M/N

Adam Rickel, Assistant Vice President, Product Development, T. Rowe Price

Are you frustrated with the slow rate of adoption by your organization? Persuading your co-workers to change their "tried and true" processes is no easy task. Join us to discuss how to overcome these and other challenges which may be holding you and your team back.

■ The Future of Workfront Product

Durango 1

Chris Savoie, Director of Product Strategy, Workfront

Kari Hensien, Director of Product Management and User Experience, Workfront

The product team invites you to gaze into our crystal ball for a glimpse at the business problems we will solve over the next few years. We will cover items spanning from what we are building to future market problems identified.

Day 3: Wednesday, May 4, 2016

3:30 p.m. – 4:20 p.m. • Breakout Sessions (continued)

■ Work Management, Part 1 (Session B)

Acapulco

Greg Tillack, Education 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.

■ Administrator, Part 1 (Session B)

Baja

Kendall Burt, Education Specialist, Workfront

Now that you're familiar with how powerful Workfront can be, this second of a three-part course shows you how to configure the solution to fit your organization's needs. This course provides information on basic system and user setup. In this second session you will 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)

Cancun

Allison Lippert, Education 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 second 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).

Day 3: Wednesday, May 4, 2016

4:30 p.m. – 5:20 p.m. • Breakout Session

Various Rooms

- Holy Work—How Workfront Can Communicate the Strengths of Being Dedicated

Durango 2

Michael Stewart, Project Manager/Senior Business Systems Analyst, Samaritan's Purse

This session will explore ways that Samaritan's Purse has utilized Workfront to gain greater focus on priorities, cut out distractions, and prevent decision fatigue. With a simplified approach to resource allocation and change management, a project manager can be freed up to engage more deeply with customers, stakeholders, and project teams.

- Workfront, an Enterprise Marketing MRM Solution

Coronado P/Q

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

Learn more about using Workfront as the end-to-end marketing workflow tool to bring all of your marketing activities into one master project workflow and to automate where possible to make the job of the marketer as seamless as possible. This session will feature integration platform Azuqua and budgeting platform Allocadia.

- Agile Marketing 101

Coronado R/S

David Lesué, Creative Director, Workfront

Marketing is always changing, yet many marketers still use work processes from the 1960s. Marketers who recognize the need for more modern methods are turning to Agile for the updated framework and flexibility they need to act and react in today's marketing landscape. Join Workfront's creative director, David Lesué, as he covers the basics of Agile Marketing and how to transition successfully.

- How to Eliminate a Workflow and Production Bottleneck with Online Proofing

Durango 1

**Kelsey Uebelhor, Solutions Marketing Manager, ProofHQ
Allison Riney, Solutions Marketing Specialist, ProofHQ**

See how Get1Free uses ProofHQ to boost communication speed between the sales reps and creative designers who are managing the creation of marketing content.

Day 3: Wednesday, May 4, 2016

4:30 p.m. – 5:20 p.m. • Breakout Session (continued)

■ Work Management, Part 1 (Session C)

Acapulco

Greg Tillack, Education 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.

Prerequisite: Work Management, Part 1 (Session A and B). **PDU credits available.**

■ Administrator, Part 1 (Session C)

Baja

Kendall Burt, Education 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. The 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)

Cancun

Allison Lippert, Education 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 third 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).

5:45 p.m. – 6:30 p.m. • Transportation to Conference Party Porte Cochère

6:30 p.m. – 11:30 p.m. • Conference Party Epcot®

Join your fellow Leap attendees and Workfront executives for a magical evening that will include our awards dinner, mind-blowing entertainment, the IllumiNations fireworks show at Epcot®, and an out-of-this-world after party.

Day 4: Thursday, May 5, 2016

7:30 a.m. – 9:00 a.m. • Breakfast

Coronado Ballroom J

8:00 a.m. – 8:50 a.m. • Breakout Sessions

Various Rooms

■ **Your Power Booster to Increased Usage and Further Adoption**

Acapulco

Jordan Staples, Education 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. 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.

■ **Work That Project! The Next Level of Managing Projects in Workfront**

Baja

Allison Lippert, Education Specialist, Workfront

Itching to go beyond building a basic project in Workfront? Pick up tips on ways to manage multiple resources, project schedules, and timelines. With proper project setup, be able to track your projects accurately and get more reliable data. This is a hands-on course, so bring your laptop and be prepared to participate.

Prerequisites: Work Management, Parts 1 and 2.

