

Topics:	Resource & Project Planning	Workflow Management & Efficiency	Collaboration & Alignment	Work Visibility & Transparency	Customization & Configurability
OCTOBER 22					
GENERAL SESSION					
10:00	CEO and Product Keynote: Wrike Is Your Framework for Growth Andrew Filev, Founder and CEO, Wrike Alexey Korotich, Vice President of Product, Wrike Abhay Rajaram, Chief Customer Officer, Wrike				
11:00	Leading Change Under Pressure Baroness Eliza Manningham-Buller <i>Eliza Manningham-Buller, head of the British Security Service, MI5, 2002-2007, will speak on what she learned through her leadership of the organisation in the wake of 9/11.</i>				
11:45	LUNCH / EXPO HALL OPEN				
	LAYING THE WRIKE FOUNDATION	EXPANDING YOUR WRIKE KNOWLEDGE	LEADING THE WAY		
	<small>Collaboration & Alignment, Customization & Configurability</small>	<small>Resource & Project Planning, Workflow Management & Efficiency, Work Visibility & Transparency</small>	<small>Workflow Management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment</small>		
12:45	Change Is Hard! Strategies to Successfully Combat Resistance & Master Change Speakers: Treasa Coleman Nolan, Professional Services Consultant, Wrike Abstract: We know that 70% of change initiatives fail due to poor planning. This session will give you the skills to combat resistance that might arise during change programs and provide guidance on how to make that change stick. From how to avoid the pitfalls of simplifying change down to how to build desire and urgency, this session will introduce you to the psychological constructs around which behaviour change is recognised and will give you the tools to leverage these learnings in your own change initiatives.	React Less, Achieve More: How Wrike Resource Empowers Teams to Work With Purpose Speaker: Victoria Egorenkova, Customer Success Manager, Wrike Sven Filzner, Key Account and Project Manager, Planit Digital Abstract: Growing companies are under pressure to do more with less. This often means teams grow increasingly reactive, which puts them at risk for employee burnout, missed deadlines, and conflicting priorities. Join us to learn how companies use Wrike to increase team visibility, balance workloads, and more efficiently utilize resources. Attendees will learn how to make better resource allocation decisions faster, shift priorities to optimize productivity, and drive accountability while increasing employee satisfaction.	Think Bigger: How Work Management Can Impact Your Entire Organization Speakers: Craig McCoy, Enterprise Customer Success Manager, Wrike Stephen Johnston, Marketing Automation & CRM Manager, E.ON UK Abstract: When implementing a collaborative work management solution, we often focus on the impact of our own direct teams. However, leaders positioning themselves as being responsible for the entire initiative, rather than adopting a hierarchical view, will quickly see the true benefit of a tool like Wrike realised by their organisation. In this session, Stephen Johnston will discuss how E.ON has implemented Wrike to successfully overcome silos and enable collaboration between departments. He'll discuss their methods for measuring productivity and finding the correct tradeoff between efficiency and visibility, and how to manage stakeholders opinions on this tradeoff from a pragmatic perspective.		
