

Adobe Summit

The Digital Experience Conference

Apr 19
Preconference

Apr 20-22
Las Vegas and online

Workflow and Planning 2026 Track

Adobe Workfront

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Workflow and Planning 2026 Track

Whether you're leading global marketing campaigns, modernizing the content supply chain, designing new products, or driving business change, you need to be able to drive initiatives forward and orchestrate and automate work while managing complex processes at scale. Learn how to build a marketing system of record by centralizing and integrating work across teams and applications, as well as how to transform the work experience using AI to automate process flows, centralize plans, accelerate approvals, and unlock new levels of operational efficiency.

For executives and practitioners in marketing, creative teams, operations, IT, program management, services delivery, martech professionals, and team leaders.

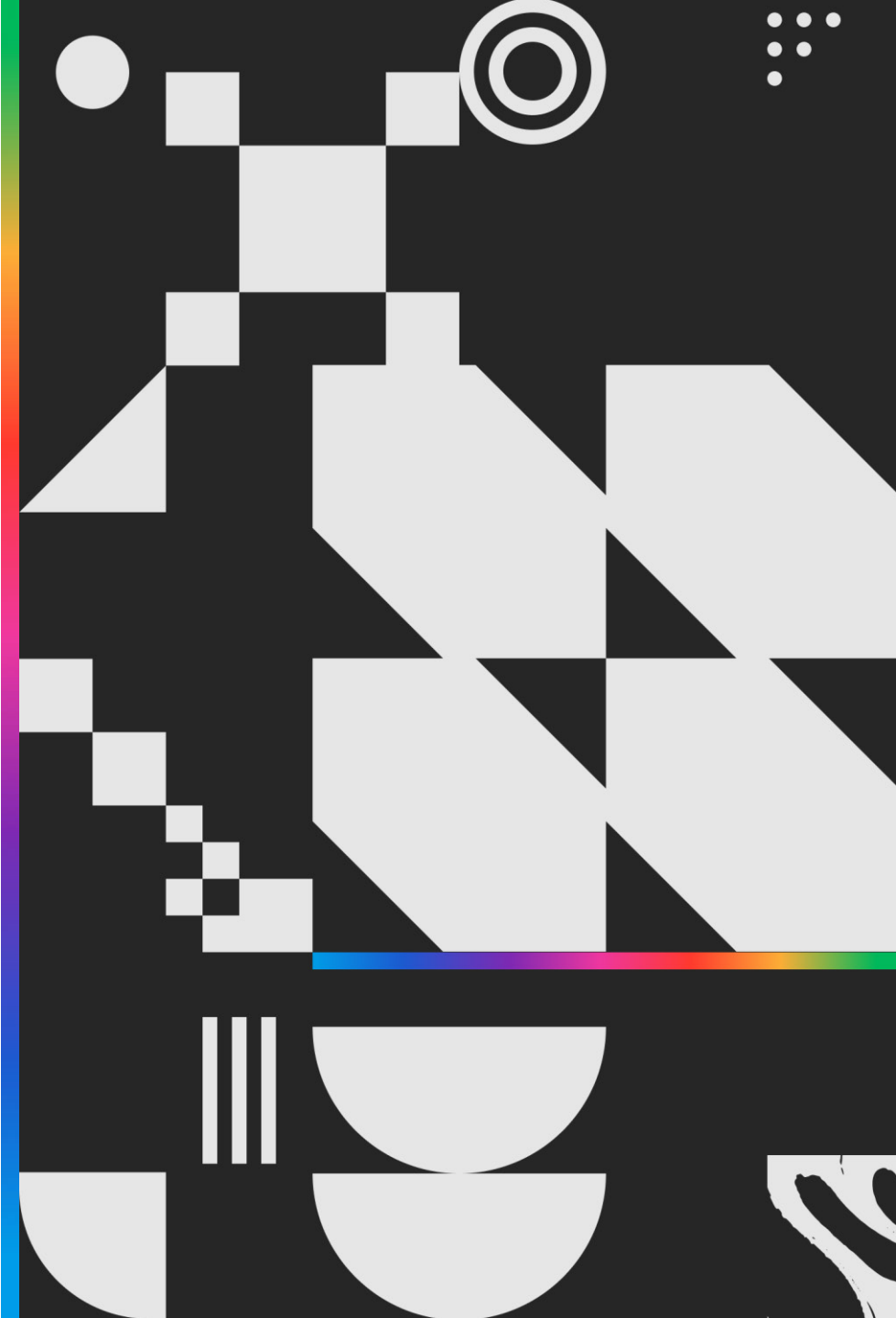
Featured customer speakers



Dave Maffei
Sr VP, US Operations



Jeremy Brillault
Program Director



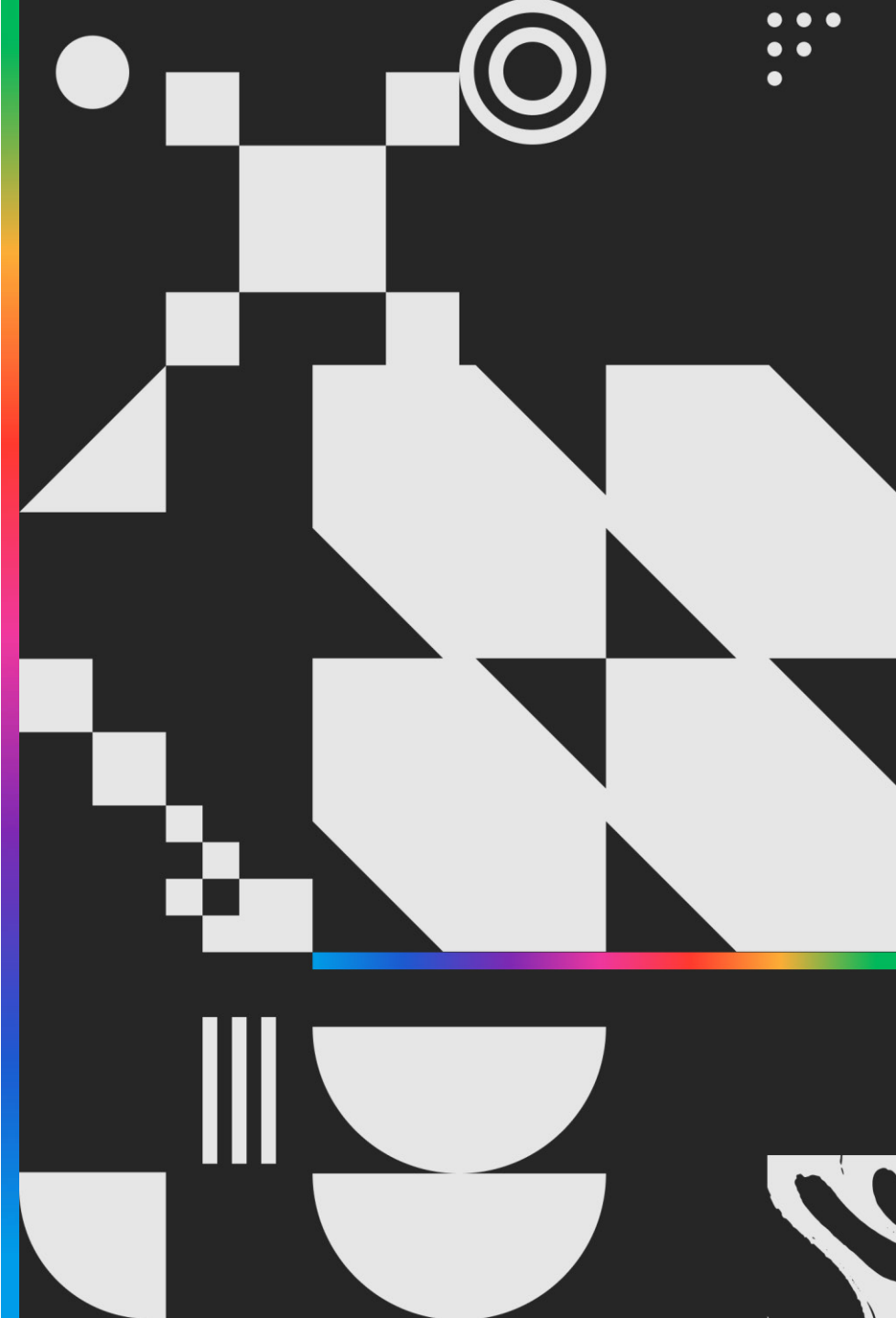
Featured customer speakers



Nuria Mungia
Workfront System Administrator



Carol Thomas-Knipes
VP, Creative Technology Operations



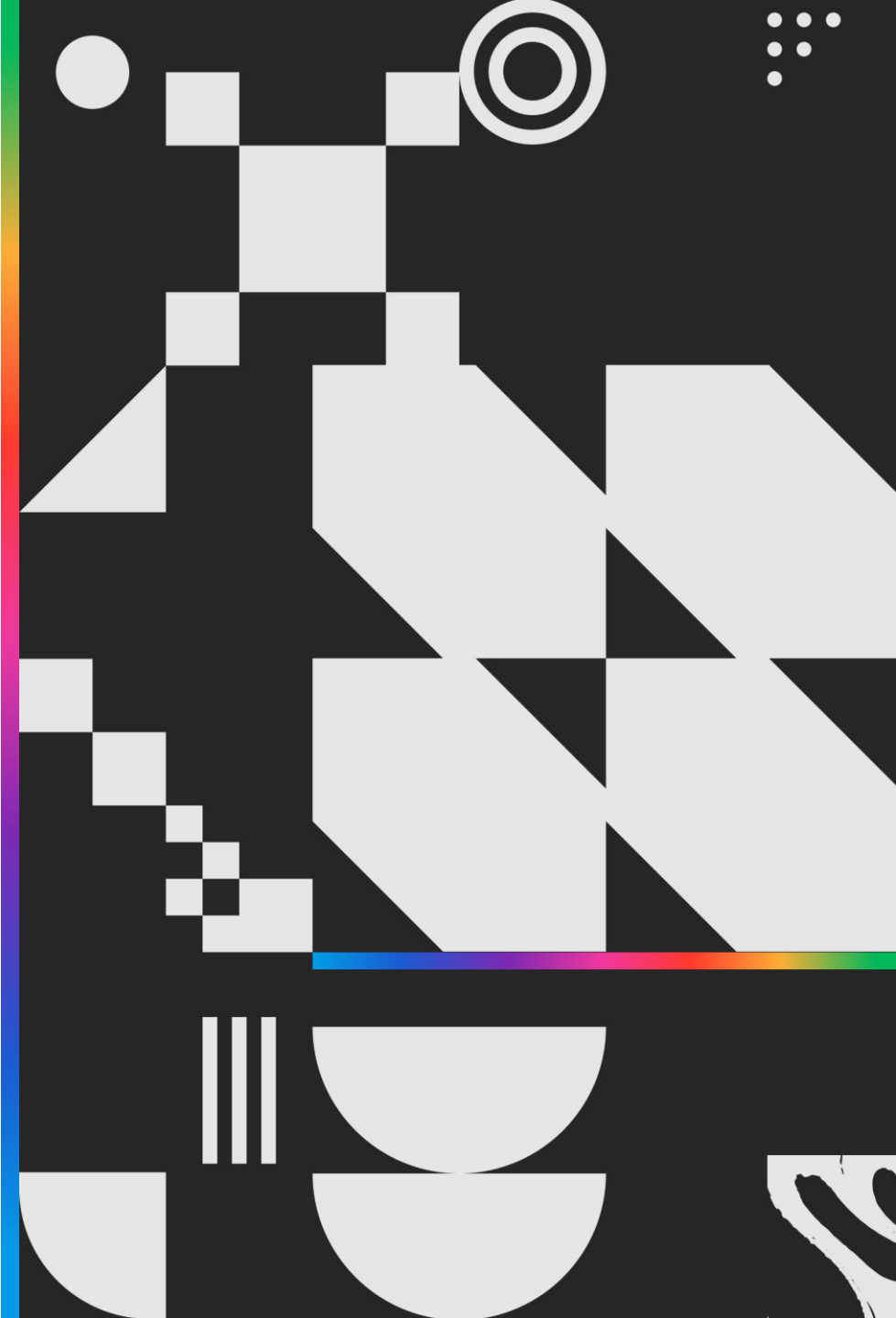
Featured customer speakers



Jeffrey Gillis