■ **Masters of the System Administrator Universe (Session A)**

Cancun

Danielle Howard, Education Specialist, Workfront

Kendall Burt, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and much more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2.

Day 4: Thursday, May 5, 2016

9:00 a.m. – 9:50 a.m. • Breakout Sessions

Various Rooms

■ 4 Ways T. Rowe Price Gets WORK in FRONT of the Right People

Coronado M/N

Pam May, Business Systems Consultant, T. Rowe Price
Charles Wieland, Disclosure Production Manager, T. Rowe Price

Learn how T. Rowe Price used Workfront to engage its key stakeholders and lay the groundwork for a more collaborative and efficient annual Department of Labor disclosure process. In this session attendees will learn how T. Rowe Price used Workfront API and reporting tools to automate an annual disclosure process for 900 plans, 2,000 notices, and 120 users.

■ Global Workfront Implementation in a 2,000-Bed and 10,000-Employee Hospital

Coronado T

Sebastien Miazza, Responsible PMO - Office Projet - DEX, Hospital Universitaire Geneva

Workfront has been customized and deployed across all departments of a multidisciplinary 2,000-bed hospital. The complexity of the project funding process is now managed more efficiently and in a more transparent way to the executive level. Hear our experience highlighting the challenges of the change management aspects which are key to the successful adoption of Workfront.

■ Replicate Your Business Model in Workfront

Coronado R/S

Melanie Metcalfe, Project Analyst, Foster Moore

Learn how to use Workfront's full financial functionality and group every project by portfolios and programs. Then learn how to create your own custom revenue codes and really start to see the dollars add up!

■ Global Creative Marketing Management in the Age of NOW

Coronado P/Q

Carey Ivison, Creative Studio Director, Scotiabank

Learn how Workfront enabled Scotiabank's Creative Services team to elevate to a global support model and continually improve its workflow and processes. See how it's using the full suite of Workfront's product set—digital proofing, DAM, and more—to meet stakeholders' needs.

Day 4: Thursday, May 5, 2016

9:00 a.m. – 9:50 a.m. • Breakout Sessions (continued)

■ Workfront API 101

Durango 2

Brian Cook, Senior Sales Engineer, Workfront

This session is an introduction to APIs in general, the basic concepts of the Workfront API, and some examples of simple Workfront API use cases. You'll see that you really can do anything with the API (well, mostly anything).

■ Administrator, Part 2 (Session A)

Acapulco

Greg Tillack, Education 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 first session we will 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.**

■ Work Management, Part 2 (Session A)

Baja

Betsey West, Education 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: calendar 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.**

■ Masters of the System Administrator Universe (Session B)

Cancun

Danielle Howard, Education Specialist, Workfront

Kendall Burt, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and much more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Session A).

Day 4: Thursday, May 5, 2016

10:00 a.m. – 10:50 a.m. • Breakout Sessions

Various Rooms

■ Building a PMO on a Workfront Foundation

Coronado M/N

Alison Angilletta, Project Coordinator, Barnabas Health
Jen Hedges, Project Manager IT, Barnabas Health

Learn how Barnabas Health, one of the largest health-care delivery systems in the U.S., leveraged Workfront to help establish a PMO and change the organization's culture from unsystematic project and program management to a model of proper project prioritization, effective resource management, and project transparency at all levels of the organization.

■ Cold Turkey

Coronado P/Q

Lisa Branson, Creative Media Project Manager, Lifechurch.tv
Kristen Henry, Creative Media Project Manager, Lifechurch.tv
Shawna Naylor, Director, Creative Strategies, Lifechurch.tv

Hear from a creative team that switched from one system to Workfront in a giant leap, duplicating 85 projects, implementing templates, on-boarding team members, hosting lunch and learns, and launching parties. Discover how we use the request queue and calendar, how we proof graphics and video projects, and how to start using the system even as you learn as you go.

■ Optimizing Workfront for Bi-modal IT

Coronado T

Jared Roper, PMO Manager, Big Fish Games

Learn how to create a foundation for managing projects and portfolios that are Mode 2, delivery based, and focused on growth and transformation efforts. We will review bi-modal methodology and technical configuration for resource task management, priority model, portfolio management, and the measuring and tracking of key metrics for success.

■ The Log-in-free Guide to Workfront

Durango 2

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

Email and mobile addicts are welcomed! Effectively manage your work without logging into Workfront every day. Proof, approve, and track time on your mobile device, and use many other new features supported on the new mobile apps. Be the first to see Office 365 Outlook integration. Get a sneak peek of the future roadmap related to mobile and outlook integration.

