

Americas Creative Requests & Workfront

Overview

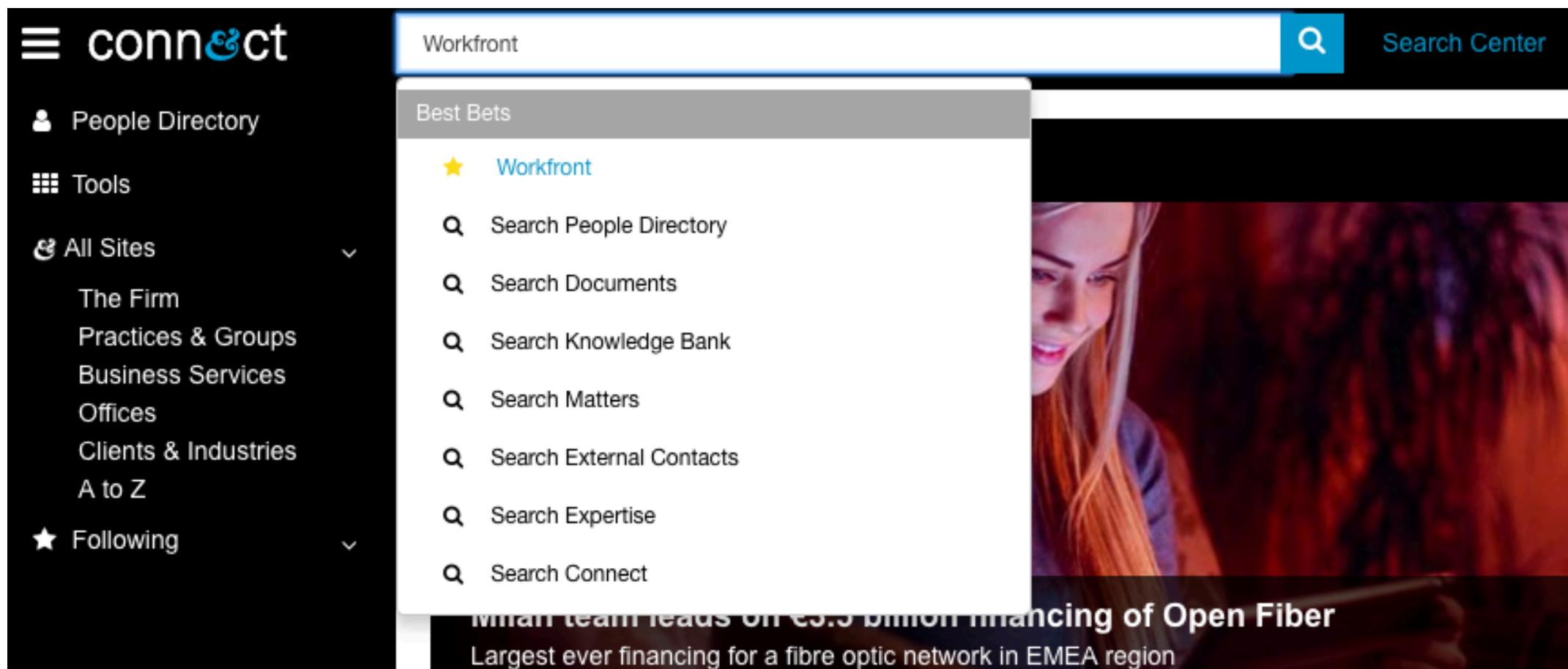


All creative requests are to be requested within Workfront. Workfront is the project management tool used by the global Creative team.

Overview of Workfront process:

1. Requestor submits Workfront request.
2. Creative assigns request to a designer and notifies the Requestor via email that it is with the Creative team.
4. Designer executes request and sends to Requestor for review via email.
5. Requestor edits are sent to Creative via email.
6. Steps 4 and 5 continue until approved by Requestor.

