

Welcome, Please find your seat

Table 1



Table 2

HAVERTYS®



Altria

Marriott
INTERNATIONAL

Table 3

WYNDHAM
HOTELS & RESORTS



 Southern Company

Table 4



Table 5



Table 6

Michael's

CO Coke one **NA**
SERVICES LLC

Lenovo

Table 7



Table 8



CATERPILLAR®

Connect

WIFI –
RitzCarlton_Conference
Password:
Bootcamp2024

Bootcamp Content Portal
<https://tvdocs.adobe.com/ga-cscbootcamp>
Password: adobecsc

Adobe

EXPERIENCE MAKERS CSC BOOTCAMP

September
2024
Lake Oconee, GA



Welcome to



Welcome to

Summer
Camp



WIFI – RitzCarlton_Conference
Password: Bootcamp2024

**Breakout Rooms – Meadow Lark,
Osprey**

Bootcamp Content Portal
<https://tvdocs.adobe.com/ga-cscbootcamp>
Password: adobecsc



Who we are



Steve Michaelis
Group Manager
Expert Solutions Consulting



Ben Snyder
Practice Lead, Technical
Validation



Emily Jansen
Manager
Expert Solutions Consulting



Derek Lu
Principal
Technical Validation



Mariano Alvarez
Principal Solutions Consultant
AEM Expert



Stephanie Burton
Practice Lead Solutions
Consultant, Platform Expert



Carol Tsang
Sr Practice Lead
Expert Solutions Consulting



John Nichols
Practice Lead
Expert Solution Consulting



Elizabeth Wintson
Transformational Solutions
Consultant



Michelle Templeton
Principal Solutions Consultant
Workfront Expert

Your turn

**45s to
introduce
yourself**

Name?

Company and Role?

Why are you here?



CSC bootcamp agenda | program day 1

9:00am – 10:15am	Laying the Foundation of Content Supply Chain <i>Interactive Session:</i> Content supply chain in focus: Let's chat about your challenges
10:15am – 10:30am	Break
10:30am – 12:15pm	<i>Hands-on Lab:</i> Workflow and Planning
12:15pm – 1:15pm	Lunch
1:15pm – 3:15pm	<i>Hands-on Lab:</i> Asset Creation and Production
3:15pm – 3:30pm	Break
3:30pm – 5:00pm	<i>Thought Leadership:</i> Reshaping Marketing with AI <i>Discussion:</i> Change Management and Keys to Successes
6:00pm – 9:00pm	Dinner



Every Org has a Content Supply Chain

Steve Michaelis

What do we mean by *content supply chain*?

A content supply chain is the end-to-end process companies use to deliver content for their marketing campaigns and personalized customer experiences. It includes:



Planning



Creating



Managing



Delivering



Measuring

*Every organization has one.
Most are inefficient and disconnected.*

What did Adobe find when they looked at their own Content Supply Chain processes?

A comprehensive review and discovery identified the working models, requirements, pain points and opportunities of the existing CSC. A review of the technical landscape revealed numerous applications facilitating content creation and management.

1

Siloed Processes:

Disconnected workflows hindered leadership's ability to get a holistic view of marketing activities.

2

Manual Efforts:

Significant manual efforts were required to consolidate insights from disparate sources, leading to inefficiencies.

3

Decentralized Asset Management:

