

Your Workfront Success Toolkit: Resources to Accelerate Adoption

Adobe Workfront Customer Success | February 12, 2026

Today's Agenda

To be successful with Adobe Workfront, it's important to take advantage of the resources designed to support you. This session highlights the tools, programs, and expertise available to help you adopt, optimize, and scale Workfront with confidence. Learn how to use Experience League and the Experience League Community for self-serve learning and peer connection, stay enabled through live and on-demand events, and accelerate outcomes with Premium Learning Services and Professional Services consulting hours.

We'll also cover the impact of having a dedicated Workfront System Administrator and ways to get involved through the Adobe Workfront Champion Program, Experience League Community Advisors, beta programs, and more. Walk away with a clear understanding of what's available - and how to leverage these resources to drive faster value from Workfront.

Start Time	9:00 a.m. PT/12:00 p.m. ET
2 minutes	Welcome & Introductions
20 minutes	Platforms & People
10 minutes	Give & Take
10 minutes	Add-Ons & Enhancements
15 minutes	Q&A
3 minutes	Resources & Wrap Up
End Time	10:00 a.m. PT/1:00 p.m. ET

Adobe Workfront Scale Customer Success Team



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Available to all customers,
you can find or contact us:

- During our free virtual events. View the calendar of Events on Experience League.
[Register now!](#)
- On Experience League. Tag us on the [Community](#)
- Send us an email at csatscale@adobe.com
- Connect with us on LinkedIn.

Platforms & People

From core platforms to expert teams and trusted partners, this category helps you understand who and what you can lean on to implement, optimize, and grow with Workfront. Explore the capabilities and connections designed to help your teams work smarter, solve challenges faster, and get the most value from Workfront.

Experience League

[Experience League](#) is your go-to for all things Workfront. Think of it a one-stop-shop with training videos and documentation, release notes, events, and more. Make sure to bookmark this site as you will frequently visit it!



Experience League Learn Documentation Events Community Support

Search Experience League All

LEARN

- [Tutorials](#)
- [Courses](#)
- [Playlists](#)
- Learning Paths
- [Perspectives](#)
- [Certifications](#)
- Instructor-led training (Premium Learning Subscription)

DOCUMENTATION

- Workfront [product documentation](#) – Workfront Workflow, Fusion, and Planning
- Developer tools & [API Explorer](#)
- [Release Notes](#)
- [Known Issues](#)

EVENTS

- Upcoming and on-demand FREE [events](#) for Workfront customers
- Includes both virtual and in-person
- Does not list User Groups

COMMUNITY

- More information on next slide!

