

Adobe Workfront Fourth Quarter 2026 Release Webinar

Adobe Workfront Product Management & Customer Success
October 8, 2026



Agenda

Hosted in partnership with the Adobe Workfront Product Management team, this 1-hour webinar will highlight the latest Workfront Planning, Workflow, and Automation & Integration feature enhancements that are scheduled to roll out next week in the [Fourth Quarter 2026 Release](#).

The details of the enhancements included in the release will be listed on the release overview page (linked above).

NOTE: Users on the fast release schedule will receive the release one day early (October 14, 2026). For more information on the fast release process, see [Enable or disable the fast release process](#).

Start Time	8:00 a.m. PT / 11:00 a.m. ET
3 minutes	Welcome & Introductions
45 minutes	Q4 Release Enhancements – Workfront Planning, Workfront Workflow, and Workfront Automation & Integration
10 minutes	Q&A
2 minutes	Resources, Updates, & Survey
End Time	9:00 a.m. PT / 12:00 p.m. ET

This session is being recorded.

Keep an eye out for a follow-up email after the event (from csatscale@adobe.com) with a summary and links to the recording, slide deck, and more.

Key Highlights

Timing:

- Quarterly Release: October 15
- Fast Release: October 14
 - Switching to the fast release process means your team gets new Workfront features and improvements as soon as they ship, rather than waiting for the next quarterly bundle. It's easy for an admin to turn on under Setup > System > Preferences. [Learn more!](#)

Helpful Resources:

- [Workfront Workflow 4Q Release notes](#)
- [Workfront Planning 4Q Release notes](#)
- [Workfront Fusion Release activity](#)
- [Accessing the Preview Sandbox](#)
- [Status site](#) – lists performance issues and outages
- [Known Issues page](#) – lists identified bugs

IMPORTANT: Not all feature enhancements are covered in this deck, please read through the full Release Notes

Please use the Q&A Pod

Product Managers are in the Q&A pod, so if you have a question, please add it there. We realize that some folks don't have access to Q&A, so we'll do our best to copy/paste those over from the chat!



Workfront Planning

Lilit Mkrtchyan, Senior Product Manager

Hayk Poghosyna, Senior Product Manager



Let AI do the heavy lifting

CX Coworker, the Solution Architect skill, and AI Form Fill bring AI into the way you set up and run work in Workfront Planning.

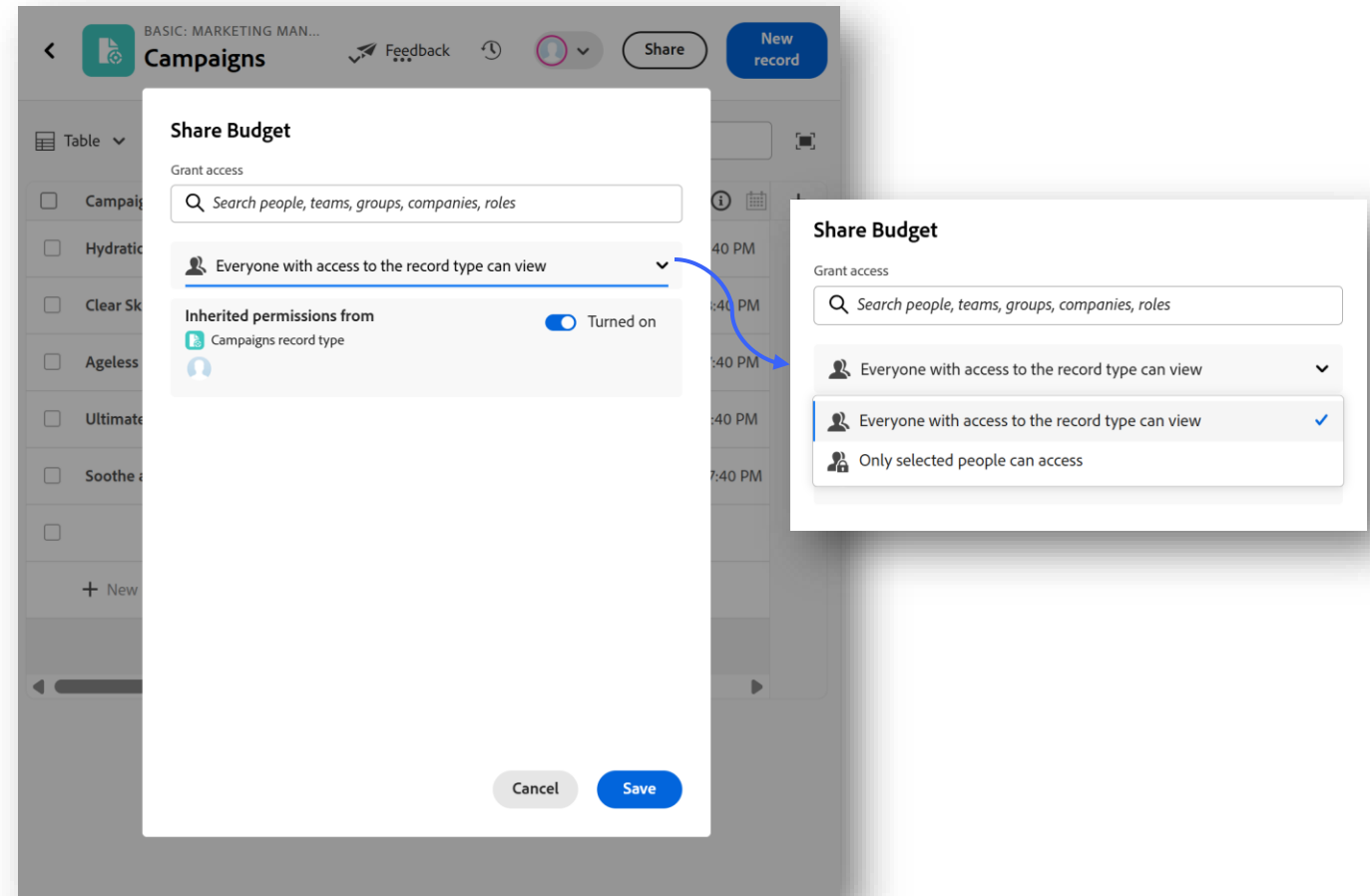
- **CX Coworker** - Tell Coworker what you need in plain language. It plans the work, executes it across Workfront Planning and your connected Adobe systems, and checks back with you for approval.
- **Solution Architect skill** - Configure, audit, and check usage of your Planning workspaces with best-practice guidance, right inside Claude. It's called "**workfront-planning-advisory**" in Coworker
- **AI Form Fill** - Paste the link to a Planning record and let AI use its details to suggest values for your request.

The screenshot shows a web interface for 'AI Form Fill'. At the top, there are three buttons: 'Fill form' (with a star icon), 'Share path' (with a link icon), and 'Submit' (with a close icon). Below these is a main content area with the heading 'Fill form with AI prompt' and a sub-heading 'Describe your request, paste in a related email, or upload a file. AI will locate relevant details and apply them to the form.' A text box contains a URL: 'https://experience.adobe.com/#!/@adobeinternalworkfront/so:hub-Hub/workfront/intake/6abe9730c733ef5ac64538/view'. Below the text box are two buttons: 'Attach files' (with a paperclip icon) and 'Apply to form' (with a star icon). At the bottom, there is a disclaimer: 'AI responses may be inaccurate or misleading. Be sure to double-check responses and sources. [Learn More](#) · [Disclaimer](#) · [Leave Feedback](#)'.

Keep sensitive information in the right hands

Field-level access controls let you decide who sees what, field by field, without restructuring your records.

- **Field-level access controls.** Decide which users and teams can view, edit, or never see individual fields within the same record type.
- **Permissions apply everywhere.** From views and request forms to APIs and dashboards, with no need to restructure records or create separate workspaces.



Data you can trust, from the start

Dependent fields, filtered fields, and business rules help keep the data in Planning consistent from the moment it is entered.

- **Dependent fields.** Make one connected field depend on another, so people only see the options that match their earlier choice.
- **Filtered fields.** Add record filtering rules to a connection, so only records that meet your criteria appear as options.
- **Business rules.** Define when records can be edited or deleted based on conditions, so quality is built in.

The screenshot shows the 'Campaign summary' business rule configuration window. The 'If' section is active, showing a trigger set to 'Record edit' and a formula: `IF(ISBLANK({Campaign summary}), "Campaign summary is a required field. You cannot edit this record without a value for the Campaign summary field.")`. The 'Then' section shows a message: 'The defined conditions are met, so the system blocks record editing and displays the formula's error message.' On the right, there are panels for 'Formula expressions' and 'Fields' with search bars and expandable categories.