Day 4: Thursday, May 5, 2016

10:00 a.m. – 10:50 a.m. • Breakout Sessions (continued)

■ 10 Tricks to Boost Your ProofHQ Productivity

Coronado R/S

Kat Jaska, Customer Success Manager, ProofHQ

The creative review and approval process is a necessary evil of any marketing team. While proofing ensures that the creative content you release to the public is as close to perfect as possible, the process can be a burden on your marketing team. Join us to learn ten tips that will help improve the efficiency of online proofing projects.

■ Administrator, Part 2 (Session B)

Acapulco

Greg Tillack, Education 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 the second 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, Parts 1 and 2 (Session A).
PDU credits available.

■ Work Management, Part 2 (Session B)

Baja

Betsey West, Education 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 proven 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, Parts 1 and 2 (Session A). **PDU credits available.**

Day 4: Thursday, May 5, 2016

10:00 a.m. – 10:50 a.m. • Breakout Sessions (continued)

■ Masters of the System Administrator Universe (Session C)

Cancun

Danielle Howard, Education Specialist, Workfront
Kendall Burt, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and much more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Sessions A and B).

11:00 a.m. – 11:50 a.m. • Breakout Sessions

Various Rooms

■ DAM It! Using Digital Asset Management to Get Your Assets in Order

Coronado R/S

Benjamin Nielsen, Product Manager, Content Management, Workfront
Carey Ivison, Creative Studio Director, Scotiabank

Controlling your brand while managing your digital assets doesn't have to be a chore, especially when you can integrate your finished work directly into Workfront DAM. This session will provide best practices for storing, accessing, and collaborating on finished work, allowing you to be a DAM hero of your business.

■ Get Your Approvals (Work)flow On! The Future of Approvals in Workfront and ProofHQ

Durango 1

Lilit Makaryan, Product Manager, Workfront
Chris O'Neal, 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.

Day 4: Thursday, May 5, 2016

11:00 a.m. – 11:50 a.m. • Breakout Sessions (continued)

■ Resource Accountability for Overall Performance

Durango 2

Vikram Potdar, Project Manager, ConnectiCare
Brett Martin, Director, PMO and Quality Assurance, ConnectiCare

Learn how ConnectiCare has transformed resourced management and increased worker productivity with Workfront dashboards. Discover how to improve individual and team accountability with data collected directly from Workfront.

■ Administrator, Part 2 (Session C)

Acapulco

Greg Tillack, Education 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 the final session you will 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, Parts 1 and 2 (Sessions A and B). PDU credits available.

■ Work Management, Part 2 (Session C)

Baja

Betsey West, Education 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, Parts 1 and 2 (Sessions A and B). PDU credits available.

Day 4: Thursday, May 5, 2016

11:00 a.m. – 11:50 a.m. • Breakout Sessions (continued)

■ Masters of the System Administrator Universe (Session D)

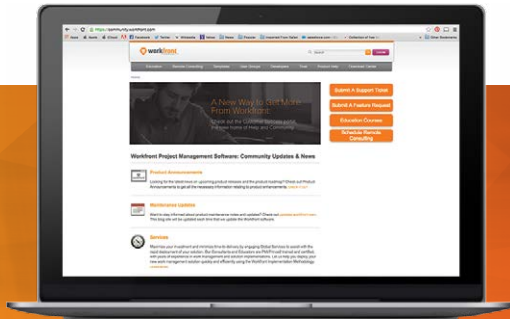
Cancun

Danielle Howard, Education Specialist, Workfront
Kendall Burt, Education Specialist, Workfront

Do you have what it takes to become a master system administrator? In this four-part series, we'll help you take your Workfront system to the next level. We'll talk about getting the most from your custom forms, ways to clean up your system, and much more. This is a hands-on course, so bring your laptop and be prepared to participate.

This session requires completion of pre-event virtual training available at <https://community.workfront.com/education>. Prerequisites: Work Management, Parts 1 and 2; Administrator, Parts 1 and 2; Masters of the System Administrator Universe (Sessions A, B, and C).

Don't let Leap 2016 be the last time we talk!



Connect in the new Workfront Community.

If you'd like to connect with other Workfront users, you're invited to join the new Community. You'll find best practices, tips and ideas, and great conversation in forums and user groups. **[workfront.com/customer](https://community.workfront.com/customer)**



Details of this session guide are subject to change.
Please check the Leap event site listed below for the
latest updates. We look forward to seeing you at the
Workfront Leap 2016 user conference!

workfront.com/leap