SUPPORT

- Log, track, and manage cases
- Only Authorized Support Contacts can submit

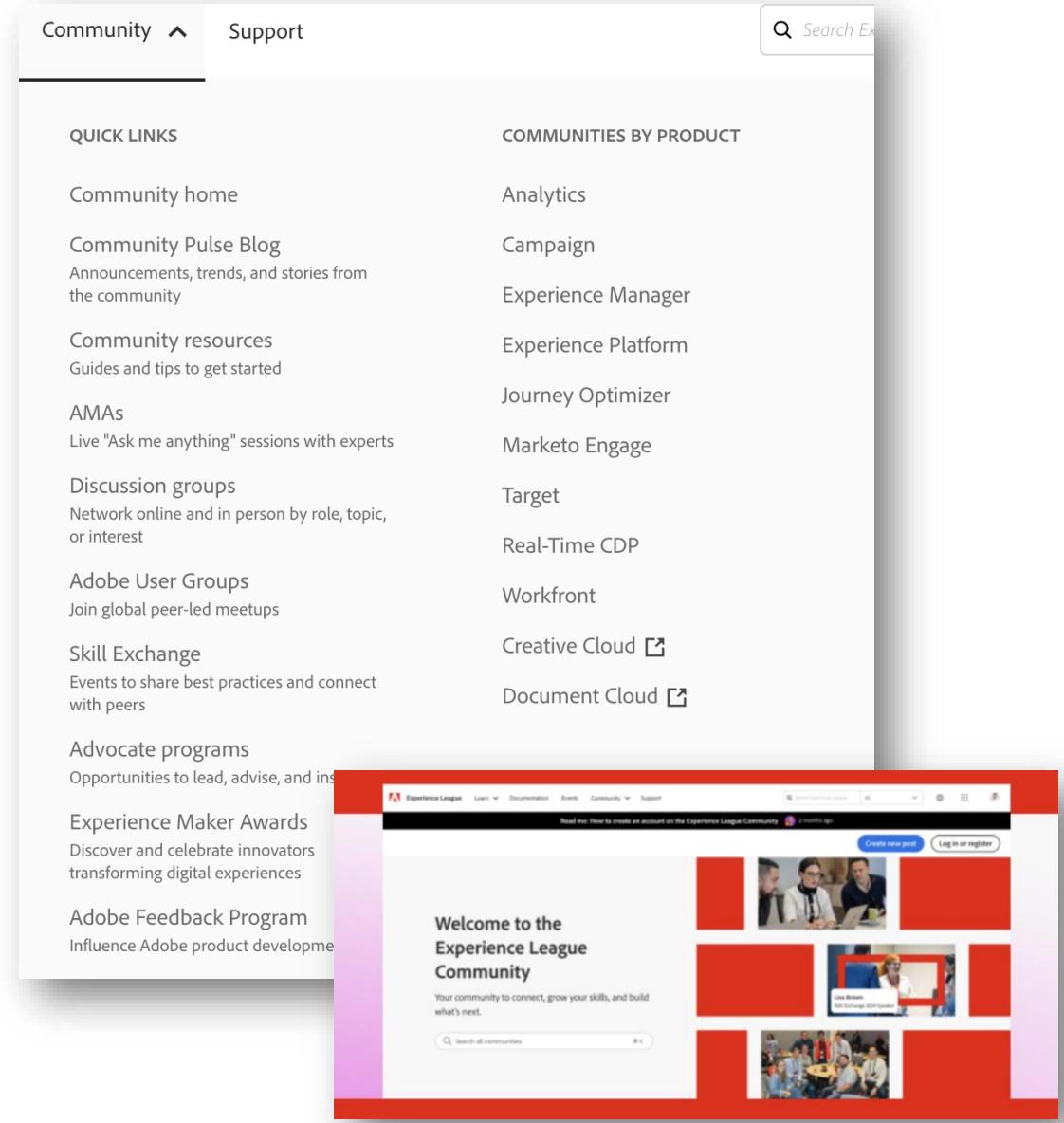
[Get Started with Experience League](#)

Experience League Community

The Community forum is a great way to ask questions to your peers, submit feature enhancements to the Product team, read the latest news for Workfront, and more!

NEW FUNCTIONALITY AND MORE:

- [Product-specific communities](#) (Workfront)
- **NEW!** [Discussion groups](#) – Focused, online spaces for customers to connect around a specific topic; think subreddits or Facebook Groups. Workfront Job Board.
- **NEW!** [Community Pulse](#) – what's happening across the entire Experience League Community, all in one place
- [Ask Me Anything / AMAs](#) – text-based Q&A hosted by experts
- **NEW!** [Community Resources](#) – a hub for how to use the Community, Code of Conduct, and more
- [Advocate Programs](#) – Adobe Champions and Community Advisors (more info on slides 12 & 13)



The image shows a screenshot of the Experience League Community website. At the top, there is a navigation bar with 'Community' and 'Support' buttons, and a search bar on the right. Below the navigation, there are two main sections: 'QUICK LINKS' on the left and 'COMMUNITIES BY PRODUCT' on the right. The 'QUICK LINKS' section includes links to 'Community home', 'Community Pulse Blog', 'Community resources', 'AMAs', 'Discussion groups', 'Adobe User Groups', 'Skill Exchange', 'Advocate programs', 'Experience Maker Awards', and 'Adobe Feedback Program'. The 'COMMUNITIES BY PRODUCT' section lists various Adobe products: 'Analytics', 'Campaign', 'Experience Manager', 'Experience Platform', 'Journey Optimizer', 'Marketo Engage', 'Target', 'Real-Time CDP', 'Workfront', 'Creative Cloud', and 'Document Cloud'. Below these sections, the main content area of the website is visible, featuring a 'Welcome to the Experience League Community' message and several user profile cards.

Experience League Community – Part 2

You may have noticed that the Experience League Community feed was recently upgraded (January 2026).

