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		SEPTEMBER 30											
11:00 AM		ATTENDEE ARRIVAL & PRE-CONFERENCE TRAINING											
5:30 PM		WELCOME RECEPTION											
		OCTOBER 1											
		GENERAL SESSION											
		CEO and Product Keynote: Wrike Is Your Framework for Growth											
9:00 AM		Andrew Filev, Founder and CEO, Wrike Alexey Korotich, Vice President of Product, Wrike Special Guests											
		Culture of Change: Harness the Full Force of Ingenuity and Collaboration to Make Change Stick											
10:00 AM		Margie Warrell, Leadership Coach and Author of "Stop Playing Safe" and "Find Your Courage"											
		LAYING THE WRIKE FOUNDATION				EXPANDING YOUR WRIKE KNOWLEDGE				LEADING THE WAY			
													
		Workflow Management & Efficiency, Work Visibility & Transparency, Customization & Configurability				Collaboration & Alignment, Work Visibility & Transparency				Collaboration & Alignment, Work Visibility & Transparency			
		Workspace Got You Stressed? Staying Organized With Wrike Governance Speakers: Lauren Olds, Customer Success Manager, Wrike Lesley Hausmann, Global Engagement Manager, Wrike Abstract: 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.				A Tale of Two Ecosystems: How iHeartMedia & Arvig Drive Productivity & Performance Across Teams Speakers: Carlos Alvarez, Director, Customer Success and Renewals, Wrike Shaun Carlson, Director of Research and Development, Arvig Jillanne Davis, Director of Sales Operations - Los Angeles Region, iHeartMedia Abstract: Fragmented teams, processes, and platforms damage productivity, collaboration, and performance. In this session, iHeartMedia Director of Sales Operations Jillanne Davis and Arvig Director of Research & Development and PMO owner Shaun 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.				Building a Results-Driven Organization: How to Align Teams Using OKRs in Wrike Speakers: Amir Younes, Vice President, Client Success Organization, Wrike Renee Thomas, Head of Customer Success, Wrike Abstract: You've heard objectives and key results (OKRs) touted as Google's "secret sauce" and critical to the success of tech giants like Intel and LinkedIn. But what's all the fuss about? Can OKRs really align goals across every team in the organization? And how does Wrike help? Join us as we explore the real benefits of OKRs and how Wrike users can leverage this technique to empower teams to work better together and deliver results.			
11:00 AM													
12:00 PM		LUNCH / EXPO HALL OPEN											
													
		Collaboration & Alignment, Customization & Configurability				Collaboration & Alignment, Customization & Configurability				Workflow management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment			
		Change Is Hard! Strategies to Successfully Combat Resistance & Master Change Speakers: Barbara Barker, Senior Professional Services Consultant, Wrike Priscila Venturole, PMO Portfolio Manager, Oracle - Latin America Abstract: 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 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!				A Practical Approach to Using AI in Digital Asset Management for Marketers and Creatives Speaker: Fraser Charles, Director, Global Strategic Partnerships, MediaVale Abstract: As digital asset management (DAM) becomes a key piece of leading organizations' marketing tech stacks, it's 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. This session goes beyond simple methods like auto-tagging to form a practical approach to using AI-driven metadata to dramatically improve asset discoverability at scale. Hear recommended practices and core principles in leveraging various AI services in DAM and how they create a competitive advantage for your organization.				Beyond the Bird's-Eye View: How Visibility and Accountability in Wrike Fuel Continuous Improvement Speaker: Fred Ronnau, SVP Provider Operations & Strategy, CareAllies, a CIGNA Company Abstract: Every organization strives to arm their managers with the data they need to promote rapid decision making, business agility, and greater alignment across strategic objectives. Learn how CareAllies is using Wrike to shape their managing operating system, drive transparency across the business, and align their strategy to meet operational initiatives.			
1:00 PM													
													