VP Marketing Technology



Olya Kollen, PMP, PhD
VP of Content Supply Chain
Architecture



Featured customer speakers



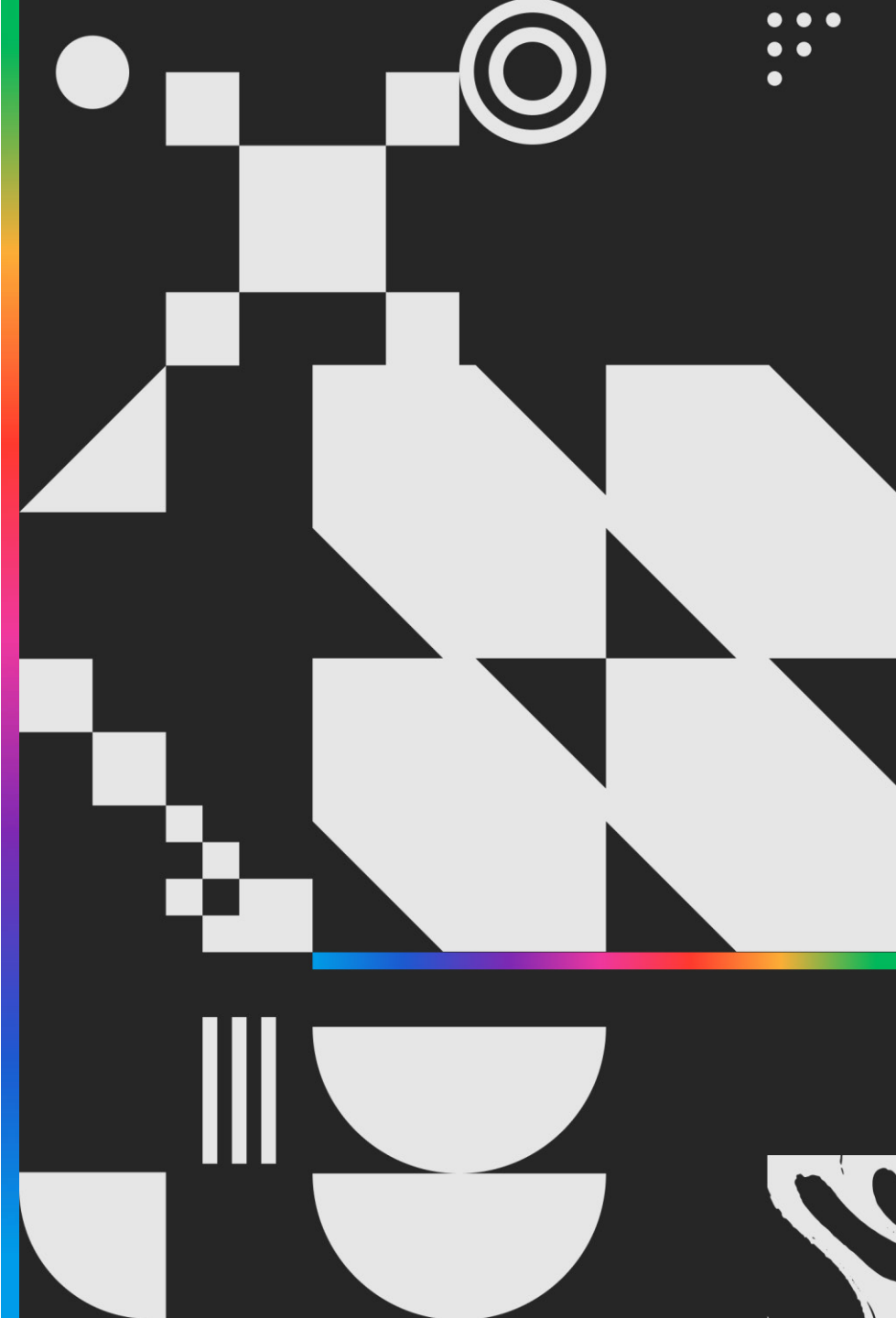
Victoria Sellers

Technical Architecture Associate
Manager



Daniel Clarke

Adobe Workfront Practice Lead



Summit sessions

Breakout Sessions

Pacific Daylight Time

Session Type

- Must see/most popular
- Case/use study
- Tips and tricks
- Thought leadership
- Value realization