Formula expressions

- > Mathematical
- > Text
- > Date & Time
- > Other

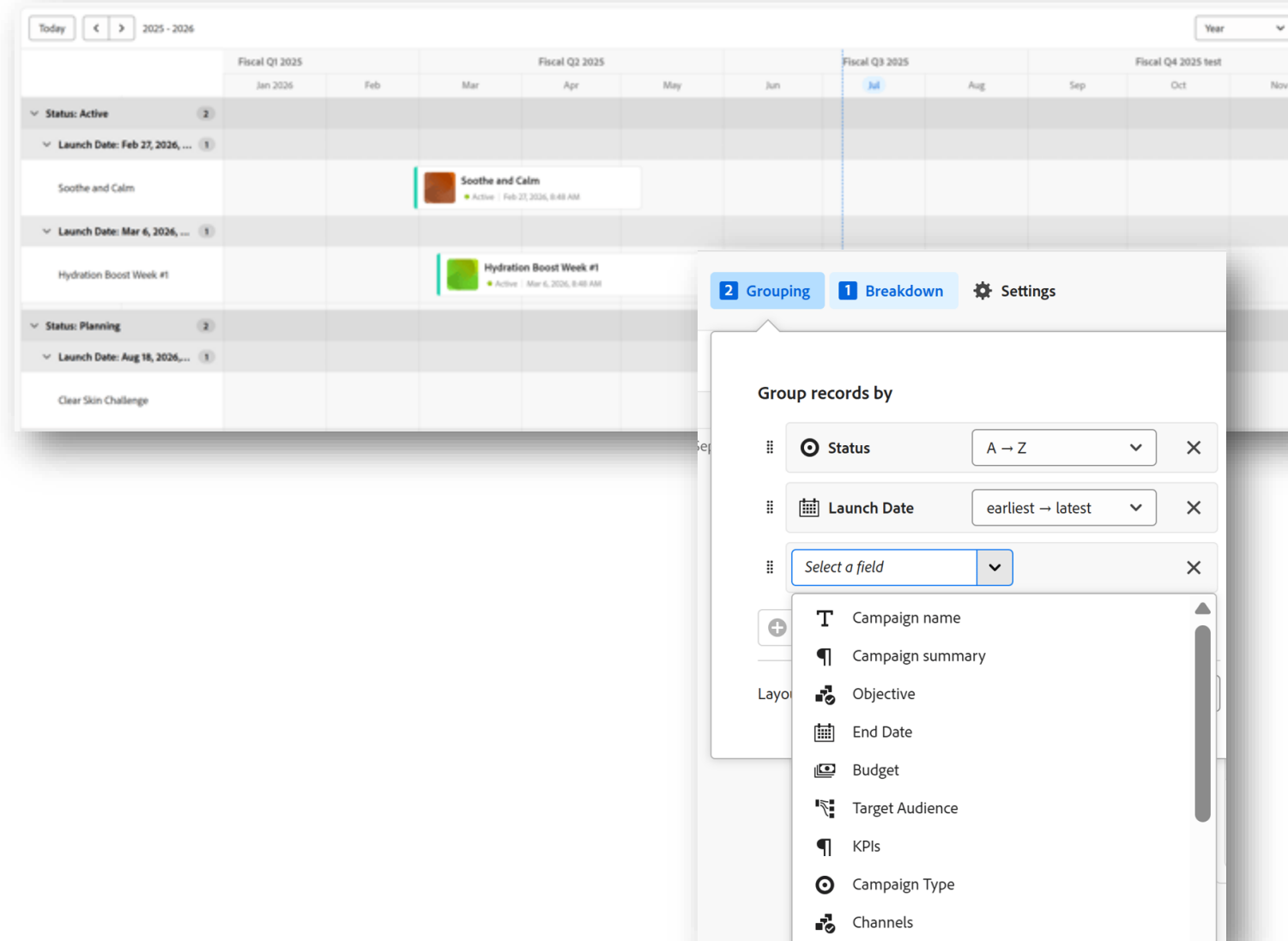
Fields

- > Single-line text
- > Paragraph
- > Single-select
- > Multi-select
- > Currency
- > Date
- > Connections

See your timeline your way

New timeline view capabilities make it easier to plan on your own calendar and navigate large timelines.

- **Swimlanes and groupings.** Collapse all, expand all, and resize the swimlane panel to take in large timelines at a glance.
- **Sorting.** Put what matters first by sorting records and groupings in your timeline.
- **Custom weeks.** See your timeline in your company's own weeks, not just the standard calendar.



From request to approval, simplified

Multi-stage approvals, Request Permissions, and smarter forms help requests move from submission to approval.

- **Multi-stage approvals.** Build approval stages for each request form, with people or teams at every stage. Requests move forward automatically once a stage signs off, and each approver is notified when it's their turn.
- **Requester permissions and sharing.** Admins set the default access requesters get (viewer, contributor, or manager) and fine tune what they can do: comment, share, edit, or delete.
- **Smarter forms.** Show the right fields based on connection values, and route requests for global record types to the workspace they were submitted from.

The screenshot displays the 'Multi-stage approval' configuration window. It features two stages, 'Stage 1' and 'Stage 2', each with a dropdown menu to 'Add people or teams'. Stage 1 currently lists two approvers: Claire Stevens (cchriste@adobe.com) and Rick Kuvec (alinawilson+rickkuvecdevtest@workfront.com), each with a trash icon for removal. Below the list, there is a checkbox for 'Only one decision required' and buttons for '+ Add stage' and 'Delete this stage'. Stage 2 currently lists one approver: Joan Harris (joanharris@workfront.com) with a trash icon. At the bottom right, there are 'Cancel' and 'Save' buttons.

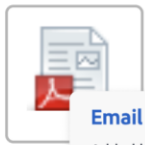
Workfront Workflow

Jeremy Flores, Principal Product Manager

Elise Lawley, Senior Product Manager

Kristine Tumanyan, Product Manager





Email Copy - Final.pdf

Added by Content Generator

Select your agent



Copilot



Claude Managed Agents



Writer.ai



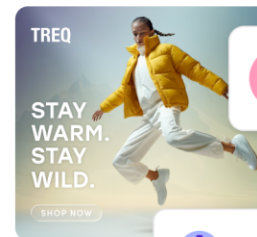
Custom built

Connect

Adobe Workfront

AI Collaborators

Connect to ANY agent
and assign them to tasks in your existing workflows.



TREQ Brand
AI Reviewer

Reviewed



Copywriter · Today at 9:16 AM

@Clark Cohen I've added my first draft of the copy as a document. Please review when you get a chance.

To Clark Cohen

Like Reply



Adobe Workfront

TREQ

More

Project

TREQ Winter Campaign



PROJECT

TREQ Winter Campaign



Share



New Task



Planned Completion Date

May 13, 2026

Condition

On Target

Status

Current



Filter



View



Nothing



☐	#	Task name	Assignees
☐	1	Competitive research	Research Assistant
☐	2	Write email copy	Clark Cohen
☐	3	Define templates	Brand Content Generator

Users and teams



Allison Chen



Michael Richardson

AI Collaborators



Research Assistant

Copilot



TREQ Brand Copy Creator

Writer.ai



Proofreader

Claude Managed Agents

Status

Progress

New

New

In progress

Assign AI collaborators to issues

Let AI pick up work and act on it automatically.



Automate the handoff.

Assign an AI collaborator directly to an issue so work can start without manual coordination.



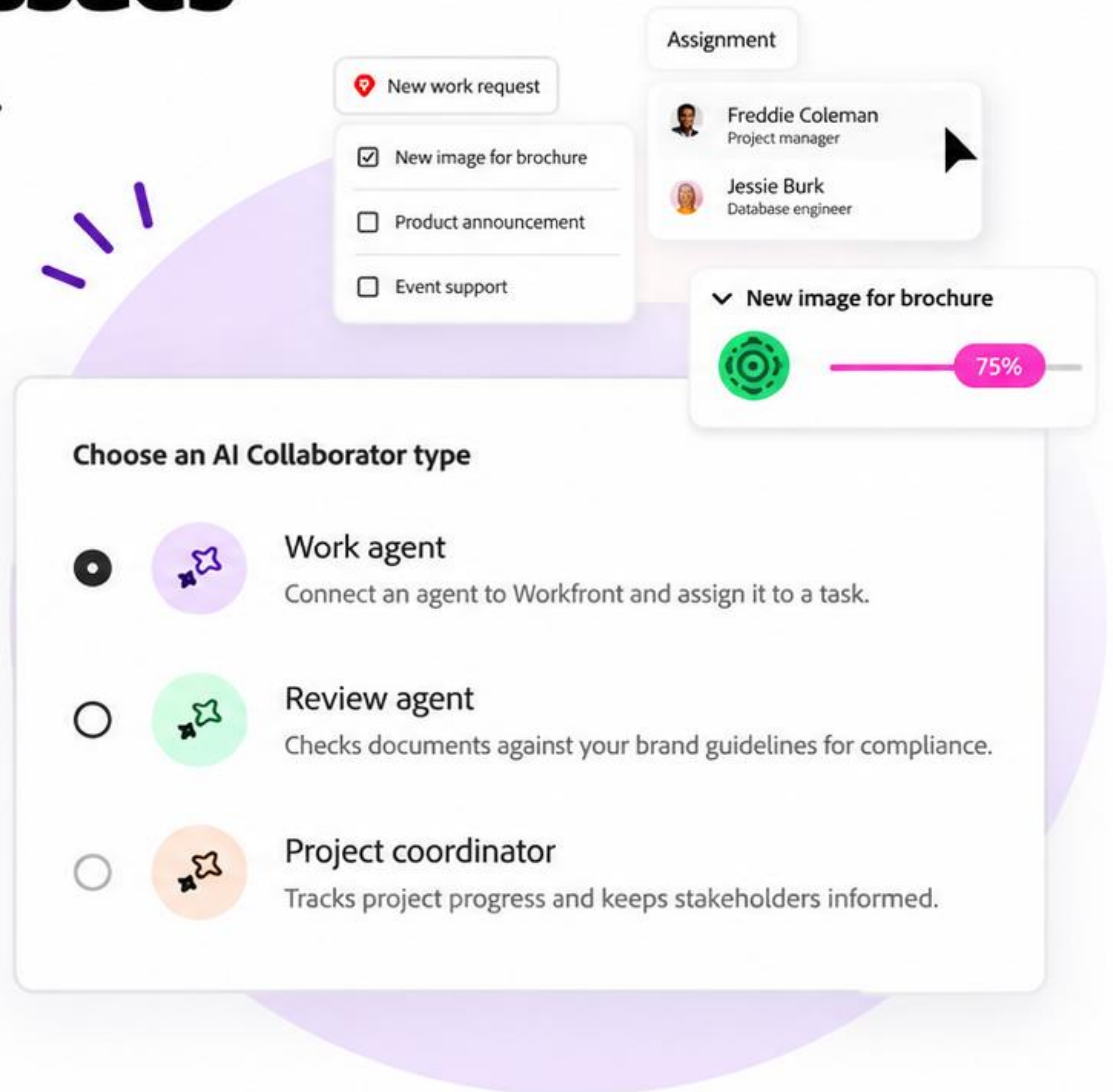
Route work intelligently.

