

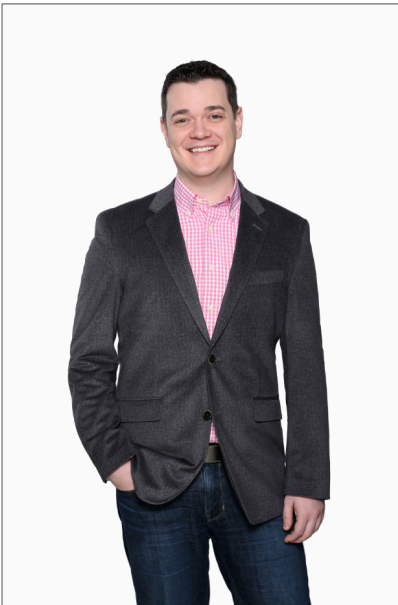


FOOTE, CONE & BELDING

FCB & Resourcing

April 21, 2020

Intro

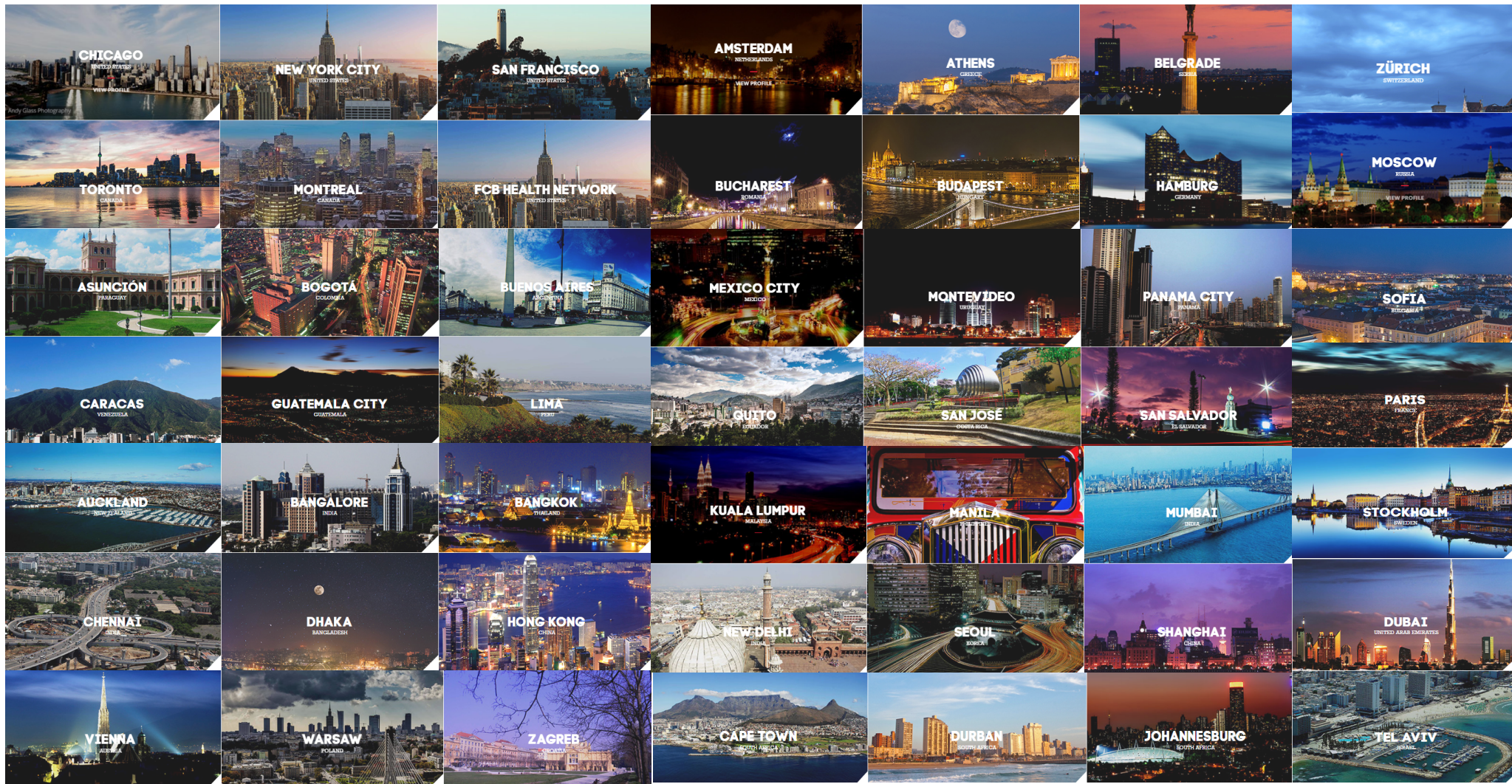


Anthony Imgrund
Project Manager, FCB

For FCB: System Admin for Workfront, SharePoint 2013 environment,
and custom New Business Tool

For IPG: National Chair of LGBTQ+ business resource group

Lives in NYC and loves theater & music



A decorative border surrounds the central text area. It consists of a thick dark blue outer frame and a thinner inner frame made of small, multi-colored squares in shades of blue, green, yellow, orange, red, and pink.

How we are using Workfront at FCB



2020



FCBCHICAGO

AREA 23

AN FCB HEALTH NETWORK COMPANY

FCBCURE

AN FCB HEALTH NETWORK COMPANY