Creating your Workfront account



The screenshot shows the Workfront Connect interface. On the left is a dark sidebar with navigation options: 'People Directory', 'Tools', 'All Sites' (with 'The Firm', 'Practices & Groups', 'Business Services', 'Offices', 'Clients & Industries', and 'A to Z' listed under it), and 'Following'. The main area has a header with 'Workfront' and a search bar. Below the header is a 'Best Bets' section with a star icon next to 'Workfront'. A list of search options follows: 'Search People Directory', 'Search Documents', 'Search Knowledge Bank', 'Search Matters', 'Search External Contacts', 'Search Expertise', and 'Search Connect'. At the bottom of the main area, there is a banner with text: 'Intranet team leads on €5.5 billion financing of Open Fiber' and 'Largest ever financing for a fibre optic network in EMEA region'.

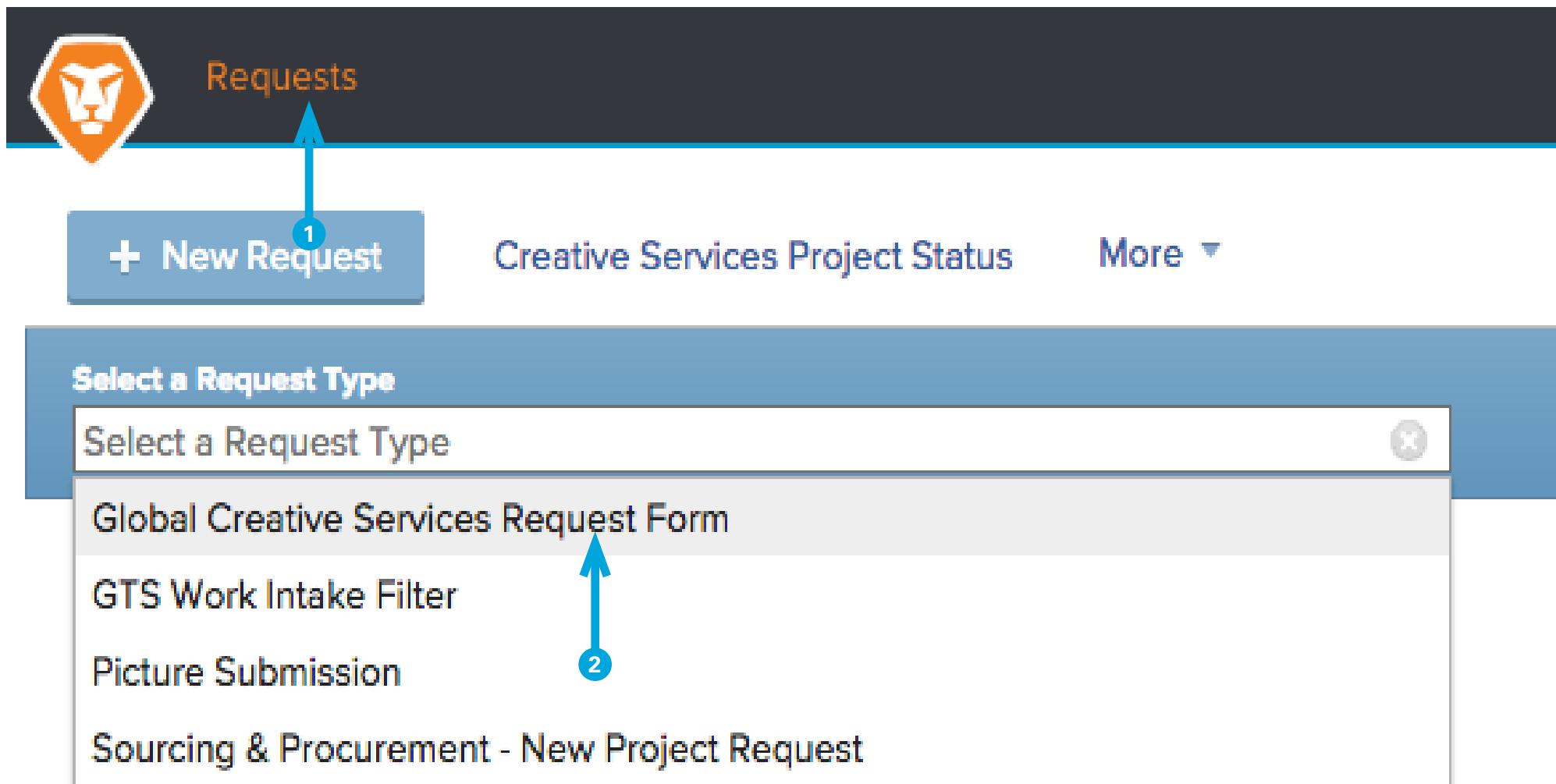
Visit <https://whitecase.my.workfront.com>