Use routing rules to send the right work to the right AI collaborator automatically.



Extend your team's capacity.

Connect AI collaborators from Adobe, Adobe-powered solutions, or supported agent platforms.



Read and write Task and Project Fields

Let AI collaborators update project and task information directly.



Specify the form or field.

Choose which project or task fields the AI collaborator can read and write.



AI populates fields automatically.

Save time by having AI write fields directly in Workfront.



Have collaborators do more.

Use collaborators to keep project information up to date.

Add AI Collaborator

- ☒ AI Collaborator type
- ☒ Details
- ☒ 3 Agent's origin
- ☒ Context
- ☒ Actions and Context

Before the Collaborator begins its work, it can

Use attached documents for context Do not allow ☐

After the Collaborator is finished with its work, it can

Send notification ⓘ Allow ☒

Upload a document Do not allow ☐

Mark task complete Do not allow ☐

Write task fields Allow ☒

Write project fields Allow ☒

Project fields the agent can write

AI Collaborators can read all project fields. Choose the project fields this AI Collaborator can write to. Add fields individually, or add a form to select all of its fields at once.

Forms
0 selected + Add

Get notifications: assignors + project managers

Automatically notify the right people when AI collaborators complete work.



No more guessing.

Automatically notify the people who requested the work, assigned it, or own the project.



Right moment.

Get notified as soon as the AI collaborator finishes, so you can review and take next steps.



Keep everyone informed.

Notify assignors, project managers, or any key stakeholders automatically.

Add AI Collaborator

- ✓ AI Collaborator type
- ✓ Details
- 3 Agent's origin
- ✓ Context
- ✓ Actions and Context

Before the Collaborator begins its work, it can

Use attached documents for context Do not allow ☐

After the Collaborator is finished with its work, it can

Send notification ⓘ Allow ☒

Upload a document Do not allow ☐

Mark task complete Do not allow ☐

Write task fields Do not allow ☐

Write project fields Allow ☒

Cancel

Save

Work with OpenAI + IBM watsonx Orchestrate

Easily bring AI agents into Workfront with built-in connectors.



Built-in connectors.

Use default connectors for OpenAI and IBM watsonx Orchestrate to get started faster.



Bring agents in.

Create and assign AI agent to work on tasks, issues, and project directly in Workfront.



Use the agents you already have.

Connect with any supported agent platform, including Adobe Coworker.

Add AI Collaborator

- ✓ AI Collaborator type
- 2 Details
- 3 Agent's origin
- 4 Context
- 5 Actions and Context

Choose agent's origin

 Adobe native  Common platforms  Custom agent

Find a supported agent *

OpenAI Agents

Authentication credentials

[See how to get these](#) ⓘ

OpenAI API key *

.....

Agent ID *

.....

✓ Connection successful

Test connection

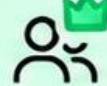
Group Admins can now create collaborators

Give group admins the ability to create and manage AI collaborators.



Built right into Setup.

Create AI collaborators from Setup > AI Collaborators — just like system administrators do today.



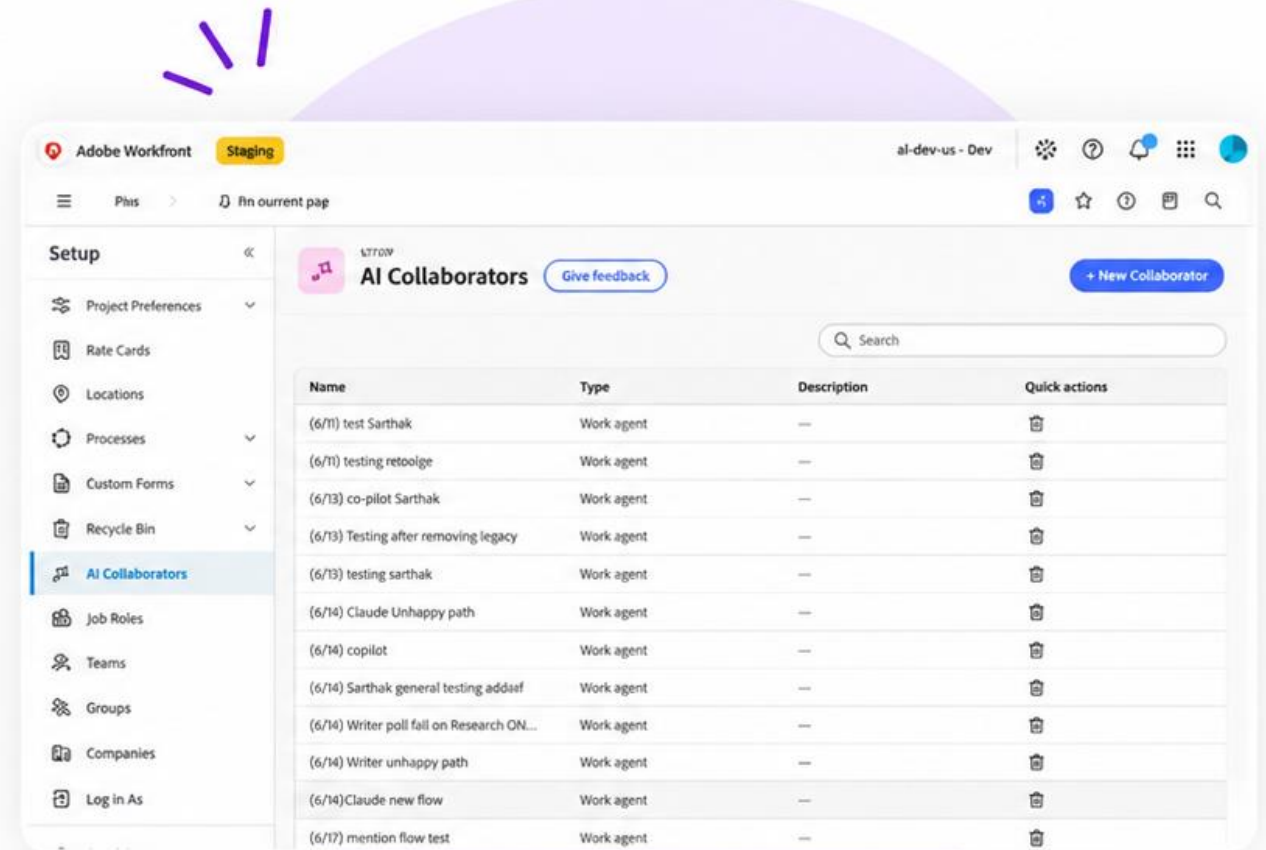
Designated as Group Admin.

If you're a group admin, you can edit or delete collaborators in your group.



Multiple Group Support.

If a collaborator belongs to multiple groups, you must be a group admin for all of those groups to edit or delete it.



Sneak Peek: Project Coordinator

Your collaborator for the entire project itself.



Monitors and manages projects.

Keeps work on track, flags risks, and helps drive the project to completion.



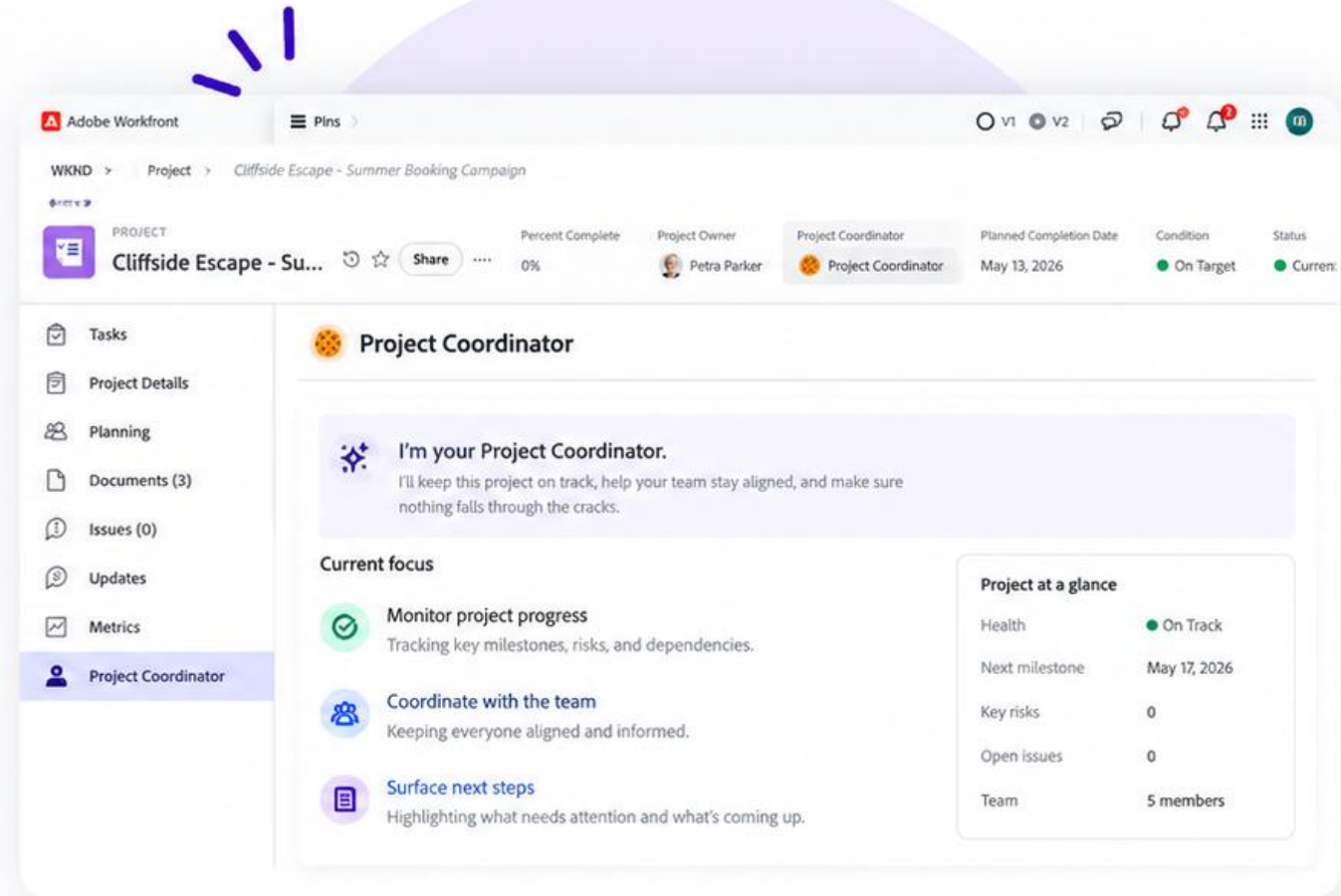
Partners with you and your team.