MOSAICGROUP

AN FCB HEALTH NETWORK COMPANY

TRIO

AN FCB HEALTH NETWORK COMPANY

FCBNEW YORK

NEON

AN FCB HEALTH NETWORK COMPANY

FCBINDIA

PROHEALTH

AN FCB HEALTH NETWORK COMPANY



FCBHEALTH

LONDON

AN FCB HEALTH NETWORK COMPANY

AREA 23

ON HUDSON

AN FCB HEALTH NETWORK COMPANY

FCBHEALTH

NEW YORK

AN FCB HEALTH NETWORK COMPANY

FCBHEALTH

HAMPSHIRE

AN FCB HEALTH NETWORK COMPANY

FCB

How we are using Workfront

- Project Setup
- Assign Work
- Request Queues
- Resourcing
- Generate and route proofs
- Project Maintenance
- Monitor & Report





Which Resource Can Work On A New Project?

Solution: Fake People

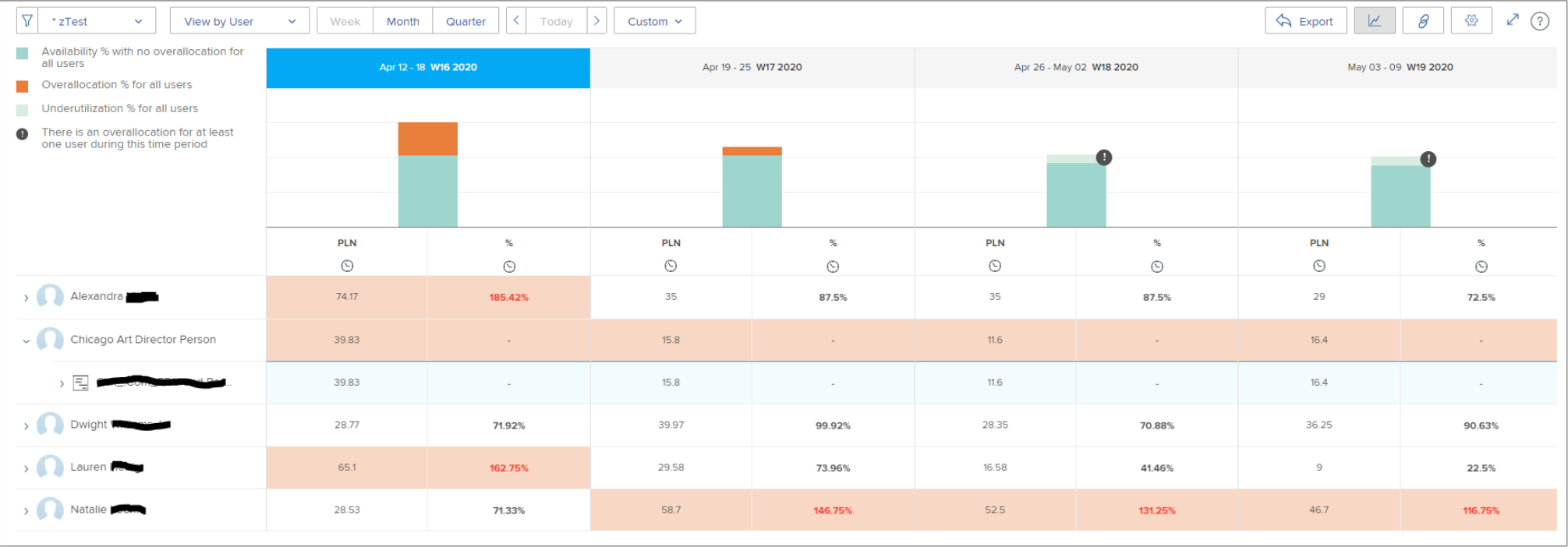
We created users to act as
“Unassigned” placeholders
instead of just job roles.