NAVIGATING THE NEW FEED:

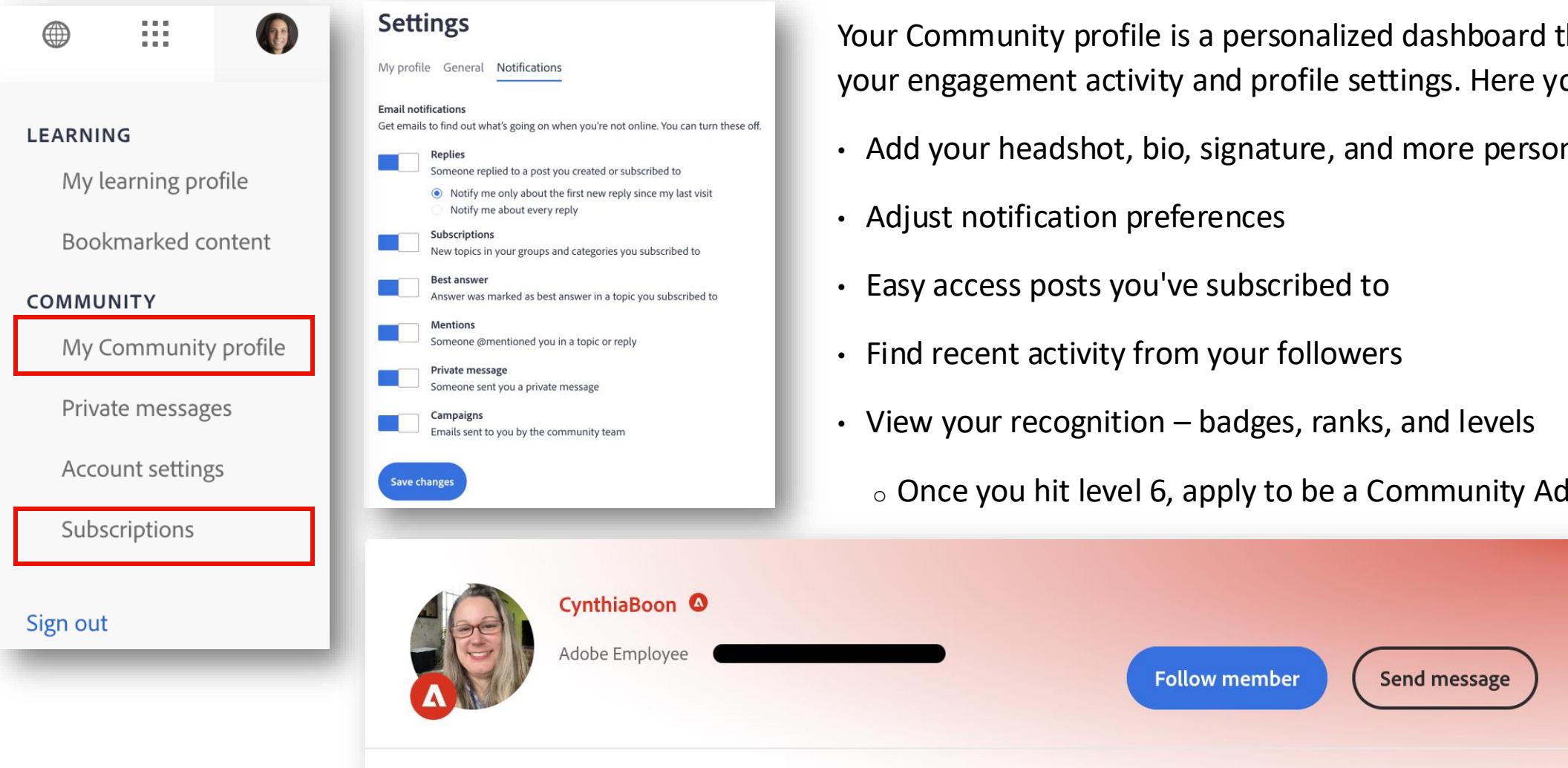
- **Questions** – Ask for peer help, guidance, and best practices
 - Labeled Solved and Unsolved
- **Ideas** – Post feature enhancements and up-vote other ideas
 - Labeled New, Accepted, etc.
 - Has an arrow pointing up vs thumbs up icon under the text
- **NEW! Releases** – Review product updates and announcements. This is not a replacement for release notes.
 - Labeled Update, Feature, or Feedback
- **NEW! Conversations** – Formerly blog and Discussions. Think tips, upcoming events, and news.
 - No label

NEW! Now you can follow your favorite contributors! Click on a user's profile and you'll see a "follow member" blue button.