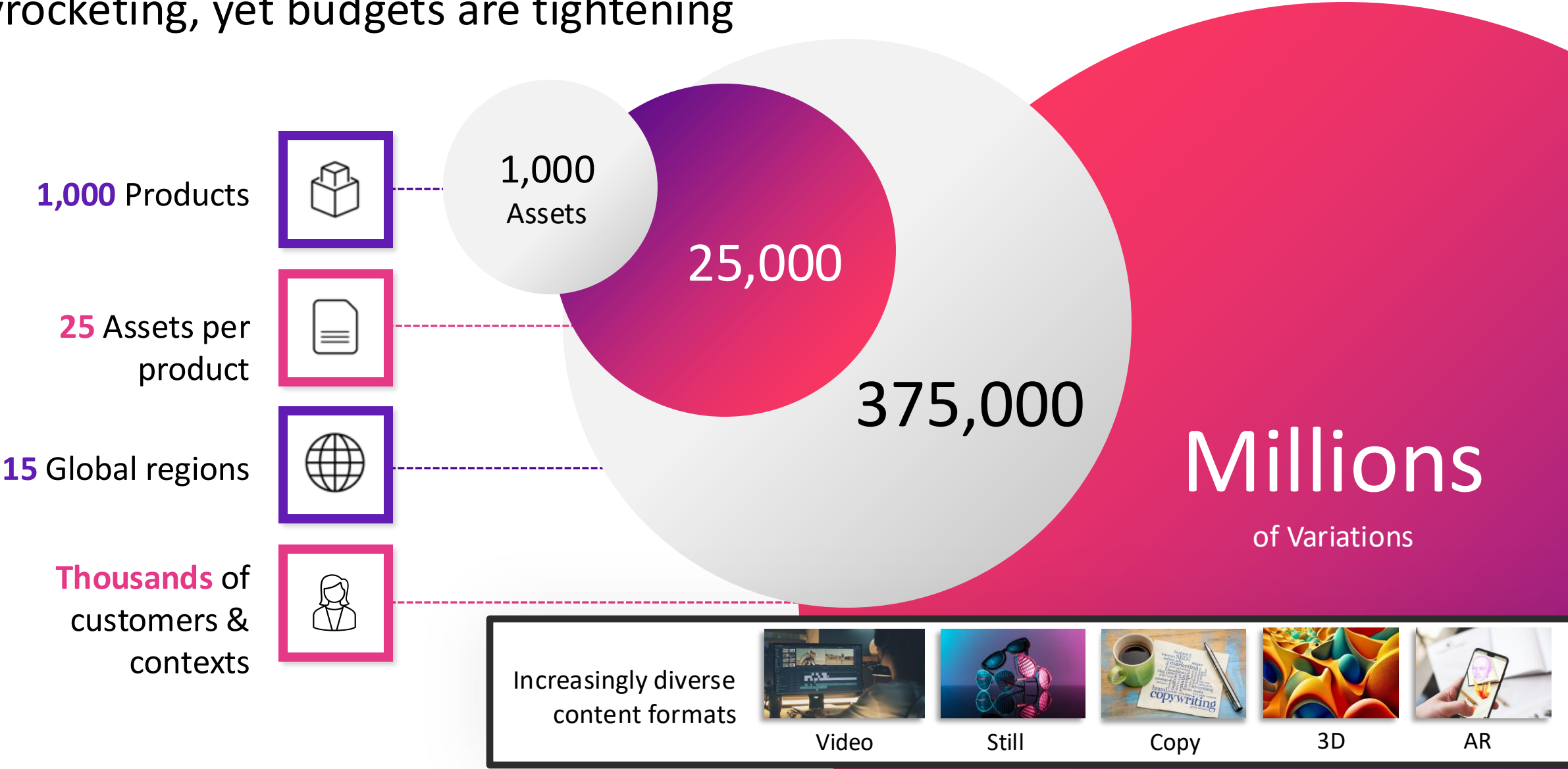
Assets were scattered without standardized metadata, complicating reuse and management.