Collaborates across stakeholders, coordinates updates, and keeps everyone aligned.



Learns over time.

Gets smarter with each project so you can multiply your time and impact.



Coworker is coming to Workfront

Starting October 15, Coworker replaces AI Assistant in the right rail for eligible quarterly-release orgs.



Answers and insights.

Ask in plain language and see status, risk and workload across your projects.



Bulk actions.

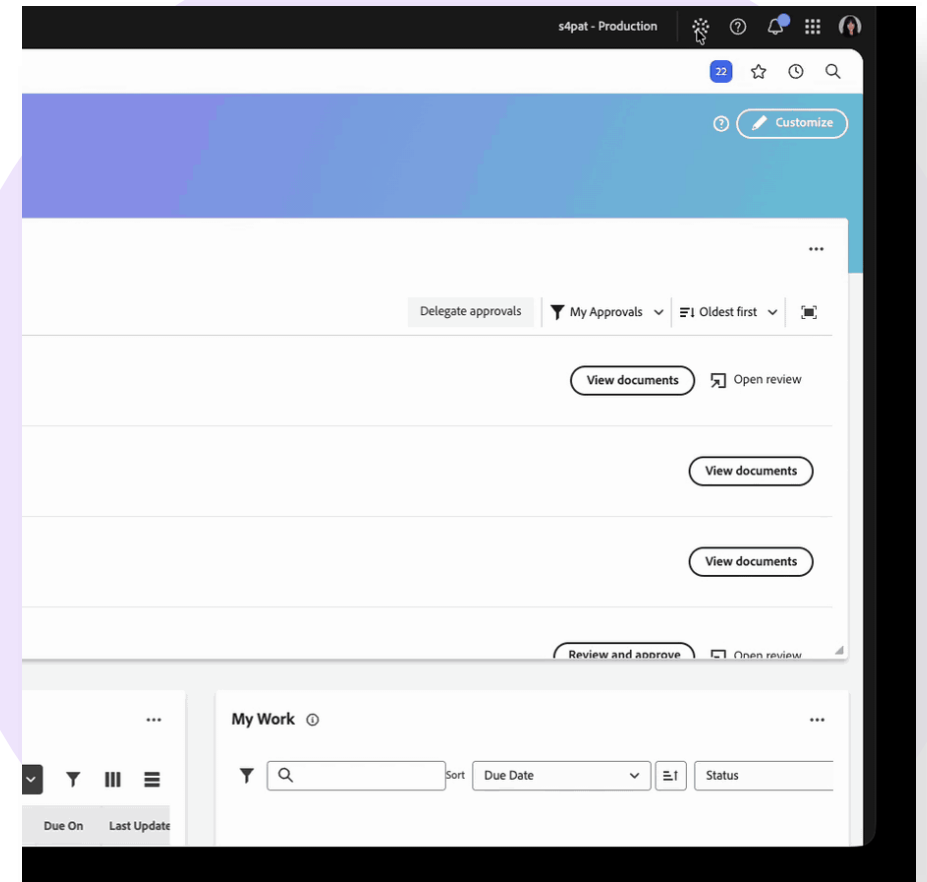
Create and update many items at once, without clicking through each one.



Reusable skills.

Start with pre-built skills or create your own from the workflows your team already runs.

Works within your existing Workfront permissions. Rollout is phased by org eligibility. Orgs not yet included keep AI Assistant for now.



What Coworker can do in Workfront

Ten everyday jobs, each with an example prompt

01 Strategy to brief

"Turn our strategy for next year into a brief the team can execute."

02 Work intake and routing

"Check this request for missing details and route it to the right team."

03 Bulk create and update

"Here's an Excel file. Create a project for each row."

04 Project planning

"Create project with tasks based on this brief."

05 Resource balancing

"Move [name]'s open tasks on [project A] to [name], so [name] can start on [project B]."

06 My work and deadlines

"Are all my projects on time?"

07 Review and approval

"Assign the creative team to review all the assets in this folder."

08 Feedback follow-up

"Turn the feedback on this project into tasks for the right teams."

09 Delivery risk and recovery

"What do I need to adjust to get [project name] completed early?"

10 Executive reporting in Canvas Dashboard

"Create a dashboard that shows late projects grouped by project owner."

Ask for a report. Get a dashboard.

The Workfront MCP adds reporting tools that turn a conversation into reports and dashboards you can keep, revisit, and share.



Save what you learn.

Add many of your chat client's visualized responses to a dashboard to review return to later or share with others.



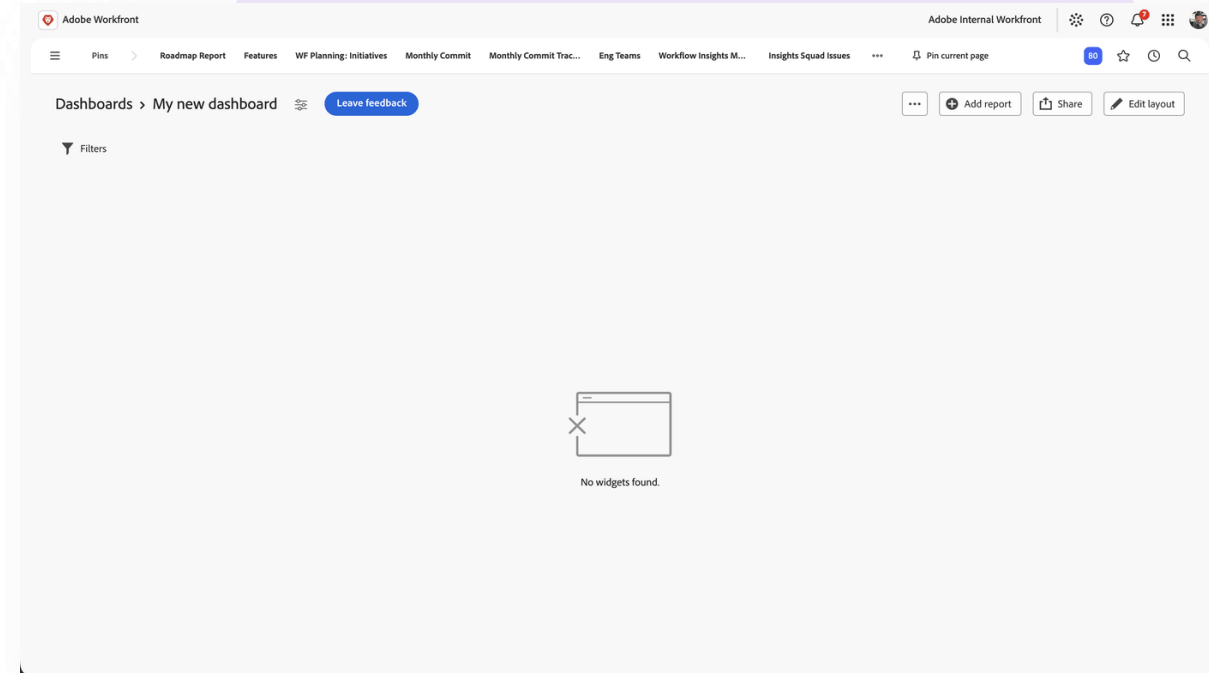
Create reports directly.

Save time by asking for the report or a whole dashboard to be created in Workfront outright, without first having the chat client produce the answer.



Use the AI client you already have.

Connect with any harness, including Adobe Coworker.



Employment History

For one employee or multiple employees, see what changed, when it changed, and how their employment data evolved over time.

- Get a complete, date-effective view of an employee's journey in one place. Review employment history and track changes over time, including schedule updates, job role changes, cost and billing rate updates, and employee attributes such as agency and location.

Pins > Log In As ... Pin current page

11 ☆ ⌚ 📄 🔍

USER

John Smith ☆ ...