Adobe

The screenshot shows the Adobe Workfront Experience League Community feed. At the top, there are two tabs: 'Adobe Workfront' (selected) and 'Adobe Workfront Fusion'. Below the tabs, there are sections for '10000+ Total posts' and 'Recently active'. The 'Recently active' section is highlighted with a red box. It shows a list of posts from users like 'NicholeVerga' and 'BrittanyGarrett', each with a 'Follow' button. Another red box highlights the 'Follow' button for 'NicholeVerga'. To the right, there are sections for 'Most helpful members this week' and 'Badge winners', also with red boxes around the 'Follow' buttons. At the bottom, there is a 'Filter by: All Statuses' dropdown and a 'Recently active' dropdown.

Experience League Community – Part 3



Your Community profile is a personalized dashboard that houses your engagement activity and profile settings. Here you can:

- Add your headshot, bio, signature, and more personal details
- Adjust notification preferences
- Easy access posts you've subscribed to
- Find recent activity from your followers
- View your recognition – badges, ranks, and levels
 - Once you hit level 6, apply to be a Community Advisor

Adobe Teams: Roles & Responsibilities



Customer Support**

First line of defense, troubleshooting
Available 24/7



Account Team
Primary contact for account-related
questions, renewals, and growth



Customer Success
Support adoption, value, and measurable
results
Engagements, outcome-focused events



Experience League
Documentation, training, and Community
Events, Ask Me Anything (AMAs), Ideas



Adoption Marketing

Webinars, email campaigns, and in-product guides
Champion Program and Workfront User Groups (WUGs)



Premium Learning Services (\$)
Cohort based learning, instructor-led training, and on-demand courses



Professional Services (\$)
Consulting, implementations, migrations, and more
Hours or dedicated resources (WSA / WSAF)



Ultimate Success (\$)
Priority support, designated experts, strategic guidance
and proactive technical health, success accelerators

Give & Take

Discover opportunities to give back by showcasing what's working for your team and take away proven best practices, practical recommendations, and real-world insights from others using Workfront every day. Whether you're looking to contribute, learn, or do both, Give & Take connects you with a community that grows stronger through shared experience.