		Collaboration & Alignment, Customization & Configurability				Resource & Project Planning, Workflow Management & Efficiency, Work Visibility & Transparency				Work Visibility & Transparency			
		Integrate This! Improve Collaboration With Wrike and Microsoft Office 365 Speakers: Mike Ammerlaan, Director of Marketing for m365 platform, Microsoft Sreekanth Thirithala, Principal Product Manager, Microsoft Abstract: In this session, you'll learn how to create better team collaboration experiences with the best of Office 365 and Wrike. Get up to speed on the latest roadmap for Microsoft Teams and discover how Wrike can improve your Teams collaboration. Create and manage tasks within Word and PowerPoint without breaking your flow. Tame your inbox by connecting Outlook mail to Wrike tasks, ensuring easy workflow with inbound customers and contacts. Whether in Microsoft Teams, Outlook, or Word, you'll take away new ways to stay connected with Wrike integrations in Office 365.				React Less, Achieve More: How Wrike Resource Management Empowers Teams to Master Visibility Speakers: Alexri Patel, Customer Programs Manager, Advocacy, Wrike Ryan Okeberry, Chief Operating Officer/Founder, House of Design Derrick Dahl, Director of Product, Sonance Abstract: Growing companies are under pressure to do more with less, causing teams to grow increasingly reactive and putting them at risk for employee burnout, missed deadlines, and conflicting priorities. Join us as House of Design COO Ryan Okeberry and Sonance Director of Product Derrick Dahl share how their 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.				Hard Work Pays Off! Strategies to Calculate Your Work Management ROI Speakers: Roberto Wantland, Senior Enterprise Customer Success Manager, Wrike Abstract: Defining, implementing, and managing work management processes and a single source of truth for your organization requires time, money, and resources. How are you measuring the impact of your investment? Listen in as we share actionable formulas and strategies to effectively measure both quantitative and qualitative work management ROI.			
2:00 PM													

 Workflow Management & Efficiency, Collaboration & Alignment	 Collaboration & Alignment, Customization & Configurability	 Workflow Management & Efficiency, Customization & Configurability
<p>Nickelodeon Gets Messy: Piloting Through an Agile Transition</p> <p>Speakers: Jeff Hartlieb, Director, Production and Project Management, Nickelodeon Jenn Mandelion Chrisman, Senior Director, Production & Project Management, Nickelodeon</p> <p>Abstract: 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.</p>	<p>Change Is Hard! Strategies to Successfully Combat Resistance & Master Change</p> <p>Speakers: Barbara Barker, Senior Professional Services Consultant, Wrike Priscila Venturole, PMO Portfolio Manager, Oracle - Latin America</p> <p>Abstract: 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 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!</p>	<p>People Over Process: Building a Game-Changing Ecosystem for the Agile Enterprise</p> <p>Speaker: Margo Visitacion, Vice President and Principal Analyst, Forrester</p> <p>Abstract: Digital transformation is now driving disruption for myriad industries and is pressing enterprises to innovate and iterate 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.</p>
 Collaboration & Alignment	 Workflow Management & Efficiency, Customization & Configurability	 Collaboration & Alignment, Work Visibility & Transparency
<p>Honeymoon's Over! Tips to Maintain Long-Term Wrike Adoption & Engagement</p> <p>Speakers: Kara Davis, Customer Success Manager, Wrike Elizabeth V. Elliott, Director of Planning Services, Michigan Virtual Anna Wallace, Marketing Specialist, Pelican State Credit Union Scott Henderson, Project Manager, Information Management, Arizona Community Foundation</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 in Wrike.</p>	<p>Creating the Connective Tissue of Your Tech Stack: How to Automate Workflows With Wrike</p> <p>Speaker: Kristian Truelsen, Senior Manager, Professional Services Architects Team International, Wrike</p> <p>Abstract: 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.</p>	<p>Connecting the Corners of the Earth: How Oracle Built and Scaled a Global Operations Powerhouse</p> <p>Speaker: Angela Sanfilippo, Associate Vice President of Product Marketing, Wrike Mariska Mackenzie-Heyboer, Director, Global Media & Search, Oracle David Boyle, Senior Director, Media Technology, Oracle</p> <p>Abstract: 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.</p>

