Abstract:
Sreekanth Thirthala, Principal Product Manager, Microsoft
Mike Ammerlaan, Director of Marketing for m365 platform, Microsoft

Integrate This! Improve Collaboration With Wrike and Wrike Governance

Speakers:
Lauren Dills, Customer Success Manager, Wrike
Lesley Hausmann, Global Engagement Manager, Wrike

11:00 AM
Growing Wrike adoption is amazing, but the more people at the party, the more of a mess there is to clean up. This session dives into how administrators can establish a Wrike governance model and provides tips to maintain order in your expanding Wrike environment. We’ll explore the why and how and supply a toolkit of best practices to ensure the ongoing health and usability of your Wrike workspace.

Change Is Hard! Strategies to Successfully Combat Resistance & Master Change

Speakers:
Barbara Barker, Senior Professional Services Consultant, Wrike
Pravada Venkateswar, PMO Portfolio Manager, Oracle - Latin America

1:00 PM
Whether you’re about to implement a new process or solution (or both) or you’re already in the early stages of your rollout, you’ll be asking people across your organization to make a major change to their daily routines. In this session, you’ll learn basic change management concepts and how Oracle helps you develop deployment strategies to prepare for full adoption, effectively leverage executive support, increase employee engagement, and minimize resistance.

A Tale of Two Ecosystems: How HeartMedia and Airnv Drive Productivity & Performance Across Teams

Speakers:
Carlos Alvaraz, Director, Customer Success and Renewals, Wrike
Shawn Carlson, Director of Research and Development, Arnv
J làmmie Davis, Director of Sales Operations - Los Angeles Region, HeartMedia

1:00 PM
Abstract:
Fragmented teams, processes, and platforms damage productivity, collaboration, and performance. In this session, HeartMedia Director of Sales Operations Jaramie Davis and Arnv Director of Research & Development and PMO owner Shawn Carlson share the steps they took to unite departments, project intake, systems, and workflows using Wrike.

Attendees will learn how to leverage a single, centralized source of truth to automate manual processes, improve cross-functional communication, minimize email, enhance productivity, grow revenue, and more.

Laying the Wrike Foundation

Expanding Your Wrike Knowledge

Leading the Way

Change Is Hard! Strategies to Successfully Combat Resistance & Master Change

A Practical Approach to Using AI in Digital Asset Management for Marketers and Creatives

Building a Results-Driven Organization: How to Align Teams Using OKRs in Wrike

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| 3:00 PM | Nickelodeon Gets Messy: Piloting Through an Agile Transition                   | Jeff Hartlieb, Director, Production and Project Management, Nickelodeon  
Jenn Mandelion Chrisman, Senior Director, Production & Project Management, Nickelodeon  
Nickelodeon | This session outlines the transformation of Nickelodeon Experience Design’s creative studio from traditional waterfall methodology to Agile and the adoption of Wrike as the company’s centralized project management software. The case study will highlight the challenges of the ever-increasing project load and constant change of program, scope, and schedule with multiple creative teams in many locations. We’ll cover specific Agile applications adapted to the unique needs of a creative operations team to drive increased efficiency, stakeholder transparency, collaboration, and asset management. |
|       | Change Is Hard! Strategies to Successfully Combat Resistance & Master Change   | Barbara Barker, Senior Professional Services Consultant, Wrike  
Priscila Venturini, PMO Portfolio Manager, Oracle - Latin America | Whether you’re about to implement a new process or solution (or both) or you’re already in the early stages of your rollout, you’ll be asking people across your organization to make a major change to their daily routine. In this session, you’ll learn basic change management concepts and how Oracle Latin America employed change management during its recent Wrike deployment to prepare for full adoption, effectively leverage executive support, increase employee engagement, and minimize resistance. This session will give you the tools to achieve 100% Wrike adoption and long-term work management success. |
|       | People Over Process: Building a Game-Changing Ecosystem for the Agile Enterprise | Mergi Valli, CEO, Vice President and Principal Analyst, Forrester | Digital transformation is now driving disruption for myriad industries and is pressuring enterprises to innovate and innovate faster than ever. In the face of breakneck deadlines and constant change, more organizations are taking a wide-scale approach in adopting Agile. What once was confined to software development is now permeating into IT, Marketing, Finance, Operations, and even Sales. However, transitioning to Agile requires building an ecosystem in which people, not tools, are the heart of the operation. We’ll tackle the technical and cultural challenges facing enterprises making the transition to Agile and provide best practices for effective communication and change management. |
| 4:00 PM | Honeymoon’s Over! Tips to Maintain Long-Term Wrike Adoption & Engagement       | Kara Davis, Customer Success Manager, Wrike  
Elizabeth J. Elliott, Director of Planning Services, Michigan Virtual  
Anna Wallace, Marketing Specialist, Pelican State Credit Union  
Scott Henderson, Project Manager, Information Management, Arizona Community Foundation | 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 in Wrike. |
|       | Creating the Connective Tissue of Your Tech Stack: How to Automate Workflows With Wrike | Kristen Trueathen, Senior Manager, Professional Services Architects Team International, Wrike | Companies today use dozens of technologies to get work done. While traditional integrations help pass data between systems, workers still spend considerable time switching tools and connecting the dots — especially when working 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. |
|       | Connecting the Corners of the Earth: How Oracle Built and Scaled a Global Operations Powerhouse | Angela Sanfilippo, Associate Vice President of Product Marketing, Wrike  
Manake Machez-Ngusty, Director, Global Media & Search, Oracle  
David Boyd, Senior Director, Media Technology, Oracle | If you run a global operation, you know absence doesn’t always make the heart grow fonder. Conflicting time zones, cultural differences, and minimal face time cause globally dispersed teams to face increased struggles around project collaboration, work visibility, and goal alignment. In this session, Oracle leaders will share the tactics their team has used to successfully break down physical and cultural barriers and power global operations at scale. |
LUNCH / EXPO HALL OPEN

1:30 PM

Kim Scott, Best-Selling Author, Radical Candor; Co-Founder, Radical Candor LLC