In Person & Virtual Events

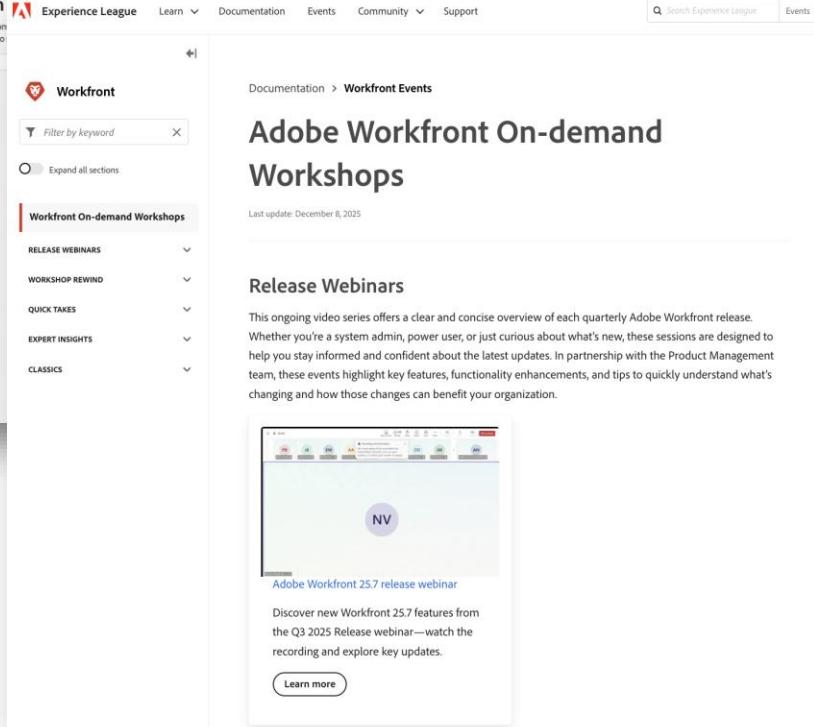
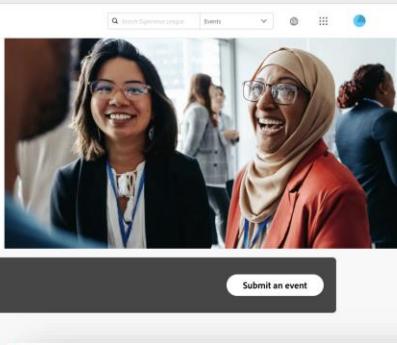
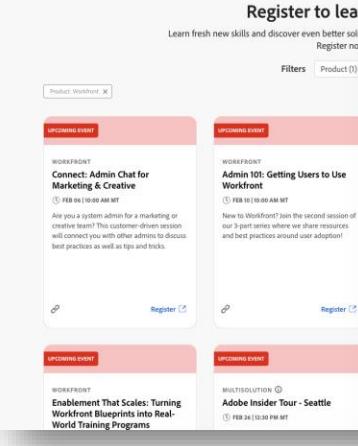
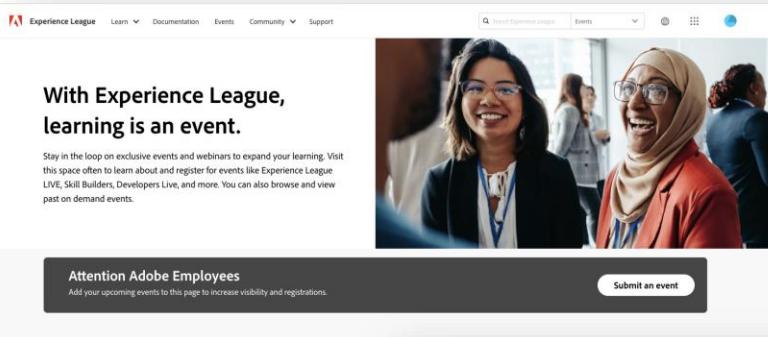
The [Events](#) page on Experience League will be your best resource for upcoming webinars, workshops, panels, and in-person learning opportunities:

- Most events listed are virtual, unless specified
- Adobe Insider Tours are in-person, location-specific
- Workfront User Groups are not listed (more info next slide)

TIP: Filter by Product = Workfront and bookmark that page so you don't have to filter every time!

ON-DEMAND EVENTS:

You can find all past Workfront events in the [On-Demand events library](#) under Solution > Adobe Workfront > Workfront. Events and videos are organized by Release Webinars, Workshop Rewind, Quick Takes, Expert Insights, and Classics.



With Experience League, learning is an event.

Stay in the loop on exclusive events and webinars to expand your learning. Visit this space often to learn about and register for events like Experience League LIVE, Skill Builders, Developers Live, and more. You can also browse and view past on demand events.

Attention Adobe Employees

Add your upcoming events to this page to increase visibility and registrations.

Submit an event

Register to learn

Learn fresh new skills and discover even better solutions

Register now to

Filters Product (1)

Workfront

Filter by keyword

Expand all sections

Workfront On-demand Workshops

RELEASE WEBINARS

WORKSHOP REWIND

QUICK TAKES

EXPERT INSIGHTS

CLASSICS

Documentation > Workfront Events

Adobe Workfront On-demand Workshops

Last update: December 8, 2023

Release Webinars

This ongoing video series offers a clear and concise overview of each quarterly Adobe Workfront release. Whether you're a system admin, power user, or just curious about what's new, these sessions are designed to help you stay informed and confident about the latest updates. In partnership with the Product Management team, these events highlight key features, functionality enhancements, and tips to quickly understand what's changing and how those changes can benefit your organization.

Adobe Workfront 25.7 release webinar

Discover new Workfront 25.7 features from the Q3 2025 Release webinar—watch the recording and explore key updates.

Learn more

Couldn't make it? Learn on your own time.