Monday April 20	Session ID and Title	Session Description	Speakers	Link
9:30-10:00 am	<ul style="list-style-type: none">• CP25: Reimagining Compliance and Operational Efficiency with Adobe Workfront <p>In-Person</p>	<p>Managing compliance procedures at scale in a complex, regulated environment requires balancing speed, accuracy and governance. As work grows in volume in complexity, manual processes can slow operations and create oversight challenges. In this session, discover how Nuria Munguia helps teams streamline procedure change management and monthly operations using Adobe Workfront. Learn how standardized workflows, yearly attestations, and integrated reporting helped teams save thousands of hours while supporting compliance across hundreds of business lines. Key takeaways:</p> <ul style="list-style-type: none">• Redesign compliance and regulatory workflows to reduce manual effort and improve accuracy• Eliminate repetitive operational tasks with intelligent routing and recurring workflows• Gain real-time visibility into resources and outcomes for better decision-making and continuous improvement	Sonia Espejo, Adobe Nuria Munguia, TD Bank	View session details
10:00-11:00 am	<ul style="list-style-type: none">• S803: The Evolution of Collaboration in the Era of AI <p>In-Person</p> <p>Online</p>	<p>Enterprises worldwide are racing to integrate AI into real workflows at scale. Join our product leaders to discover how agentic collaborators can accelerate delivery, enhance collaboration, and improve quality while seamlessly integrating into your team and existing processes. Key takeaways:</p> <ul style="list-style-type: none">• Create an agentic collaborator for review• Deploy it against real Adobe Workfront projects or workflows• Collaborate with it in real time• Monitor results and provide instructions	Ravi Duddukuru, Adobe Julie Johnson, Adobe Jeremy Flores, Adobe	View session details
11:30-12:30 pm	<ul style="list-style-type: none">• S801/OS807: AI and the Future of Adobe Workfront <p>In-Person</p> <p>Online</p>	<p>AI is radically changing how work gets done — and Adobe Workfront is leading the way. Join Workfront product leaders for a forward-looking session on how Workfront is advancing to help teams automate end-to-end workflows, speed decision-making, and elevate enterprise marketing efficiency. This session will highlight the emerging capabilities shaping Workfront's AI-powered future including how organizations can tap into human + agent collaboration to drive smarter, faster, more connected work. Key takeaways:</p> <ul style="list-style-type: none">• Establish enterprise-grade control by registering, governing, and measuring AI agents across your work ecosystem.• Ensure compliance and brand consistency at scale across high-volume content• Remove manual busywork by automating repetitive tasks and enabling teams to focus on higher value work.• Get instant clarity by unlocking real time insights from work data through natural language	Paul Vaughn, Adobe Lauren Sisneros, Adobe Jacob Russell, Adobe	View session details (online version)