Email Address
test@testyan.aa

Phone number
N/A

Teams
N/A

Employment History

Employment History ▾

Filters

Row Height

10/7/2019 - 10/7/2026

📅

🔍

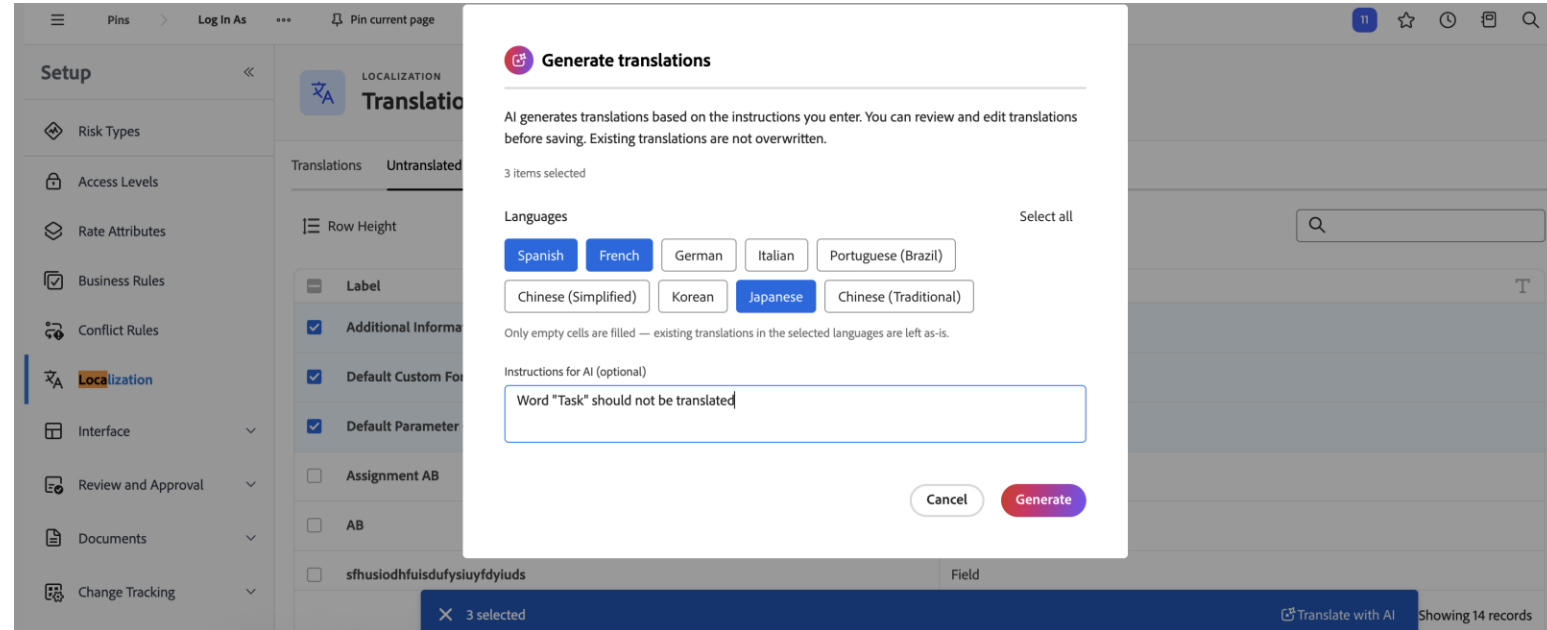
Start Date	End Date	Working Pattern	Working Hours	Location	Billing Rate	Cost R...	Pri...	+
▼ John Smith 5								
10/7/19	8/10/26	M T W Thu F (Default Schedule)	40.0 (Default Schedule)	London	USD 100.00	USD 80.00		
8/11/26	8/11/26	M T W Thu F (Default Schedule)	40.0 (Default Schedule)	New York ⓘ	USD 100.00	USD 80.00		
8/12/26	8/31/26	M T W Thu F (Evening-shift) ⓘ	30.0 (Evening-shift) ⓘ	New York	USD 100.00	USD 80.00		
9/1/26	9/30/26	M T W Thu F (Evening-shift)	30.0 (Evening-shift)	New York	USD 120.00	USD 90.00	Sup	
10/1/26	10/7/26	M W F (12-hour schedule) ⓘ	36.0 (12-hour schedule) ⓘ	New York	USD 120.00	USD 90.00	Sup	

Showing 5 records

AI-Powered Custom Data Translation

Quickly discover what's missing, translate it with AI, and keep custom data available in every supported language.

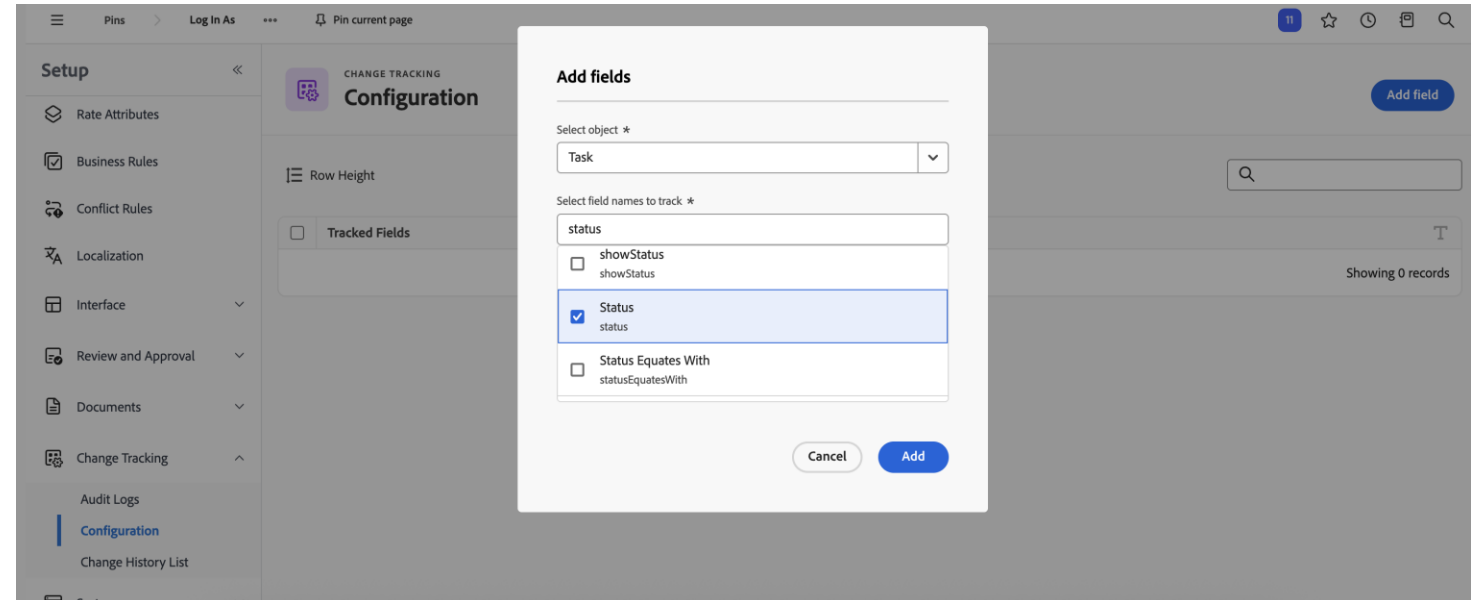
- Translate custom data into all supported languages with the power of AI. Automatically identify untranslated custom data and get intelligent translation suggestions, making it easier to maintain a consistent, localized experience across the platform.



Change History: Permissions and Configuration

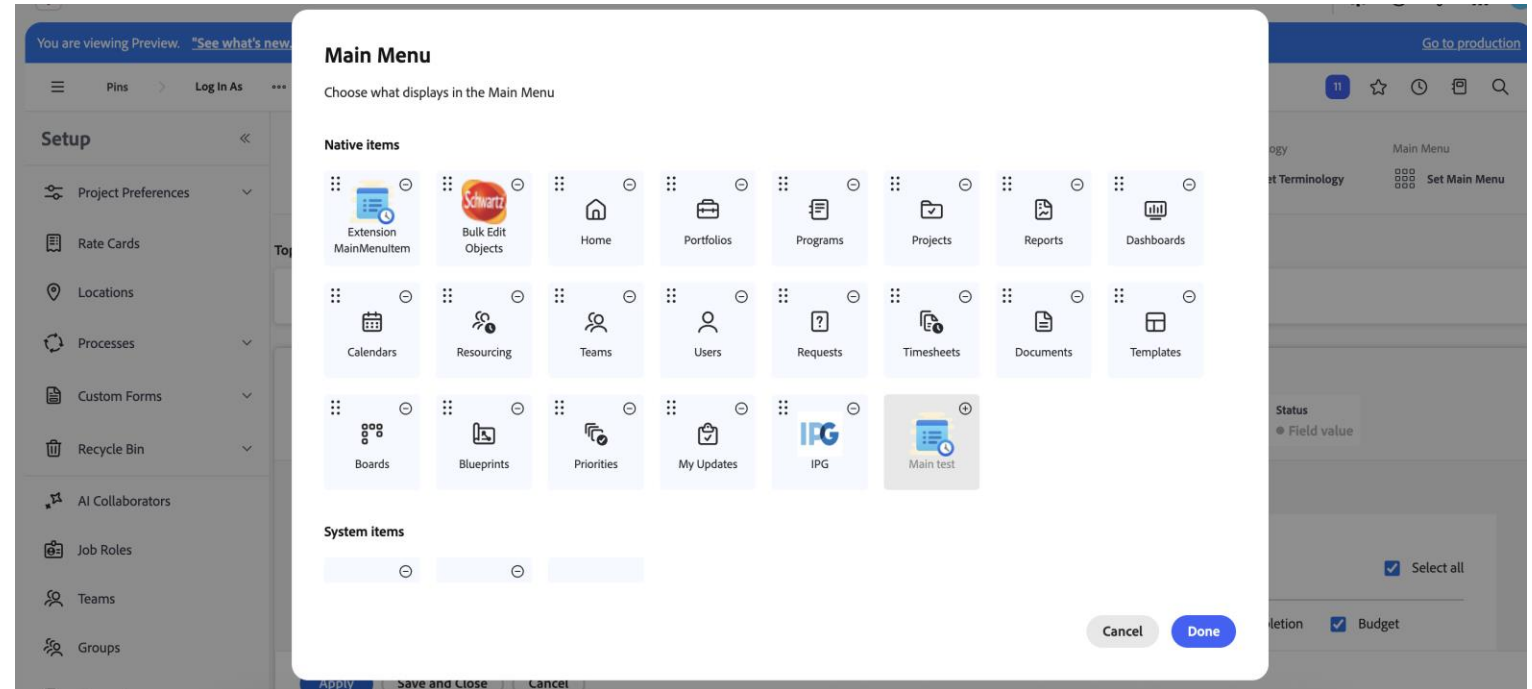
- Choose which fields should be tracked in Change History, giving you greater control and visibility over meaningful updates.
- Change History is now permission-based, so access can be granted to the needed Access Levels - not just system administrators.