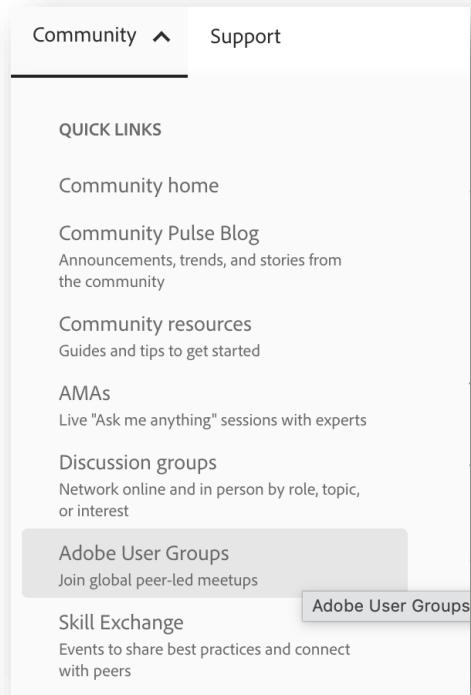
Browse recordings

Workfront User Groups (WUGs)

Workfront User Groups (WUGs) are your chance to connect in-person and virtual with other Workfront customers!

Now accessible via the Community dropdown on Experience League, WUGs are customer-led meetups intended to help individuals succeed with using Adobe Workfront. Join your local chapter today!

Don't see your city or region listed? Apply to start a new chapter by emailing Julie Wilson at juwilson@adobe.com.



The screenshot shows the 'Community' tab selected in the top navigation bar of the Experience League website. The 'Community' tab is highlighted with a blue background and white text. Below the navigation, there is a 'QUICK LINKS' section with links to 'Community home', 'Community Pulse Blog', 'Community resources', 'AMAs', 'Discussion groups', 'Adobe User Groups', and 'Skill Exchange'. The 'Adobe User Groups' section is highlighted with a grey box. At the bottom of the dropdown, there is a 'Skill Exchange' section with the text 'Events to share best practices and connect with peers'.



The screenshot shows the 'ADOBE WORKFRONT CHAMPION OFFICE HOURS' chapter page. The page has a 'Join' button, 84 members, and a 'Share' link. A yellow 'NEW' badge is in the top right corner. The main content includes a call to action to 'Join the Workfront Champions for Monthly Office Hours!', a description of the chapter's purpose (hosting monthly office hours for users of all experience levels), and a section on 'What are Adobe Champions?'. The Adobe Champions are described as a prestigious, year-long program that recognizes innovative and influential Adobe product experts.

CURRENT NOAM CHAPTERS

- Boston
- Ohio
- Central, MO
- Philadelphia
- Chicago
- Pittsburgh
- Colorado
- Southern California
- DC-MD-VA
- Toronto, ON
- Michigan
- Utah
- New York City

OPEN VIRTUAL CHAPTERS

- Champion Office Hours
- Content Supply Chain

Adobe Experience League Community Advisors



Applications for the 2026-2027 class of Experience League Community Advisors will open March/April 2026!

Community Advisors are seasoned experts in one or more Experience Cloud products (ex: Workfront) who engage online within Experience League and share their expertise on Community forums. They represent some of the most helpful, active, and engaged Community members.

MEMBER BENEFITS

- Featured spotlight across Experience League platforms
- Custom headshots and exclusive Advisor swag
- Elevated profile for Adobe Champion Program applications
- Biannual calls with Adobe product teams
- Complimentary vouchers for Adobe Experience Cloud certifications

PARTICIPATION CRITERIA

- Must be an Adobe customer, partner, or agency using Experience Cloud
- 9 – 12 months of meaningful Experience League activity (posts, replies)
- Level 6+ in Experience League Community

Adobe Workfront Champion Program

The [Adobe Champion Program](#) offers more than just recognition, it's an exciting journey of personal and professional growth that places you at the forefront of industry leadership. Imagine being part of a select group shaping the future of Adobe products, sharing your expertise, and accelerating your career along the way.

AN OPPORTUNITY TO:

- Knowledge share & network with other Workfront customers
- Influence product roadmaps
- Participation in beta programs
- Exclusive speaking and/or content creation opportunities
- Personal recognition
- Free swag!
- Invitation to the 2-day Adobe Champion Forum @ HQ

BUILDING AN A+ APPLICATION:

- Join your local Community/WUG chapter
- Share your expertise with other Workfront Admins via blogs, events, or on the Community forum
- Get certified – Champs are always learning!
- Start contributing now so your application shines later.