Summit sessions

In-Person Breakout Sessions

Pacific Daylight Time

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Tuesday April 21		Session ID and Title	Session Description	Speakers	Link
11:30-12:30 pm	•	S802: Reimagining Enterprise Workflows with Agentic AI In-Person	AI is changing enterprise workflows, and Adobe Workfront is at the forefront with agentic AI that transforms how work gets done. Join our product leaders to explore how Workfront's Workflow Optimization Agent is streamlining setup, accelerating approvals, reducing operational friction across teams and more. Key takeaways: <ul style="list-style-type: none"> - Use AI to set up your marketing workspace for end-to-end operational visibility - Transform ideas into actionable briefs - Use AI to proactively keep work moving - Accelerate multi-stage reviews like never before - Surface actionable insights in response to broad, context-driven natural language questions 	Oznur Aytekin, Adobe Steve Wirig, Adobe	View session details
1:30-2:30 pm	•	S804: How Publicis Evolved Its Operating Model in Service of Brands In-Person	Creative agencies face an increasingly competitive landscape where success depends on delivering standout creative faster while clearly demonstrating ROI for their clients. Dive into how Publicis evolved its operating model to balance creative excellence with business performance. With a focus on creativity and measurable outcomes - and the support of Adobe Workfront - Publicis manages talent, finances, approvals, and collaboration. Key takeaways: <ul style="list-style-type: none"> - How Publicis is adapting its operating model to compete on creativity, speed, and ROI - How Adobe Workfront supports resource planning, financial management, and AI-powered workflows - What's next on the roadmap to help brands and agencies scale creative work with speed, visibility, and governance 	Vazgen Babayan, Adobe Dave Maffei, Publicis Jeremy Brillault, Publicis	View session details
4:45-5:00 pm	•	OS955: Skill Exchange: How Citi Utilized Workfront to Unite Users and Processes Online	Rolling out Workfront to thousands of users across multiple creative and compliance teams can feel like solving a Rubik's Cube blindfolded. Join Carol Thomas-Knipes, Vice President, DAM & Workfront Program Lead at Citi and Daniel Clarke, Workfront Practice Lead at EMMsphere as they share how Citi tackled a complex cross-team implementation with a focus on creating simple processes, leveraging automation to reduce friction, and adopting an iterative approach to drive lasting adoption. You'll walk away with real-world lessons on designing and adapting Workfront experiences that drive adoption and lasting engagement.	Carol Thomas-Knipes, Citi Daniel Clarke, EMMsphere	View session details

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Tuesday April 21		Session ID and Title	Session Description	Speakers	Link
4:30-5:30 pm	<ul style="list-style-type: none">•	S805/OS808: Get Meta with Your Data: Shaping the Future of Your Marketing Ecosystem In-Person Online	Metadata acts as the context engine of your marketing ecosystem, giving structure, meaning, and connectedness to every campaign, asset, and activity. It enables teams to align work to business priorities, generate consistent insights, and activate content and campaigns with clarity and scale. Metadata is also critical in the development of an AI-enabled ecosystem, where structured data becomes the fuel for contextual agent activation. Learn how to design a scalable taxonomy and metadata framework using Adobe Workfront Planning. Get best practices for marketing taxonomy, how to align metadata to strategic goals, and building a foundation that powers intelligent decision-making. Key takeaways: <ul style="list-style-type: none">• Design a scalable marketing taxonomy that creates consistent structure and strengthens cross-functional alignment• Increase operational clarity by applying metadata practices that support better organization and visibility• Build a metadata foundation for an AI-enabled ecosystem, where structured data fuels contextual agent activation and smarter decision-making	Lauren Sisneros, Adobe Ai-ling Chang, Adobe Jeffrey Herrington, Adobe	View session details (online version)
4:30-4:45 pm	<ul style="list-style-type: none">•	OS809: Beyond Silos: Why Enterprise Ops Is the Key to Brand-Agency Alignment Online	Teams today must deliver standout work faster than ever while proving its impact on the business. Hear how leading brands and agencies are evolving their operating models to protect creativity while improving speed, visibility, and measurable outcomes. Learn the practices high-performing teams use to optimize talent allocation, streamline approvals, manage financial impact, and collaborate more effectively. See how Adobe Workfront and its advanced enterprise operations capabilities help organizations scale creative output with clarity, efficiency, and governance. Key takeaways: <ul style="list-style-type: none">• How modern brands and agencies like Publicis are evolving their operating models to compete on creativity, speed, and ROI• How Adobe Workfront enables smarter resource planning, financial visibility, and AI-powered workflows• What's coming next on the Workfront roadmap to help teams scale creative work with control and confidence	Vazgen Babayan, Adobe Sonia Espejo, Adobe	View session details