4

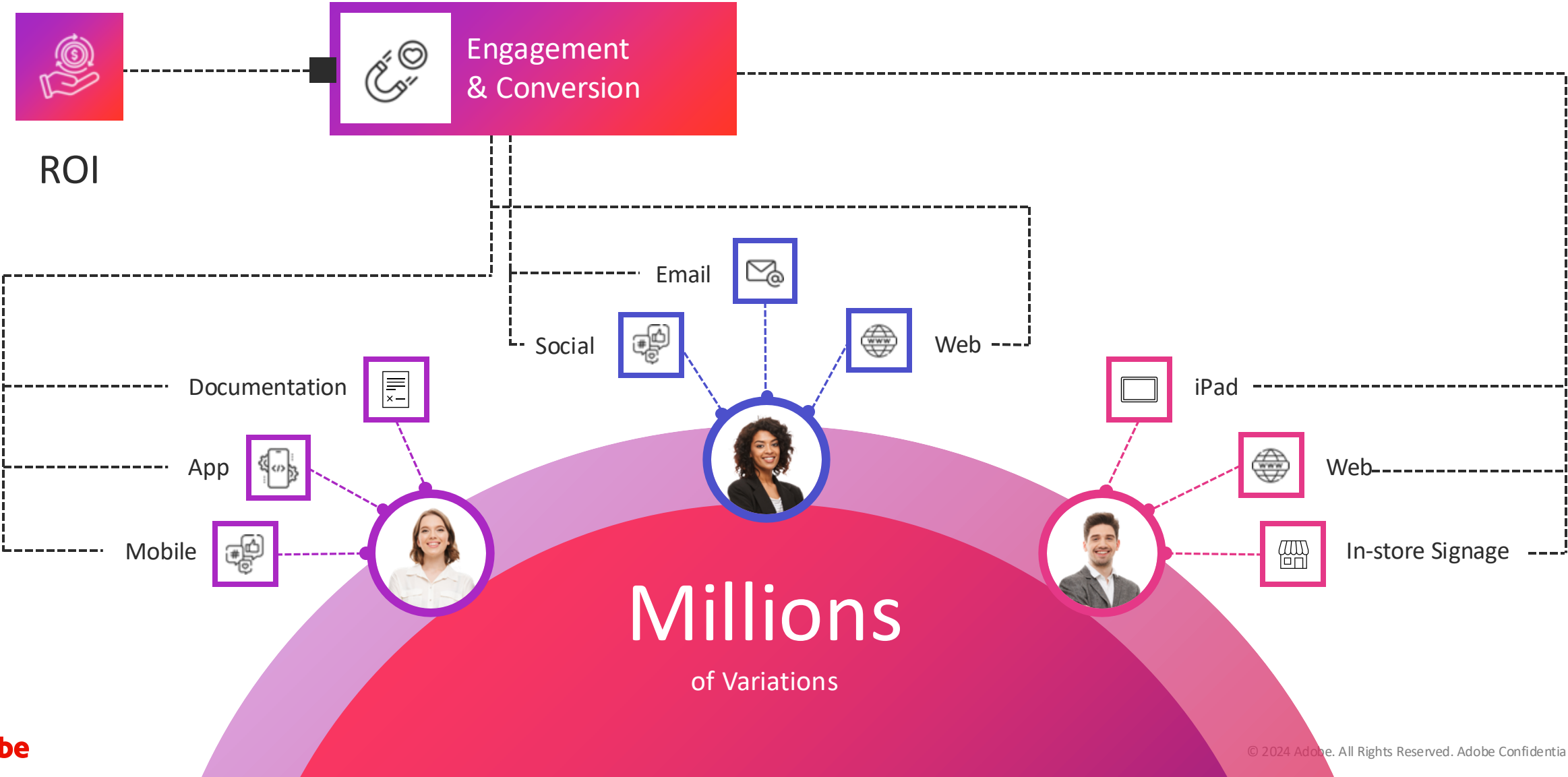
Lack of Visibility:

The creative asset generation process lacked transparency, with fragmented approval processes often managed via email.

The main challenge: Demand for content to drive personalization is skyrocketing, yet budgets are tightening