Applications for the 2026-2027 class of Workfront Champions will open Spring 2026!

Adobe Experience Maker Awards

“

**Being honored as an
Adobe Experience Maker
is like winning an Oscar in
the marketing
technology world.**

Shekhar Gowda

The Coca-Cola Company

Applications for 2027 will open in the Fall.

The [Adobe Experience Maker Awards](#) recognize innovators delivering personalized and impactful customer experiences. This is your moment to shine and honestly, brag! Showcase how you've used Workfront (and AEM) to do truly incredible work, celebrate your wins, and let the world see what you've built.

Workfront falls under **THE CONDUCTOR** category:

- This award recognizes companies that have accelerated time-to-market by streamlining content creation and delivery workflows with Adobe applications. Submissions must include Adobe Experience Manager Assets and Adobe Workfront.

BONUS: Two representatives per finalist company will receive invitations to the Adobe Experience Maker Awards gala and complimentary passes to attend Adobe Summit (travel and accommodations not included).

Beta Programs

Beta programs, often accessed via the Preview environment, provide early access to certain functionality and allow Workfront admins to shape future functionality. The specific information about each beta, including how to participate, releases when each beta program launches and all beta programs are different. Your best bet is to contact your Account Team to ask about getting involved (or be part of the Champion program for the inside scoop).

[List of current beta programs](#) - might be good to bookmark this page!

- [Canvas Dashboards](#) - admins can enroll via Main Menu > Dashboards
- [Project Health](#) - there are several requirements in place to enroll in the Project Health beta so check out the full list in the linked article
- [The Workfront AI Reviewer](#) - public beta; prerequisites apply
- [The Adobe Workfront Planning Designer](#) is available in Closed Beta. You can request to participate by emailing sargism@adobe.com

Keep in mind that features that are available in beta might not be available to all customers.

Add-Ons & Enhancements

From advanced capabilities to specialized services, this category showcases the options you can invest in to tailor Workfront to your needs, accelerate adoption, and maximize the impact of your work.

Workfront Certifications

[Certifications](#) validate your expertise and proficiency in Adobe Workfront.

HOW TO PREPARE FOR A CERTIFICATION:

- Review the exam details for things like objectives and scope
- Complete the exam prep guide and download in-depth study materials
- Take a practice test at least once – this will give you an idea of how the questions are structured
- Exams are proctored online, so you will need to have your camera turned on and desk cleared

AVAILABLE CERTIFICATIONS FOR WORKFRONT:

- Core Developer Professional
- Core Developer Expert
- Project Manager Certified Professional
- Fusion Developer Professional
- Workfront for Experience Manager enhanced connector Expert



TIP: Certification exams are FREE at Adobe Summit and recommended, as you can just show up (with your ID), and get to testing!

Adobe Summit

[Adobe Summit](#) is taking place at The Venetian Resort Las Vegas from April 19-22, 2026. Discounted pricing (\$300 off) is available through tomorrow, February 13 so be sure to take advantage of this coupon!

The [2026 Session Scheduler is live!](#) Sessions and labs fill up VERY fast and are available on a first-come, first-served basis, so register early and snag your top session picks before spots run out.

IMMERSE YOURSELF WITH ALL THINGS WORKFRONT @ SUMMIT

- Sign up for the preconference trainings (\$)
- Take FREE certification exams with a full-conference pass
- Attend the customer and partner-led Skill Exchange sessions (filter for Session Type = Skill Exchange)
- Check out the latest product demos at the Workfront booth and maybe connect with a Product Manager!
- Network with other Workfronters at Summit via the GroupMe app – more info coming soon!
- Stay in the know via the [bi-weekly Summit blog](#) on the Experience League Community



Still making the case to attend Adobe Summit? Download the [convince your boss letter](#) to support your request.

Premium Learning Subscription

Formerly known as Adobe Digital Learning Services (ADLS), [Premium Learning Subscription](#) provides you access to a unified learning platform with a robust library of self-paced courses and spotlight videos tailored to your role and industry, available anytime, anywhere.