Or search "Workfront" in Connect.

Once you click on the URL, you will launch into the Workfront Tool and your account will be automatically created. No username or password is needed.

Bookmark the page.

Submitting a Workfront request



Step 1 : In top navigation bar, select "Requests".

Step 2 : In the "Select Request Type" drop-down, select "Global Creative Services Request Form".

Submitting a Workfront request (continued)

Select a Request Type

Global Creative Services Request Form

Global Creative Services Request Form

Americas

Americas

-- Select --

Events

New Project

Updates to Existing Project

zGlobal Recruiting - New Project Request

zGlobal Recruiting Events Request

3

4

Step 3 : Select the region that initiated the request.

Step 4 : Select the creative request form that fits your request from the "Events", "New Project" or "Updates to Existing Project".

Choose "New Project" if this is a brand new project.

Choose "Updates to Existing" if you have updates to an already existing project.

Choose "Event" if you are in need of an internal invite, save the date, etc.

Submitting a Workfront request (continued)

GCS - New Project Custom Form - Issue

GCS Requestor Name

GCS Requested Region

GCS Request Type

GCS Client Name

GCS Client / Matter Number

GCS Partner / Associate / Other Contact

Please select who is initiating the work

GCS Job Number

GCS Region

GCS Office

GCS Practice / Industry

GCS Internal Groups

GCS First Draft Review Date

GCS Final Due Date

GCS Asset Types

Ad / Advert Articles (Byline, PDF Conversion) Branded Items (Gifts, Swag)
 Brochure Certificate Chart
 Connect Contact List Cover
 Deal Toy Environmental Branding Executive Presentation
 Facebook Fact Sheet Floor Display
 Flyer Gift Tag Handout
 Image Crop Image Research Image Retouching
 Infographic Internal Email (HTML, Non-Event) Maps
 Newsletter One Pager Placemat
 Postcard Poster Pull Up Banner
 Reprints (No Edits Required) Signage Social Media
 Stationery Third Party Projects Thought Leadership
 Tombstone User Guide / Toolkit Video
 White & Case Branding for 3rd Party Product