OCTOBER 2			
	LAYING THE WRIKE FOUNDATION	EXPANDING YOUR WRIKE KNOWLEDGE	LEADING THE WAY
			
9:00 AM	<p>Workflow Management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment</p> <p>Stop Banging Your Head Against the Wall! Try These Creative Solutions for Creative Teams</p> <p>Speakers: Ekta Mehta, Professional Services Consultant, Wrike Robin Huey, Project Manager, Creative Services, San Francisco 49ers David Hice, Director of Creative Operations, BECCA Cosmetics/Estee Lauder</p> <p>Abstract: Have you ever wondered how to best leverage Wrike for creative operations within your organization? With today's ever-increasing demands, tight deadlines, and limited resources, completing work on time and within budget has become even more daunting. Join Wrike and creative leaders from BECCA Cosmetics and the San Francisco 49ers to hear creative solutions for creative problems. Learn how their organizations have increased productivity, visibility, and collaboration while optimizing workflows with Wrike.</p>	<p>Work Visibility & Transparency</p> <p>It's Alive! Using Wrike to Power Marketing Growth Experiments</p> <p>Speaker: Daniel Codella, Senior Manager, Content Strategy, 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>	<p>Work Visibility & Transparency</p> <p>Introducing the Wrike Work Management Proficiency Index: Your Ticket to Operational Excellence</p> <p>Speaker: Matt Williams, Regional Head of Customer Success, Wrike</p> <p>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.</p>
10:00 AM			
	<p>Collaboration & Alignment, Resource & Project Planning</p> <p>At Your Service: Key Insights Into Developing and Showcasing Value to Your Most Important Stakeholders</p> <p>Speaker: Edina Murphy, Manager, Professional Services, Wrike Brian Swann, Director of Business Development, Digital, PSAV Jenny Sagstrom, CEO, Skona</p> <p>Abstract: Services organizations face unique challenges — from monitoring work across many customers and managing resources to effectively providing value to the business. This session will provide insights from our customers and Wrike's own Professional Services organization, highlighting how teams can utilize Wrike to address these challenges and focus on creating amazing customer experiences.</p>	<p>Collaboration & Alignment</p> <p>Making Space: Scaling Your Wrike Instance While Keeping Chaos at Bay</p> <p>Speakers: Steven Kearney, Senior Customer Success Manager, Wrike Sherrie Besecker, Digital Program Manager, GSW, a Syneos Health Company</p> <p>Abstract: Since implementing Wrike, Syneos' account has more than doubled in users and expanded across 9 different locations — talk about scale! Thankfully, Digital Program Manager Sherrie Besecker structured her team's workspace to effectively scale without losing its integrity. In this session, she'll share how she makes space for new users by determining a minimum viable product (MVP), leveraging an internal phased rollout strategy, and using Wrike features like Spaces and reports. Attendees will learn how to establish a Wrike instance that supports growth while maintaining work efficiencies within their existing user bases.</p>	<p>Workflow Management & Efficiency, Work Visibility & Transparency</p> <p>Want Satisfied Customers? Why You Should Start by Satisfying Employees</p> <p>Speakers: Suraj Arora, Global Head of Customer Experience and Strategy, Wrike Danielle Rojas, Customer Experience Analyst, Wrike Michael Michalak, Senior Business Process Analyst, Thomson Reuters Justin Karch, Team Lead, Project Management, 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>
11:00 AM			
	<p>Workflow Management & Efficiency, Work Visibility & Transparency, Collaboration & Alignment</p> <p>LinkedIn Presents Tips and Tricks on How to Use Wrike to Scale Production</p> <p>Speakers: Mandy Fisher, Senior Customer Success Manager, Wrike Steven Borden, Media Infrastructure Engineer, LinkedIn</p> <p>Abstract: This session will give you tips and tricks for using Wrike to scale your work, make Wrike work for your team's specific needs, and forecast resourcing needs. The LinkedIn Media Production team uses Wrike to manage content creation and live events and broadcasts for LinkedIn's employees. Two years ago, LinkedIn's Media Production team was half the size it is now. The team was faced with a greater volume of work and required a way to upgrade their project management software while maintaining productivity. Wrike has enabled them to standardize and streamline their workflows, allowing the team to successfully produce ~2,400 projects in the last year.</p>	<p>Work Visibility & Transparency</p> <p>Securing Your Work Management Environment for Digital Transformation</p> <p>Speakers: Lucas Szymanowski, Director, Information Security & GRC, Wrike Matt Zipse, Customer Success Manager, Wrike</p> <p>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 security experts 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.</p>	<p>Collaboration & Alignment, Work Visibility & Transparency, Customization & Configurability</p> <p>Science vs. Business: The Truth About Employee Motivation</p> <p>Speakers: Saranya Babu, Senior Vice President of Marketing, Wrike Meredith Selden, Senior Marketing Project Manager, Topgolf Entertainment Group Kathleen Livingston, Group Vice President Creative Services, PVH Corp.</p> <p>Abstract: Research shows that money and other perks previously thought to motivate employees aren't cutting it. So how can companies drive teams to do amazing work? Listen in as a group of powerhouse female executives dig into the benefits and drawbacks of extrinsic versus intrinsic motivation. They'll discuss how leading companies are inspiring, encouraging, and retaining top talent by providing work flexibility, autonomy, accountability, and more.</p>
12:00 PM	LUNCH / EXPO HALL OPEN		
1:00 PM	CLOSING KEYNOTE		
1:00 PM	<p>Collaboration and Chaos: The Beautiful Modern Reality of Work</p> <p>Claire Haidar, CEO, Wndyr and Pattym</p>		
1:30 PM	<p>Radical Candor: Be a Kick-Ass Boss Without Losing Your Humanity</p> <p>Kim Scott, Best-Selling Author, Radical Candor, Co-Founder, Radical Candor LLC</p>		