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Wednesday April 22		Session ID and Title	Session Description	Speakers	Link
9:00-10:00 am	<ul style="list-style-type: none">•	S908: Skill Exchange: 5 Key Areas to Address in Your Workfront Implementation In-Person	<p>Workfront's flexibility is one of its greatest strengths, but it can also be one of its biggest challenges. With so many ways to configure the platform, it's easy to overbuild, overlook governance, or create an experience that's great for admins but confusing for users. In this session, we'll dig into the five essential pillars that help you implement, or optimize, Workfront with long-term success in mind - governance, reporting, user experience, maintenance, and documentation. You'll learn how each area connects to the others and how a balanced approach ensures your system stays scalable, sustainable, and intuitive for every user. Key takeaways:</p> <ul style="list-style-type: none">• A governance framework that works - establish clear ownership and decision-making that will keep your system clean and consistent, without slowing teams down.• User experience as a governance tool - discover how thoughtful design, naming conventions, and workflows reduce friction and boost adoption across your user base.• Sustainable systems management - understand how to audit, document, and deprecate effectively, so Workfront continues to evolve with your organization.	Jenna Martinez, Adobe Skye Hansen, Merkle	View session details
10:30-11:30 am	<ul style="list-style-type: none">•	S909: Skill Exchange: Making Workfront and AEM Speak the Same Language In-Person	<p>Integrating Workfront and AEM is more than connecting tools, it's about unifying the way your business works. In this session, we'll explore how to align metadata, workflows, and taxonomy so your systems "speak" the same operational language. We'll also talk about how to use Workfront Planning to define and govern metadata before it flows into Workfront and AEM workflows, creating a shared foundation that drives automation, collaboration, and clarity across teams. Key takeaways:</p> <ul style="list-style-type: none">• Learn how to define taxonomies and metadata that reflect how your teams actually work, ensuring consistency across systems.• Discover how to use Planning to establish a strong metadata framework that powers seamless Workfront + AEM connection.• Understand how to create workflows that make content creation, approval, and delivery faster and more intuitive for end users.	Jenna Martinez, Adobe Olya Kollen, WorkFocus.io Jeffrey Gillis, Natixis Investment Managers	View session details

Summit sessions

Hands-on Labs

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Monday April 20		Session ID and Title	Session Description	Speakers	Link
9:30-11:00 am	<ul style="list-style-type: none">•	L820: Marketing Planning and Metadata Strategy Lab In-Person	<p>Learn how to structure marketing plans that deliver results. Create dynamic digital marketing plans, develop integrated campaign calendars, and gain deeper insights into performance. Get familiar with Adobe Workfront Planning as you practice structuring marketing work, aligning plans to business goals, and enabling stronger execution and automation across teams. Key takeaways:</p> <ul style="list-style-type: none">• Design a marketing-focused taxonomy framework that supports cross-functional visibility across campaigns, channels, and audiences• Apply metadata best practices to ensure marketing plans, assets, and calendars are easily searchable, measurable, and insight-ready• Connect the taxonomy to marketing workflows to power smarter automation, governance, and performance insights across teams	Robert Elibekyan, Adobe Lilit Mkrtyan, Adobe	View session details
4:30-6:00 pm	<ul style="list-style-type: none">•	L821: Take-off with Fusion! Go from 0 to Integration in 90 Minutes In-Person	<p>Develop practical skills in using design documents, and gain integration development best practices. Get hands-on experience building scenarios, using templates, and working with Adobe Workfront Fusion capabilities, like triggers, filters, and variables, empowering you to streamline project management processes and reduce manual effort. No prior Fusion experience is required. Basic familiarity with Adobe Workfront and Frame.io is helpful but not required. Key takeaways:</p> <ul style="list-style-type: none">• Understand the basics of Adobe Workfront Fusion and its role in automation• Learn how to automate the conversion of requests to projects in Workfront• Learn how to connect Workfront and Frame.io at the project level	Ewan Hruska, Adobe Mishika Narula, Adobe	View session details
4:30-6:00 pm	<ul style="list-style-type: none">•	L823: Tips and Tricks to Maximize Agentic Capabilities in Adobe Workfront (Repeat) In-Person	<p>Get hands-on with the latest agentic features in Workfront! In this lab you'll walk through guided exercises that mirror real marketing and creative operations scenarios: designing a Workfront Planning workspace for end-to-end visibility, converting an uploaded brief into structured planning records, using AI to keep delivery on track by managing tasks and milestones, accelerating content review with multi-stage approvals and an AI-powered content reviewer, and asking questions in natural language to surface actionable insights from your work ecosystem.</p>	Oznur Aytekin, Adobe Jeremy Flores, Adobe	View session details