Ad/Advert

GCS Ad/Advert - Instructions for Creative

GCS Ad/Advert - Type
 Print Digital

GCS Ad / Advert - Content

GCS Ad / Advert - Template Selection

Submit Request **Cancel**

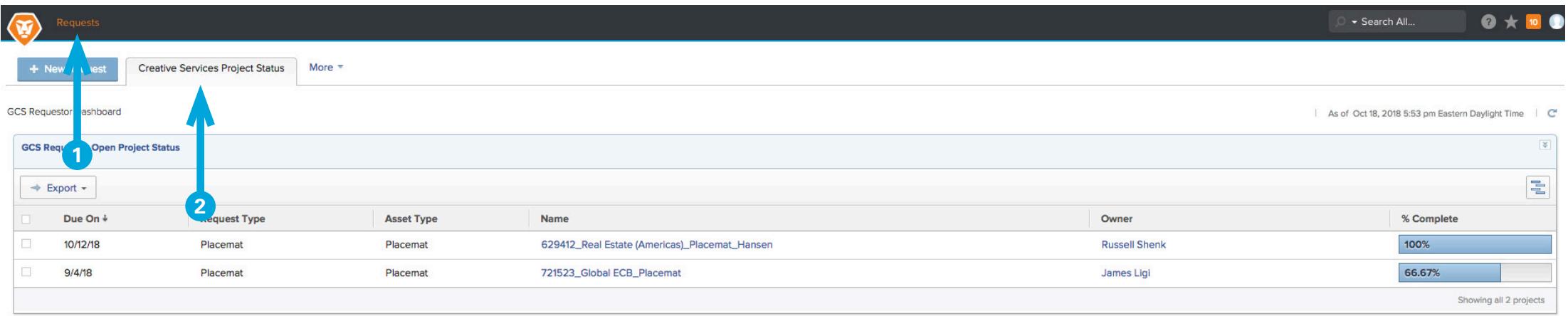
The Creative request form will populate.

The Creative request form encompasses all information needed by Creative to immediately execute your request.

Once the form is complete, hit "Submit" at the bottom. This is then submitted directly to Creative.

Creative will notify you via email that your request has been received and has been assigned to someone on the Creative team.

Overseeing project status



The screenshot shows the GCS Requestor dashboard with the 'Creative Services Project Status' report. The report displays two active projects: '629412_Real Estate (Americas)_Placemat_Hansen' (100% complete) and '721523_Global ECB_Placemat' (66.67% complete). The table header includes columns for Due On, Request Type, Asset Type, Name, Owner, and % Complete.

Due On	Request Type	Asset Type	Name	Owner	% Complete
10/12/18	Placemat	Placemat	629412_Real Estate (Americas)_Placemat_Hansen	Russell Shenk	100%
9/4/18	Placemat	Placemat	721523_Global ECB_Placemat	James Ligl	66.67%

You will now have visibility into the status of your project with the Creative team.

You can find this by navigating to "Requests" then "Creative Services Project Status".

The first report, "GCS Requestor Open Project Status" will show you each active project name, details, who is executing and how far along it is in the creative process.

Overseeing project status (continued)

GCS Requestor Recently Completed Projects						
Due On		Request Type	Asset Type	Name	Owner	% Complete
<input type="checkbox"/>	10/11/18	New Project	Social Media	778317_Arlene Hahn_Speaker Card_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	10/11/18	New Project	Social Media	775310_Speaker Card - Directors RT_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	10/9/18	New Project	Social Media	775308_Speaker Card - ICSC_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	10/2/18	New Project	Social Media	771127_Kim Marie Boylan_TEI_Speaker Card_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	9/6/18	Signage	Signage	755067_Bike Ride Banner (Harlem Grown)_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	8/30/18	Non-Event	Brochure	731661_2018 Global Employee Equity At A Glance_Brochure_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	8/24/18	Social Media	Social Media	742789_JTR TP Speaker Card_Hansen	Manila Creative Services	<div style="width: 100%;">100%</div>
<input type="checkbox"/>	8/24/18	Updates to Existing	Third Party Projects	746338_Print Ready File_Booklet_Hansen	James Ligi	<div style="width: 100%;">100%</div>
Showing all 8 projects						

The second report, “GCS Requestor Recently Completed Projects” will show your recently completed project name, details and who executed your request.

Overseeing project status (continued)

8/24/18 Social Internal Email (HTML, Non-Event)

8/24/18 Update Maps

8/24/18 GCS Requestor General Record Search Newsletter

8/24/18 One Pager

8/24/18 Placemat

8/24/18 Postcard

8/24/18 Poster

8/24/18 Pull Up Banner

GCS Asset Types

Equal

Start typing name...

Run Report

The third report, "GCS Requestor General Record Search" is a record search based on asset type.

Be sure to select "equal" from the drop-down menu.

Then select the asset type you would like to see.