Track what matters and give the right people access to change history.



Enhancements on Layout Templates

- Gain more control over the employee experience with greater flexibility in configuring Layout Templates.
- Manage system items such as **Setup** and **Help** from the Waffle menu
- Control the order of **Custom Apps** , configure them as the landing page.
- Ability to hide **Details** from the left navigation.



Enhancements on Custom Forms

- Preview how a custom form will appear directly on an existing object
- configure dropdown field options through an enhanced setup experience
- update Lookup fields during Bulk Edit.

The screenshot shows a 'Preview' dialog box with the following elements:

- Preview** (Title)
- Preview on object** (Toggle switch, currently on)
- Close** (Button)
- Preview on an existing object** (Section header)
- Select an object to simulate real values for calculated and lookup fields.** (Text)
- Object type** (Dropdown menu, currently set to 'Project')
- Object** (Dropdown menu, currently set to 'Marketing Campai')
- Additional Information** (Section header)
- Information** (Text area)
- 0/2000** (Character count)
- Highlights** (Text area)
- 2/500 fields used** (Status bar)
- Cancel** (Button)
- Save and Close** (Button)
- Apply** (Button)

Content and Approvals

Travis Jordan, Principal Product Manager

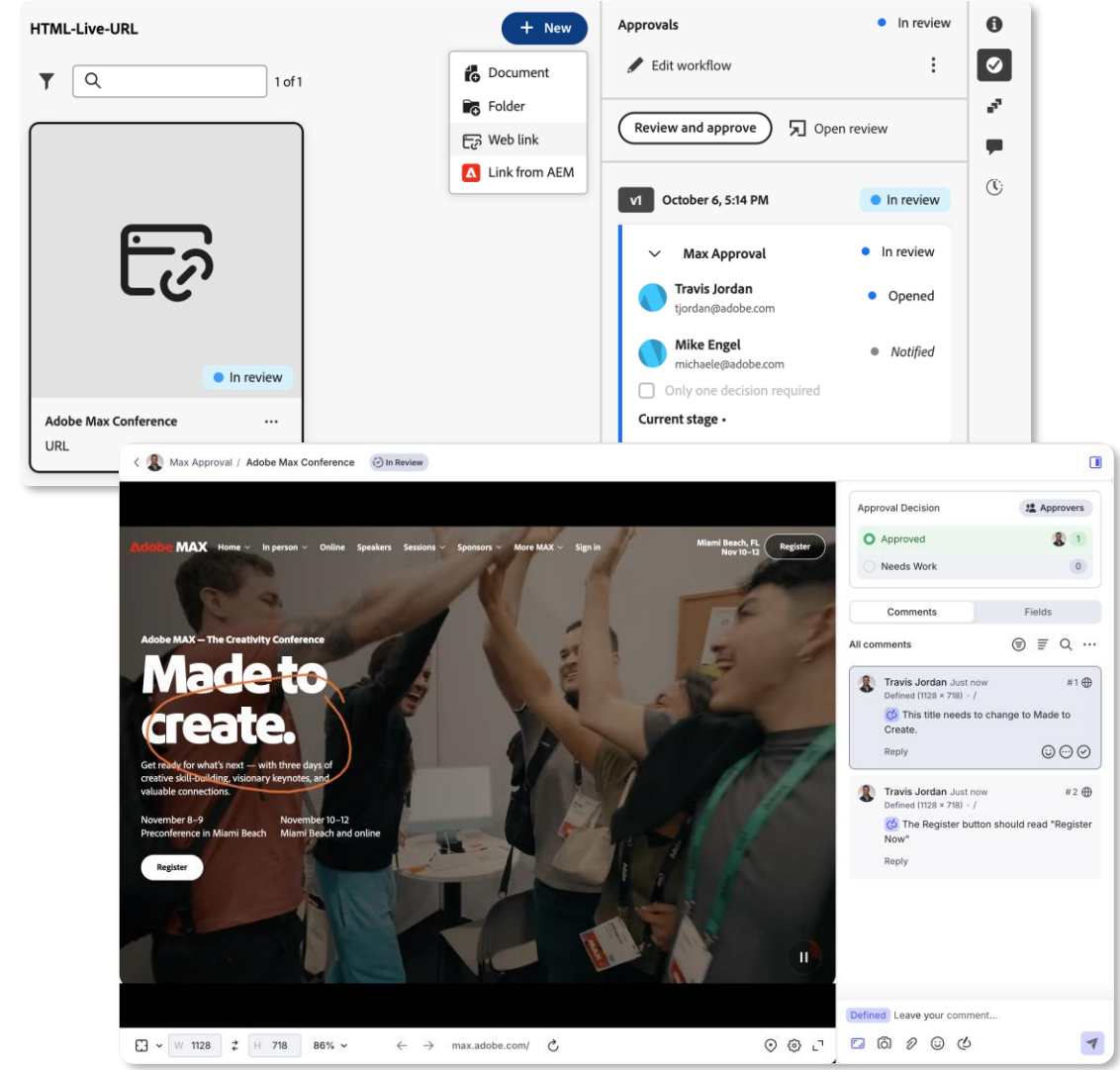
Mike Engel, Senior Product Manager



Live URL/Interactive Reviews

Review live HTML web pages and interactive experiences directly in context, so teams can give on-page feedback and comment on the real thing before anything goes live.

- **Add comments to the page:** Leave precise, location-specific comments directly on page elements within Frame Viewer, so creators know exactly what to change.
- **Review the real experience:** Proof live web pages and HTML content in context, so feedback reflects what customers will see—includes links, forms, and interactive elements.
- **Review behind the firewall:** Proof and approve sites that require authentication or sit behind a firewall, so teams can validate pre-launch experiences without compromising security.



Improved Rollout Controls for Workfront v2

Fully control when your organization rolls out Frame, Adobe Cloud Storage, *and Unified Approvals*, so you can test and adopt the new capabilities on their own timeline.

- **One switch to get started:** Change the default storage to Adobe Cloud Storage to turn on Frame, Adobe Cloud Storage, and Unified Approvals together.
- **Available at renewal:** Customers newly enabled for Workfront V2 through a contract renewal choose when to go live.
- **Test in small groups first:** Pilot with a group and update your Fusion scenarios and reports before rolling out more broadly.

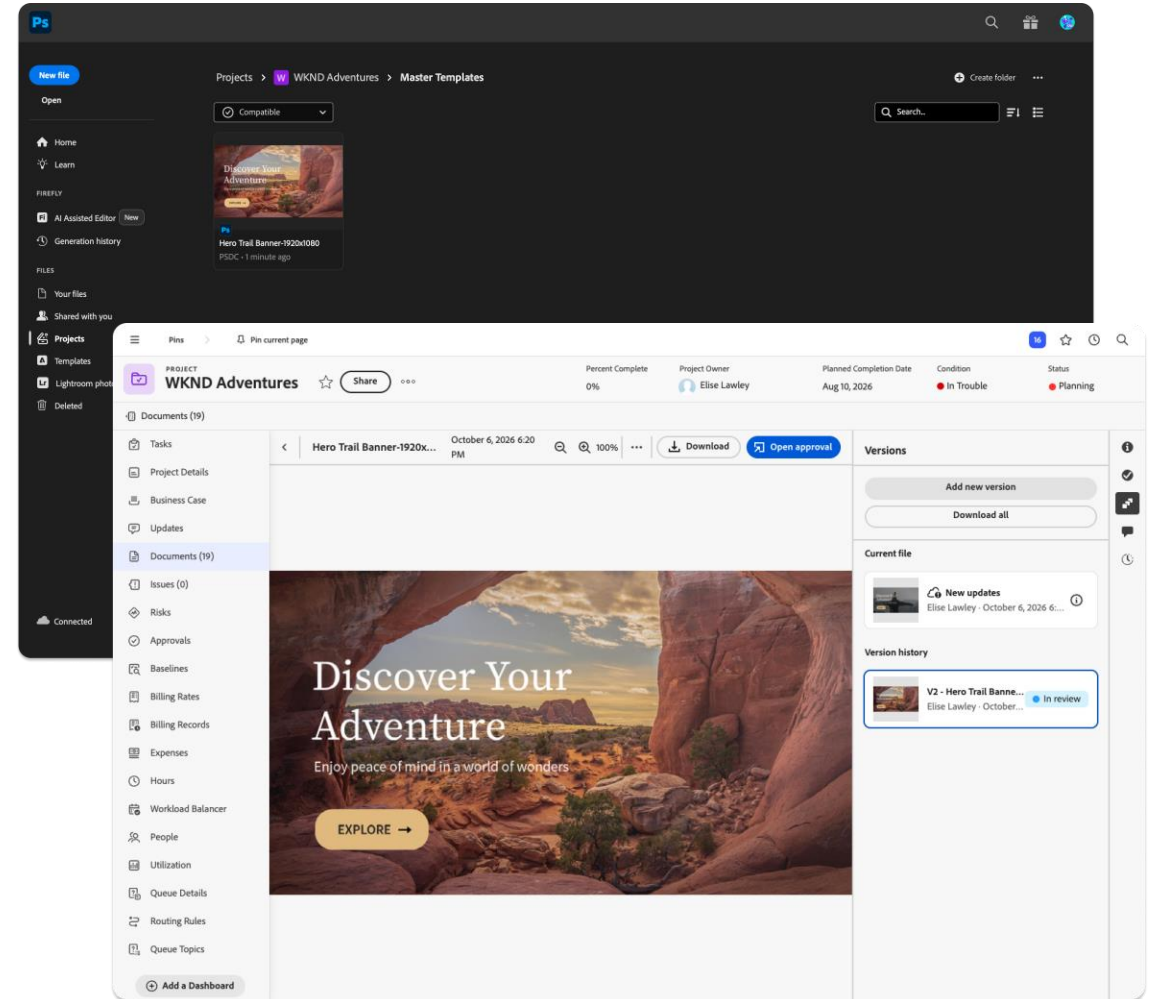
The screenshot shows the 'SYSTEM Preferences' window with a focus on 'Storage Preferences'. At the top, there's a 'Default' dropdown menu set to 'Adobe cloud storage' with an information icon. Below it, a checkbox labeled 'Allow user to select storage provider' is checked, also with an information icon. Under the 'Applies to:' section, 'Specific groups' is selected with a radio button. A search bar with the placeholder 'Type to search groups...' and a dropdown arrow is present. At the bottom, a 'Selected groups' section displays two tags: 'HR Data and Analytics' and 'Marketing', each with a close button (x).