	<small>Workflow Management & Efficiency, Work Visibility & Transparency, Customization & Configurability</small>	<small>Resource & Project Planning, Workflow Management & Efficiency, Work Visibility & Transparency</small>	<small>Work Visibility & Transparency</small>		
14:00	Moving From Waterfall to Agile With Bose Speakers: Mark Rudden, Director of Sales EMEA, Wrike Marcellus van den Berg, Tribe Leader, Sr. Portfolio Manager CXCE, Bose Products BV Abstract: Agile teams work and deliver results faster, on average, than teams that follow other methodologies, but transitioning from a traditional work style is no easy feat. In order to embrace the adaptability and speed of Agile, you need a tool that will help structure your work and support your Agile workflow. In their mission to keep the customer journey at the centre of how they work, Bose made this transition. Join us to hear about their experience of managing change while creating a digital ecosystem designed to drive efficiency and productivity.	Building a Digital Ecosystem for All Organizational Functions Speakers: Stephanie Birmstiel, Senior Manager, Strategic CS Team, International, Wrike Helene Lanssens, Director of Product Management RMS EMEA, Solera Abstract: Implementing processes at an organization with different functions, goals, and processes is a challenge at best, but to ensure operational excellence, companies need a tool that can help to create a structured framework out of the noise and complexity of digital transformation. Helene Lanssens, Director of Product Management RMS EMEA at Solera, will discuss how Solera utilised the customizable element of Wrike to drive performance for different functions.	Securing Your Work Management Environment for Digital Transformation Speakers: Abhay Rajaram, Chief Customer Office, Wrike Abstract: Digital transformation has led to a rise in security breaches. But in today's age of mobile devices, remote workers, and always-on customers, cloud software is no longer optional for companies looking to remain competitive. In this session, Wrike's Chief Customer Officer will discuss the latest security trends, provide attendees with actionable data protection best practices, and illustrate how to keep their Wrike instances safe and secure.		
	<small>Collaboration & Alignment</small>	<small>Work Visibility & Transparency</small>	<small>Workflow Management & Efficiency, Customization & Configurability</small>		
15:15	How to Successfully Launch Wrike Within a Complicated Eco-System & Not Lose Friends Speakers: Jasmine Plowright, Director, Special Projects, Clarivate Analytics Julia Marber, Production Manager, Demand Center, Clarivate Analytics Abstract: Join Julia and Jasmine from Clarivate Analytics and find out how they were able to bring order to a global corporation with six distinct business units all working in silos. In this practical session, they'll walk you through how to: <ul style="list-style-type: none"> - Get sponsorship from senior leadership - Create a collaborative cross-team working group - Position central marketing and project management teams as leaders and company-wide influencers - Set up a winning filing structure (who knew this could be so exciting?) - Create awesome request forms, dashboards, task lists, and reports to justify why you started this in the first place! This session will show you how to successfully launch Wrike within a complicated ecosystem and not lose the plot (while remaining on speaking terms with your Wrike Account Manager).	Introducing the Wrike Work Management Proficiency Index: Your Ticket to Operational Excellence Speaker: Matt Williams, Regional Head of Customer Success, Wrike Abstract: Are you ready to measure your team's work management expertise and arm them with the insights they need to become market leaders? Based on intelligence and strategies gleaned from 19,000+ companies, Wrike's new Work Management Proficiency Index benchmarks companies' operational effectiveness against industry peers and competitors, and offers prescriptive guidance to help teams achieve excellence in work management.	Thriving in the Digital Workplace Speaker: Nikos Drakos, Research VP, Gartner Abstract: Digital transformation is top of mind for every leader, but the secret to digital is analog. Enterprises can't unlock the business value of technology without a multifaceted digital workplace program approach across people, process, and technology. A successful digital workplace is dependent upon a workforce that is able and willing to embrace cloud-based smart technologies and new ways of working. In this presentation, Gartner Analyst Nikos Drakos shares how managers can enable, empower, and support their teams to work together effectively so they can thrive in the Digital Workplace.		