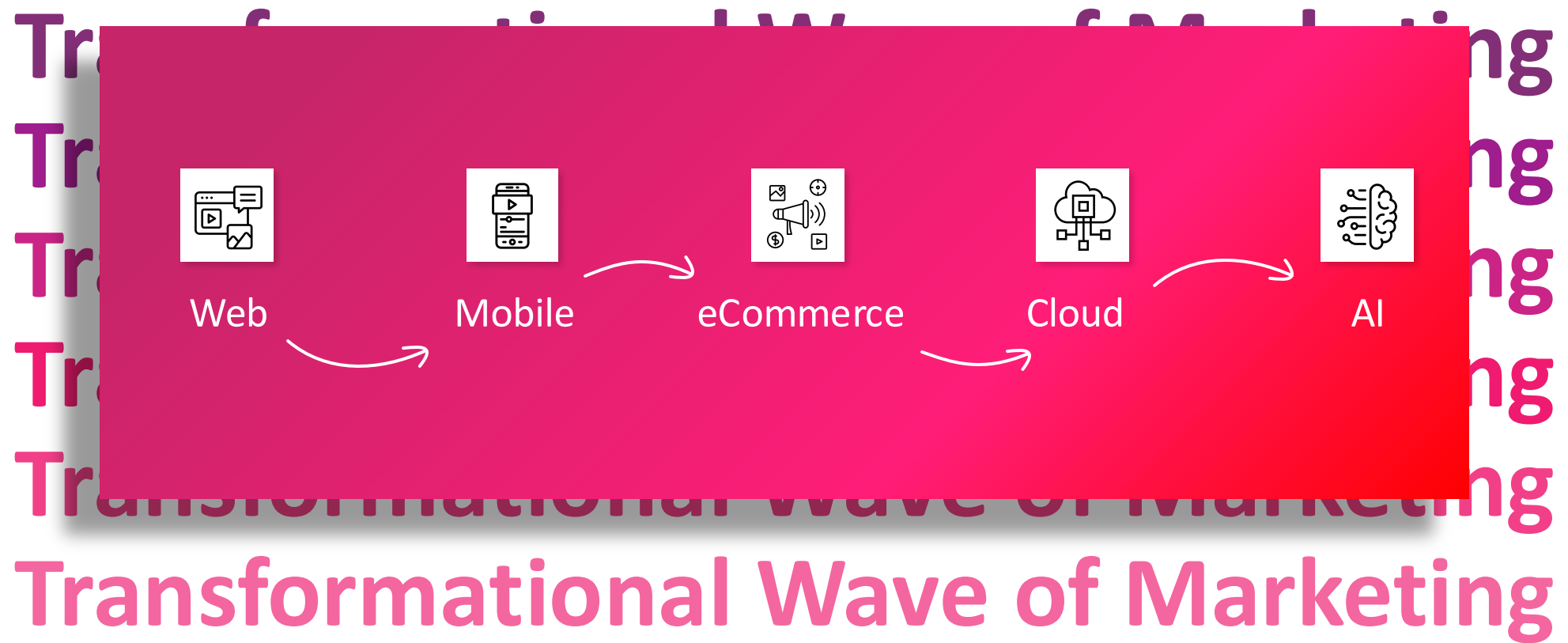


At the same time, teams struggle to seamlessly deploy content to drive engagement and results



Generative AI can help deliver on this demand, and drive the next

Transformational Wave of Marketing



Generative AI revolutionizes content creation

Drive scale and speed at lower cost by putting AI at the heart of your organization's workflows

Creative Teams

Enhance ideation, accelerate content production & free up time for true creativity



12X

Productivity lift for image editing¹

Operations & IT

Automate repetitive tasks, scale content variations, and speed up time to market



>100X

Greater scale with similar resources²

Marketing Teams

Empower teams to self-serve, edit and localize content while staying on brand



5X

Faster creation of social content²

However, organizations face common challenges in adopting & scaling GenAI



Legal risk

Many models trained on any readily available content, creating risk of copyright infringement



Limited ability to scale

GenAI tools not integrated in day-to-day workflows, limiting adoption and long-term value



Brand consistency

Outputs do not represent your brand, voice, products and campaign styles



Ethics Concerns

Concern with bias, inaccurate answers, and lack of transparency on provenance of content



Lack of Strategy

Siloed GenAI 'experiments' without a clear strategic vision, governance or sponsorship



Insufficient Change Mgmt

Lack of sufficient change management, buy-in, and enablement to ensure success

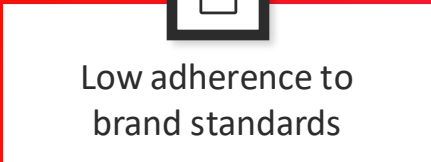


The diagram illustrates a complex, interconnected workflow for creative production, organized into five main stages:

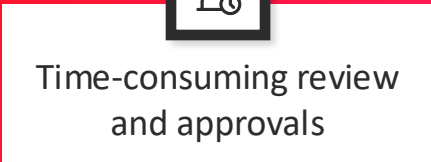
- PLANNING & KICKOFF:** Involves roles like Marketing Operations and Creative Ops, connected to documents like Project Plan, Marketing Brief, and Marketing Copy. Assets are stored in Cloud Drive and Local Drive.
- CREATIVE COLLABORATION:** Features the Design Team and Creative Ops, working with Core Assets, Supporting Assets, and Campaign Marketing. It includes a feedback loop with Campaign Marketing and Creative Ops.
- SCALED PRODUCTION:** Involves Creative Ops and Campaign Marketing, working with Core Assets, Campaign Marketing, and Channel Production. It includes a feedback loop with Campaign Marketing and Creative Ops.
- PUBLISHING & DELIVERY:** Features Creative Ops, Web Authoring, and Channel Production, working with Project Plan, Marketing Copy, and Channel Assets. It includes a feedback loop with Channel Production and Creative Ops.
- ANALYSIS:** Involves the Activation Team and Insights, connected to Project Plan, Channel Assets, and Cloud Drive.