Creative Cloud x Workfront Integration

Open Workfront projects and assets directly from Creative Cloud apps, so creators can stay in their flow and keep work connected to the project.

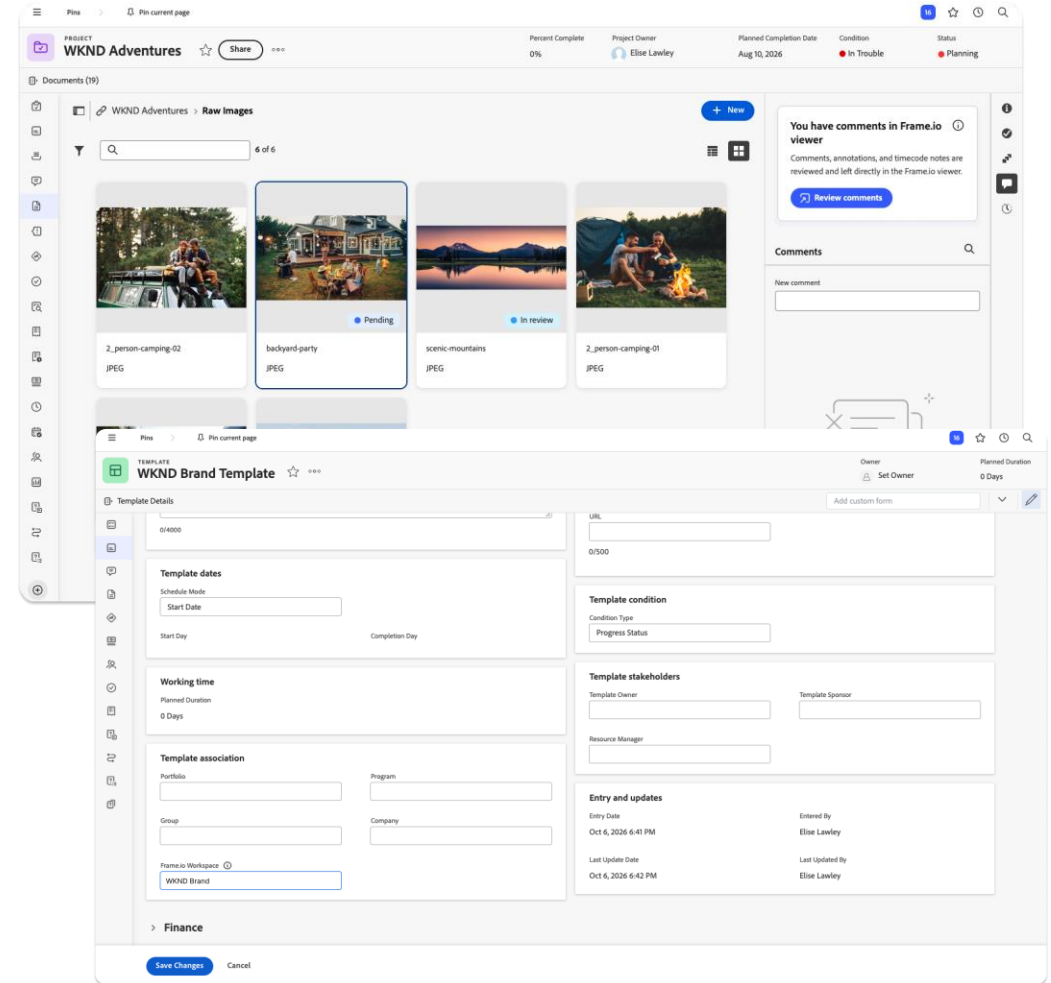
- **Stay in your creative flow:** Open Workfront projects and assets directly from Creative Cloud apps, so creators skip the tab switching and get straight to the work.
- **Keep work tied to the project:** Start from the project context inside the app, so files, requests, and feedback stay connected to the right Workfront project.
- **ADDITIONAL RELEASE:** Version enhancements to documents in Workfront!



Frame Integration Enhancements

New enhancements with Frame and Workfront to keep assets and feedback organized and in one place across Workfront and Frame, so teams review faster and nothing gets lost.

- **Frame Comment Notifications:** See and respond to review comments in one consistent experience across Workfront and Frame, so feedback is never scattered across tools.
- **Frame Workspace Mapping:** Map Frame workspaces to Workfront so review activity and assets stay organized and aligned with how your teams already work.



Grouped Approvals

Review and approve multiple related assets together in a single approval flow, so that stakeholders can make efficient decisions

- **Decide once, not many times:** Review and approve related assets together in a single approval flow, so stakeholders can efficiently make decisions on many assets.
- **Keep campaigns moving:** Bundle the assets for a launch or campaign into one review, so approvals wrap up faster and nothing gets left behind.
- **ADDITIONAL RELEASES:** Bulk Decisions, Team Approvals, and Delegated Approvals!

Make decision

Close

▼ Approvals

6 items

All items need work

Mark all approved

FallMountains

JPG Stage Release Webinar October 2026, Oct 7, 2026, 9:38 PM

Make decision

FallSnow

JPG Stage Release Webinar October 2026, Oct 7, 2026, 9:38 PM

Make decision

Sunset

JPG Stage Release Webinar October 2026, Oct 7, 2026, 9:38 PM

Make decision

ME Release Webinar October 2026, Oct 7, 2026, 8:38 PM

Release Webinar October 2026, Oct 7, 2026, 8:38 PM

6 Assets • 24.17 MB

Approval Decision

Approved 1

Needs Work 0

Approval Decision

Approved 1

Needs Work 0

Approval Decision

Approved 0

Needs Work 1

Approval Decision

Approved 0

Needs Work 1

Approval Decision

Approved 1

Needs Work 0

Approval Decision

Approved 1

Needs Work 0

Adobe

© 2026 /

Adobe Workfront

s4pat - Production

Pins

Pin current page

80

PROJECT

Release Webinar October 2026

☆

Share

...

Percent Complete0%

Project OwnerMike Engel

Planned Completion DateOct 7, 2026

ConditionIn Trouble

StatusPlanning

Documents (6)

Tasks

Project Details

Business Case

Updates

Documents (6)

Issues (0)

Risks

Approvals

Snapshots

Baselines

Rates

Resource For Billing

Billing Records

Expenses

Hours

Workload Balancer

+

Add a Dashboard

Release Webinar October 2026

+

New

🔍

6 of 6

📄

🗪



FallMountains

JPG



FallSnow

JPG



Sunset

JPG







✕ 1 selected

Request Approval

Edit

Rename

View Details

Move

Download

Share

...

Details

✎

Edit

Overview

Name

FallMountains

Description

File type

JPG

Size

9.3 MB

Added by

Mike Engel

Added on

Oct 7, 2026 12:55 PM

Reference number

220850

Linked object

Automation & Integration

Sam Taylor, Principal Product Manager



Fusion MCP: Conversational access to automation

Model Context Protocol (MCP) connects Adobe Coworker and other harnesses (e.g. Claude, Copilot, ChatGPT) to Fusion through a standard interface, with existing access controls.

What AI assistants can do

Natural language access to Fusion

Discover and inspect automations

Find automation assets and inspect scenarios to understand how existing workflows operate.

Understand operational context

Review executions, explore dependencies and access operational information through natural language.

Connect through compatible clients

Access Fusion through Adobe Coworker and supported MCP-compatible AI clients.

Why it matters for customers

Existing automations, new AI experiences

Build on existing investments

Make existing Fusion scenarios accessible to AI assistants without rebuilding the underlying automations.

Reduce integration complexity

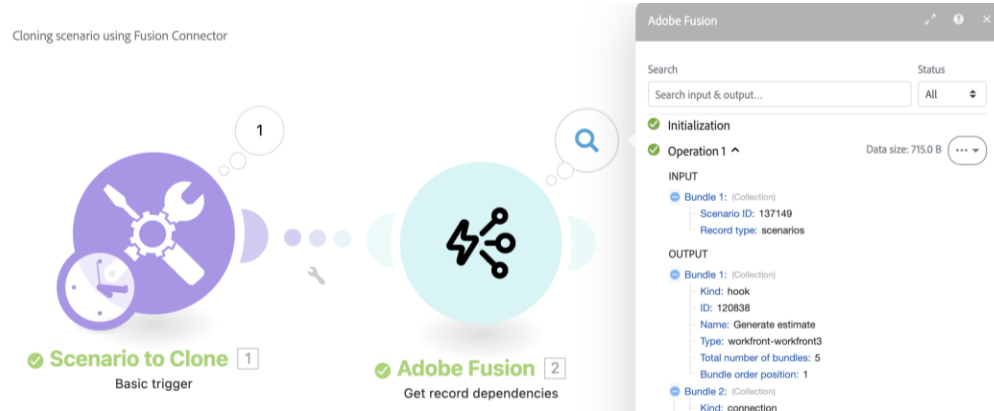
Use a standard protocol to connect AI tools to Fusion, reducing the need for custom point-to-point integrations.