 <p>16:30</p>	<p>Collaboration & Alignment, Resource & Project Planning</p> <p>At Your Service: Best Practices for Collaborating with Stakeholders</p> <p>Speakers: Greg Liggett, Manager, International Professional Services, Wrike Ben Robertson, Technology & Development Manager, Lucozade Ribena Sunbury Stewart Morgan, Director, Kyleo</p> <p>Abstract: Working with colleagues can be hard — but collaborating with external vendors and clients comes with its own set of challenges, from monitoring work across many customers and managing resources, to effectively tracking utilisation. This session will provide insights from Wrike's own Professional Services team and our customers, highlighting how teams can utilize Wrike to address these challenges and focus on creating amazing customer experiences.</p>	 <p>Leveraging Wrike for Go to Market Projects</p> <p>Speakers: Ekaterina Mitusova, Team Lead, Customer Success, Wrike John Marsden, Head of Software and Platform, Nixplay</p> <p>Abstract: When you're starting down the road to launching a product, the journey can seem daunting. But with the right tool and processes, it doesn't have to be. John Marsden, Head of Software and Platform at Nixplay will share how Nixplay's entire product offering, from manufacturing right through to marketing, is done completely in Wrike. Attendees will have a unique opportunity to learn about a practical use case and the complicated projects and processes that Nixplay managed to build across teams in four separate countries.</p>	 <p>Culture: The North Star for Every High-Performance, Distributed Team</p> <p>Speaker: Saranya Babu, Senior Vice President of Marketing, Wrike</p> <p>Abstract: You'll be hard-pressed to find a team with every member located in the same office in today's hyper-connected digital world — and that's a good thing! Distributed teams offer many benefits, from faster project completion times to diversity to access to the best talent. But distributed teams are not without their challenges, including alignment, visibility, and accountability. Luckily, these can all be overcome with one solution: culture. In this session, Wrike SVP Marketing Saranya Babu will share her trade secrets for fostering a culture that drives performance and invaluable camaraderie on a distributed team.</p>
OCTOBER 23			
<p>LAYING THE WRIKE FOUNDATION</p>	<p>EXPANDING YOUR WRIKE KNOWLEDGE</p>	<p>LEADING THE WAY</p>	
 <p>9:00</p>	<p>Collaboration & Alignment, Resource & Project Planning</p> <p>A Winning Combination: Request Forms, Blueprints & Reports</p> <p>Speakers: Laura Lanfranconi, Customer Success Manager, Wrike Ekaterina Mitusova, Team Lead, Customer Success, Wrike</p> <p>Abstract: Today, performance expectations for teams are at an all-time high. Work comes from multiple channels and functions, and it's essential to be able to demonstrate results. That's why it's more important than ever to have the right foundation for success in place. Our Customer Success Managers will walk through how the combination of effective request forms, comprehensive blueprints, and powerful reports will vanquish chaos and assist with managing work effectively.</p>	 <p>Creating Outstanding Experiences with Wrike</p> <p>Speaker: Trish King, Global Director of Events, Wrike Sam Medcraft, Event General Manager, The Goodwood Estate</p> <p>Abstract: The Goodwood Group's activities and events might be varied, but the company has one goal: to provide undisputed luxury service to every person who interacts with their brand. When it comes to their events, consistency is key and their reputation is reliant on the numerous moving parts of their large-scale events being transparent, scalable, and accurate. Sam Medcraft, Event General Manager at The Goodwood Estate, will join Trish King, Wrike's Global Director of Events, to discuss how they use Wrike to manage everything from build schedules to feedback so that each individual who comes into contact with their brand receives undisputed luxury service.</p>	 <p>Want Satisfied Customers? Why You Should Start by Satisfying Employees</p> <p>Speakers: Danielle Rojas, Customer Experience Analyst, Wrike Michael Michalak, Senior Business Process Analyst, Thomson Reuters</p> <p>Abstract: Customer experience is a priority for every company, but amazing products and competitive prices will only get you so far. The most differentiating ingredient to achieving customer satisfaction and business objectives? Happy employees. This session will provide attendees with a clear roadmap for increasing employee engagement both in and outside Wrike to directly influence client interactions and drive business goals.</p>