The Details

- First name is agency and basic job role
- Last Name is Person
 - Example: FCB Chicago Copywriter Person
- Fake email address
- Turn off all notifications
- Give them primary job role, schedule, and resource pool but leave FTE to 0





UNASSIGNED WORK >		W16 - APR 2020							W17							W18 - MAY							W19						
ASSIGNED WORK		12 Sun	13 Mon	14 Tue	15 Wed	16 Thu	17 Fri	18 Sat	19 Sun	20 Mon	21 Tue	22 Wed	23 Thu	24 Fri	25 Sat	26 Sun	27 Mon	28 Tue	29 Wed	30 Thu	01 Fri	02 Sat	03 Sun	04 Mon	05 Tue	06 Wed	07 Thu	08 Fri	09 Sat
>	AV Alexandra [REDACTED] SENIOR ART DIRECTOR		18.23	17.23	16.9	9.9	11.9			7	7	7	7	7			7	7	7	7	7			5.8	5.8	5.8	5.8	5.8	
∨	CP Chicago Art Director Person ART DIRECTOR		7	14	9	8.83	1			4	6	1.8	2	2			0.75	1.25	0	4.8	4.8			4.8	5.17	5.43	0.37	0.63	
∨	[REDACTED] 83... h		7	14	9	8.83	1			4	6	1.8	2	2			0.75	1.25		4.8	4.8	0	0	4.8	5.17	5.43	0.37	0.63	
	Client Share Out 1h		1																										
	Design 12h		6	6																									
	Design 24h			8	8	8																							
	Internal Review 1h				1																								
	Client Review 0.83h					0.83																							
	Internal Review 1h						1																						
	Revisions 8h									4	4																		
	Design & Copy Revisions 2h										2																		
	Client Review 1h											1																	
	Final Client Sign Off 0.8h											0.8																	
	Show more tasks																												
>	DJ Dwight [REDACTED] ART DIRECTOR		6.4	5.4	4.9	6.03	6.03			6.45	9.27	8.65	9.2	6.4			8	4.43	5.67	4	6.25			6.25	8.5	9	6.5	6	
>	LH Lauren [REDACTED] JUNIOR ART DIRECTOR - 100171		8.73	9.23	22.6	12.93	11.6			3.48	5.37	6.37	7.67	6.7			4.5	4.42	2.67	4	1			4	2	1	1	3.67	
>	NL Natalie [REDACTED] SENIOR ART DIRECTOR		4.4	7.4	4.6	6.07	6.07			11.47	7.13	13.8	13.55	12.75			8.25	8.25	10	13	13			12.5	13	7.2	7	7	