Keep AI access governed

Retain Adobe authentication, organization selection and existing Fusion permissions for supported operations.

Fusion provides the automation layer. MCP provides the agent interface.

Other recent release highlights



Automate Fusion Administration - Use the Fusion connector to access Fusion APIs and discover resource dependencies.

MCP Connectors - Connect Fusion to Adobe product MCP servers—including AEM and Marketo—to use natural-language prompts within automation workflows

Unified approvals group notifier



Automating Unified approvals – Trigger scenarios from approval events and retrieve grouped approvals for downstream actions.

Salesforce – Support for refresh-token rotation

Marketo – new bulk extract modules

Veeva – annotation modules improvements,

Webinar Feedback

Please complete [this short survey](#) to share feedback on today's webinar. Responses are anonymous, so transparency and honesty are appreciated!

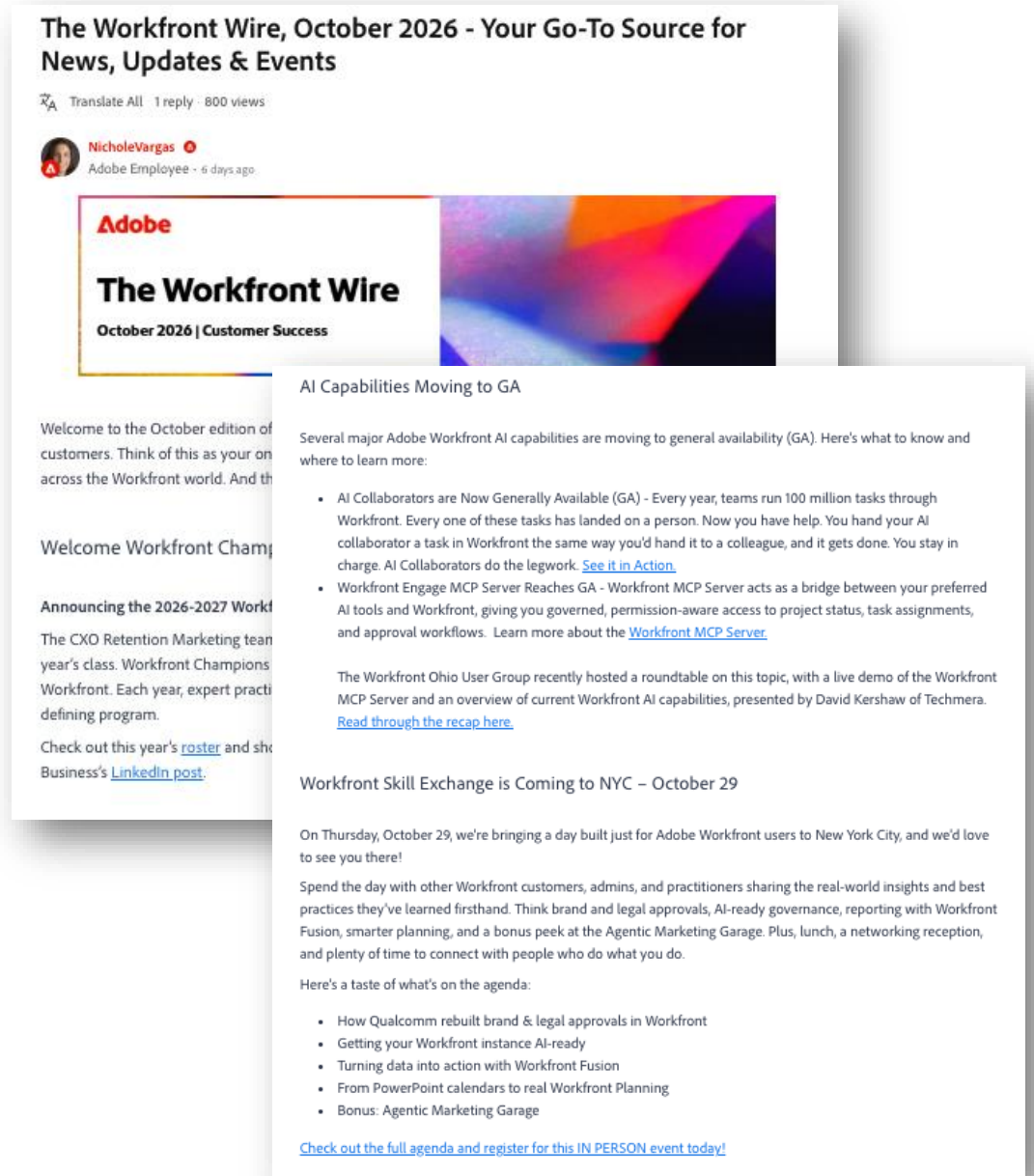


The Workfront Wire - October

The October edition of The Workfront Wire is now live in the Experience League Community.

This should be your one-stop-shop for all things Workfront. Published on a monthly basis, this month's edition features:

- Welcome Workfront Champions
- AI Capabilities moving to GA
- Skill Exchange Coming to NYC
- Project Manager Cookbook
- And more!



The screenshot displays the 'The Workfront Wire' newsletter for October 2026. At the top, the title 'The Workfront Wire, October 2026 - Your Go-To Source for News, Updates & Events' is shown, along with a 'Translate All' button and engagement metrics (1 reply, 800 views). The author is identified as Nichole Vargas, an Adobe Employee, with a post date of 6 days ago. The main header features the Adobe logo, the title 'The Workfront Wire', and the subtitle 'October 2026 | Customer Success'. The content is organized into sections: a welcome message, an announcement for the 2026-2027 Workfront Champions, and a detailed article titled 'AI Capabilities Moving to GA'. This article explains that several major Adobe Workfront AI capabilities are moving to general availability (GA) and lists two key updates: AI Collaborators and Workfront Engage MCP Server. It also mentions a recent roundtable discussion. Below this, a section titled 'Workfront Skill Exchange is Coming to NYC - October 29' describes an upcoming event for Adobe Workfront users in New York City, including a day of learning, networking, and a bonus peek at the Agentic Marketing Garage. The newsletter concludes with a link to the full agenda and a registration link for the in-person event.

The Workfront Wire, October 2026 - Your Go-To Source for News, Updates & Events

Translate All 1 reply · 800 views

Nichole Vargas
Adobe Employee · 6 days ago

The Workfront Wire
October 2026 | Customer Success

Welcome to the October edition of The Workfront Wire. Think of this as your one-stop-shop for all things Workfront across the Workfront world. And the

Welcome Workfront Champions

Announcing the 2026-2027 Workfront Champions

The CXO Retention Marketing team is proud to announce this year's class. Workfront Champions is a year-long program. Each year, expert practitioners define the program.

Check out this year's [poster](#) and share it with your Business's [LinkedIn post](#).

AI Capabilities Moving to GA

Several major Adobe Workfront AI capabilities are moving to general availability (GA). Here's what to know and where to learn more:

- AI Collaborators are Now Generally Available (GA) - Every year, teams run 100 million tasks through Workfront. Every one of these tasks has landed on a person. Now you have help. You hand your AI collaborator a task in Workfront the same way you'd hand it to a colleague, and it gets done. You stay in charge. AI Collaborators do the legwork. [See it in Action](#).
- Workfront Engage MCP Server Reaches GA - Workfront MCP Server acts as a bridge between your preferred AI tools and Workfront, giving you governed, permission-aware access to project status, task assignments, and approval workflows. Learn more about the [Workfront MCP Server](#).

The Workfront Ohio User Group recently hosted a roundtable on this topic, with a live demo of the Workfront MCP Server and an overview of current Workfront AI capabilities, presented by David Kershaw of Techmera. [Read through the recap here](#).

Workfront Skill Exchange is Coming to NYC - October 29

On Thursday, October 29, we're bringing a day built just for Adobe Workfront users to New York City, and we'd love to see you there!

Spend the day with other Workfront customers, admins, and practitioners sharing the real-world insights and best practices they've learned firsthand. Think brand and legal approvals, AI-ready governance, reporting with Workfront Fusion, smarter planning, and a bonus peek at the Agentic Marketing Garage. Plus, lunch, a networking reception, and plenty of time to connect with people who do what you do.

Here's a taste of what's on the agenda:

- How Qualcomm rebuilt brand & legal approvals in Workfront
- Getting your Workfront instance AI-ready
- Turning data into action with Workfront Fusion
- From PowerPoint calendars to real Workfront Planning
- Bonus: Agentic Marketing Garage

[Check out the full agenda and register for this IN PERSON event today!](#)

Upcoming Workfront events

- October 21 – [Workfront Fusion Wednesday Forum](#)
- October 28 – [Making the Switch: Completing Your Move to Unified Review and Approvals](#)
- [IN PERSON] October 29 - [Workfront Skill Exchange, New York City](#)

Connect

-  Register for our events on the [Experience League events page](#).
-  Missed an event? Check out our [on-demand recordings](#).
-  Join the [Workfront community](#) for discussions and peer support.
-  Look for the Workfront Wire, our monthly newsletter, pinned at the top of the community!
-  Join a [Workfront User Group](#) and [register for peer-led events](#).
-  Share and find Workfront-related jobs on the [Job Board](#).