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Tuesday April 21		Session ID and Title	Session Description	Speakers	Link
1:00-2:30 pm	<ul style="list-style-type: none">•	L822: Advanced Content Automation with Workfront, Frame, Firefly, and PDF In-Person	<p>This hands-on lab guides you through a modern content workflow, from creation to review and approval, using Adobe Workfront, Frame.io, Firefly, and PDF services. Learn how to leverage prebuilt Fusion chain scenarios to manage complexity, enable differentiated learning, and streamline content production. Familiarity with Adobe Workfront and Fusion is required in this advanced lab. If you're a beginner, check out the lab "Take-off with Fusion! Go from 0 to Integration in 90 Minutes." Key takeaways:</p> <ul style="list-style-type: none">• Understand and execute an end-to-end content workflow using Workfront, Frame.io, Firefly, and PDF services• Experience the value of chain scenarios in Fusion for managing complexity and enabling flexible learning• Learn to generate content briefs and marketing documents with generative AI and PDF automation	Ewan Taylor, Adobe Sam Taylor, Adobe	View session details

Summit sessions

Hands-on Labs

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Wednesday April 22		Session ID and Title	Session Description	Speakers	Link
8:30-10:00 am	•	L822: Advanced Content Automation with Workfront, Frame, Firefly, and PDF (Repeat) In-Person	This hands-on lab guides you through a modern content workflow, from creation to review and approval, using Adobe Workfront, Frame.io, Firefly, and PDF services. Learn how to leverage prebuilt Fusion chain scenarios to manage complexity, enable differentiated learning, and streamline content production. Familiarity with Adobe Workfront and Fusion is required in this advanced lab. If you're a beginner, check out the lab "Take-off with Fusion! Go from 0 to Integration in 90 Minutes."	Ewan Taylor, Adobe Sam Taylor, Adobe	View session details
8:30-10:00 am	•	L820: Marketing Planning and Metadata Strategy Lab (Repeat) In-Person	Learn how to structure marketing plans that deliver results. Create dynamic digital marketing plans, develop integrated campaign calendars, and gain deeper insights into performance. Get familiar with Adobe Workfront Planning as you practice structuring marketing work, aligning plans to business goals, and enabling stronger execution and automation across teams.	Robert Elibekyan, Adobe Lilit Mkrtyan, Adobe	View session details
11:00-12:30 am	•	L823: Tips and Tricks to Maximize Agentic Capabilities in Adobe Workfront In-Person	Get hands-on with the latest agentic features in Workfront! In this lab you'll walk through guided exercises that mirror real marketing and creative operations scenarios: designing a Workfront Planning workspace for end-to-end visibility, converting an uploaded brief into structured planning records, using AI to keep delivery on track by managing tasks and milestones, accelerating content review with multi-stage approvals and an AI-powered content reviewer, and asking questions in natural language to surface actionable insights from your work ecosystem. Key takeaways: <ul style="list-style-type: none"> • Transform a creative brief into a structured record type • Set up a content review flow, including use of the Content Reviewer powered by AI • Use natural language questions to unlock insights instantly • Build and optimize a Planning workspace 	Oznur Aytekin, Adobe Jeremy Flores, Adobe	View session details
1:30-3:00 pm	•	L821: Take-off with Fusion! Go from 0 to Integration in 90 Minutes (Repeat) In-Person	Develop practical skills in using design documents, and gain integration development best practices. Get hands-on experience building scenarios, using templates, and working with Adobe Workfront Fusion capabilities, like triggers, filters, and variables, empowering you to streamline project management processes and reduce manual effort. No prior Fusion experience is required. Basic familiarity with Adobe Workfront and Frame.io is helpful but not required.	Ewan Hruska, Adobe Mishika Narula, Adobe	View session details

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