 <p>10:15</p>	<p>Workflow Management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment</p> <p>How Can We Make Digital Initiatives a Reality?</p> <p>Speaker: Connie Kim, VP, Technology Strategy & Business Development, Unilever Prestige Angela Sanfilippo, AVP Product Marketing, Wrike</p> <p>Abstract: Creating a digital transformation strategy isn't easy, but implementing it can be the true challenge. Digital initiatives should be at the core of your business rather than being seen as additional work. Unilever's VP of Technology Operations and Strategy, Connie Kim, will speak with Wrike's AVP of Product Marketing, Angela Sanfilippo, on the challenges and successes of driving a digital strategy that supports global prestige beauty brands at Unilever.</p>	 <p>Creating the Connective Tissue of Your Tech Stack: How to Automate Workflows With Wrike</p> <p>Speakers: Kristian Truelsen, Senior Manager, PS Architects Team International, Wrike</p> <p>Abstract: Companies today use dozens of technologies to get work done. While integrations help pass data between systems, workers still spend considerable time switching tools and connecting the dots — especially when projects or processes change hands across teams. Hear use cases and see examples of how Wrike connects and automates workflows across teams and technologies to save time, reduce errors, enhance productivity, and more.</p>	 <p>A Practical Approach to Using AI in Digital Asset Management for Marketers and Creatives</p> <p>Speakers: Fraser Charles, Director, Global Strategic Partnerships, MediaValet</p> <p>Abstract: As digital asset management (DAM) becomes a key piece of the marketing tech stack used by leading organizations, it is undergoing a transformation driven by advancements in artificial intelligence (AI) to improve how marketing and creative teams create, manage, and curate increasingly large digital media libraries. The methods of leveraging AI in DAM to be presented in this session go beyond simple auto-tagging and form a practical approach to using AI-driven metadata to dramatically improve effective asset discoverability at scale. Learn about recommended practices and core principles in leveraging various AI services in DAM and how they create a competitive advantage for organizations today.</p>
 <p>11:30</p>	<p>Workflow Management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment</p> <p>Honeymoon's Over! Tips to Maintain Long-Term Wrike Adoption & Engagement</p> <p>Speakers: Candice Zarr, Information Technology Program Manager, Computer Aid, Inc. (Melissa & Doug) Michael Michalak, Senior Business Process Analyst, Thomson Reuters Praseon Ranjan, VP of Customer Success, WNDYR</p> <p>Abstract: Wrike has been deployed, your team has been trained, and adoption is on the rise. Congrats! However, leaders know that while getting your team to buy into a new solution isn't easy, it's only half the battle. Listen in as this panel of all-star Wrike power users shares advice for maintaining adoption, expanding usage, and keeping teams actively engaged with Wrike.</p>	 <p>Extending Wrike With the Power of Wrike Integrate</p> <p>Speakers: Shane Tallon, Solution Architect, Wrike Amro Abubaker, Solution Architect, Wrike</p> <p>Abstract: Wrike in itself is a powerful platform that can help both SMBs and large-scale enterprises effectively and efficiently manage their work and work process. However, what if Wrike isn't the only tool your company uses? What if your corporate workflow stretches across different systems? This is when you can harness the power of the Wrike Integrate platform, and start including cross-functional work processes into your day-to-day tasks. You can remove the manual movement of data between systems, and get on with doing the work that's most valuable to your organisation.</p>	 <p>It's Alive! Using Wrike to Power Marketing Growth Experiments</p> <p>Speakers: Angela York, Senior Director, Customer Marketing, Wrike</p> <p>Abstract: Marketing has become a real-time exercise. Discovering the new tactics that help your company or product break through the noise requires constant experimentation, but most marketing teams are unable to properly track and manage their efforts and share their learnings. In this session, we'll dive into a unique system for tracking growth experiments, the PILLARS framework, and how Wrike can be used to manage and track results.</p>

12:30	LUNCH / EXPO HALL OPEN
	CLOSING KEYNOTE
13:30	<p>Deploying for Scale: Breaking Down Barriers and Conquering Challenges on the Wrike Expansion Journey</p> <p>Abhay Rajaram, Chief Customer Officer, Wrike Hannes Leitner, Global Program Manager PM-tooling, Siemens Smart Infrastructure Connie Kim, VP, Technology Strategy & Business Development, Unilever Prestige Paul Constable, Head of Program and Risk, Nixplay</p>
14:00	<p>Unconscious Bias Snuffs Out Innovation; Diversity and Inclusion are the Solution</p> <p>Patricia DuChene, Vice President of Sales and General Manager (EMEA), Wrike</p>