Choose from Premium Learning or Premium Learning + Private Training. [Learn more about the different options here.](#)



NEW! Leading thought leadership & cohort-based learning



Enterprise-wide access



Hands-on workshops aligned to real-world application



Learning leads to certification with free certification vouchers



Collaborative & engaging learning

Cohorts foster a supportive learning environment where learners gain insights from Adobe experts and industry peers in similar job roles.



Immersive & experiential learning

Access to labs and sandbox environments for hands-on, real-world practice—helping learners build confidence and experience.



Private & personalized training

Subscription tiers provide customers flexibility to invest in dedicated private sessions that prioritize their team's needs.



Learning leading to certification

Aligned training & certification ensure learners are well-prepared and their skills and knowledge are formally recognized.

Cohort-based learning

Hands-on exercises

Optional private training

Certification

Professional Services

Professional Services provides custom-scoped engagements that help organizations adopt, integrate, and maximize Adobe solutions, ensuring technology investments deliver measurable business impact. These experts can provide strategic guidance, tailored solutions, and change management support to embed Adobe technologies into workflows, processes, and culture.

OFFERINGS INCLUDE:

- Full Implementations
- Consulting – purchased in 20-hour blocks
- Integration Consulting – purchased in 20-hour blocks
- Data Migration / Data Integration
- WSA / WSAF - A Workfront System Administrator (WSA) consultant partners with a customer's admin team to provide ongoing consulting in administrating their Workfront system. A WSAF (WSA + Fusion) consultant also includes partnering and consulting on Fusion integrations.



Consultation

Adobe will build a business transformation plan based on your specific requirements, customers, context, and technology stack.



Architecture

We'll architect a range of solutions to fulfill requirements, integrate with existing technologies, and bring future capabilities to your business.



Implementation

Our team will help you lay the foundation right the first time. With our best practices, you'll get faster results that future proof your technology.



Adoption

We provide onboarding and transfer of knowledge to make sure your teams know their new capabilities and exactly how to apply them.

Ultimate Success / Ultimate Success with Integrated Services

Three levels of engagement - Expert Success, Ultimate Success, and Ultimate Success with Integrated Services - ensure that every customer receives the right level of technical expertise and strategic guidance needed.

ULTIMATE SUCCESS:

- Designated team of strategic experts:
- Technical Support: Priority Queue
- Mutual Action Plan (MAP) – unified plan and agreed path of action to maximize investment
- Success Accelerators - short, impactful engagements to help you enable teams and execute on your roadmap
- Ultimate Success only virtual events

[LEARN MORE](#)

ULTIMATE SUCCESS + INTEGRATED SERVICES:

- Designated team of strategic experts:
 - Designated Enterprise Architect
 - Pooled team of Adobe Professional Services experts delivering hands-on activations
- Technical Support: Targeted fix with hands-on support
- Success Accelerators - short, impactful engagements to help you enable teams and execute on your roadmap
- Hands-On Activations: Outcome-driven engagements (4-12 weeks long) to configure, optimize, and execute specific use cases
- Ultimate Success only virtual events

Review [this comparison chart](#) to see the difference between Expert, Ultimate, and Ultimate + Integrated Services. Reach out to your Account Team for more information.

Q&A

Raise your hand to come off mute or post your question in the chat!

FREE Events for Workfront System Administrators

- February 17 at 11:00 a.m. PT – [From Data to Design: Automating Branded PDFs with Workfront Fusion](#)
- February 26 at 8:30 a.m. PT – [Enablement That Scales: Turning Workfront Blueprints into Real-World Training Programs](#)
- [In-Person] February 26 at 11:30 a.m. PT – [Adobe Insider Tour: Seattle](#)
- March 6 at 9:00 a.m. PT – [Connect: Admin Chat for Marketing & Creative](#)
- [In-Person] March 11 at 11:30 a.m. PT – [Adobe Insider Tour: Atlanta](#)
- March 12 at 8:00 a.m. PT – [Workfront's Power Trio: Connecting Planning, Workflow and Canvas Dashboards](#)
- March 17 at 8:00 a.m. PT – [Admin 101: Getting Workfront Data](#)

Have a topic you'd like to see added to the list? Send us an email at csatscale@adobe.com and we can make arrangements to get it in the lineup for Q2+!

All events are published to the [Events](#) page on Experience League. Check back often for updates and to register.

Feedback

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

Thank You!

Adobe