Key roles and teams involved include Marketing Operations, Design Team, Creative Ops, Campaign Marketing, Channel Production, Creative Ops, Web Authoring, and Activation Team. The diagram shows the flow of information and assets between these roles, supported by various tools and systems like Cloud Drive, Local Drive, Fileshare, and DAM.

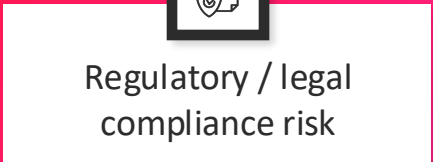
Key challenges



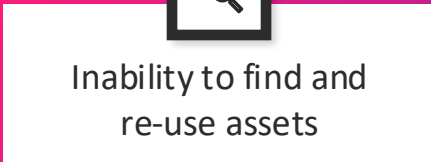
Low adherence to brand standards



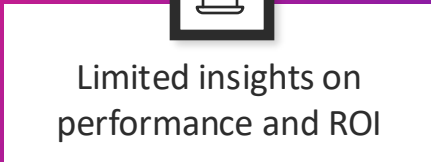
Time-consuming review and approvals



Regulatory / legal compliance risk

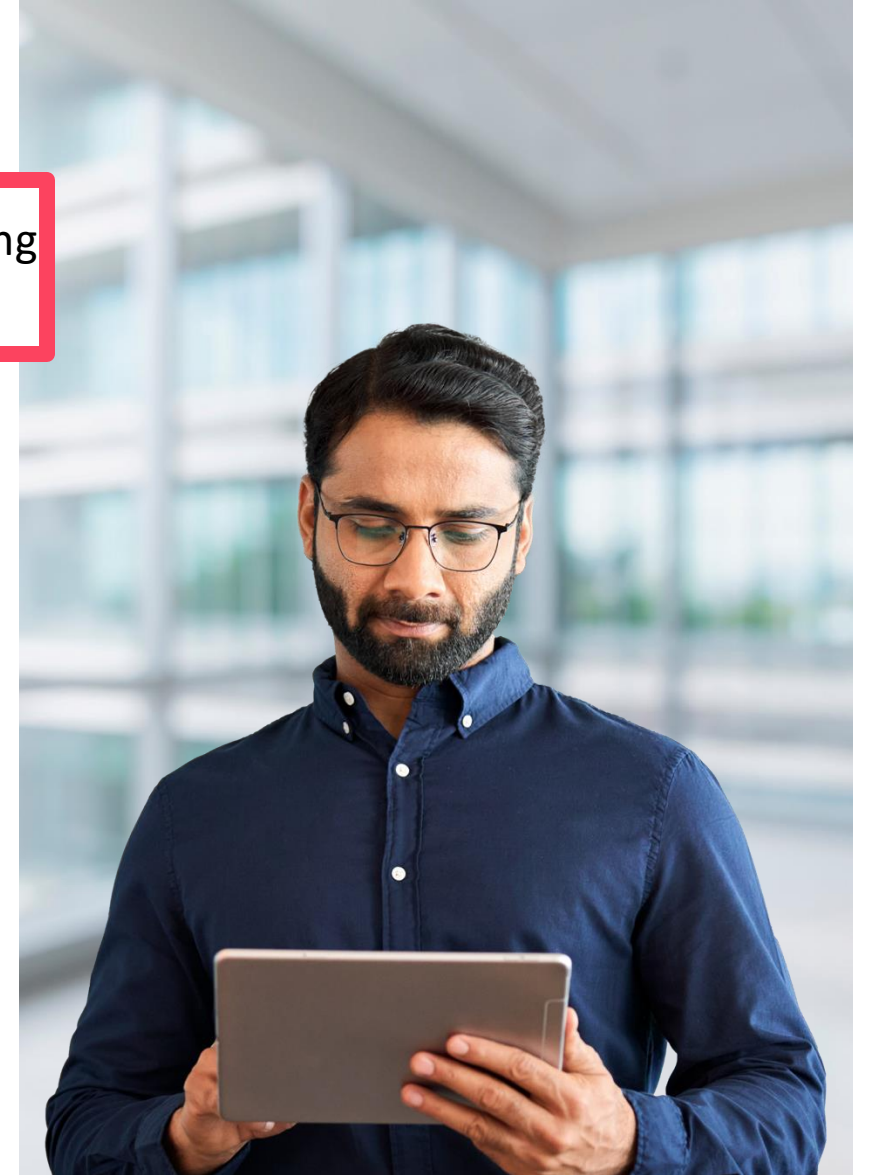
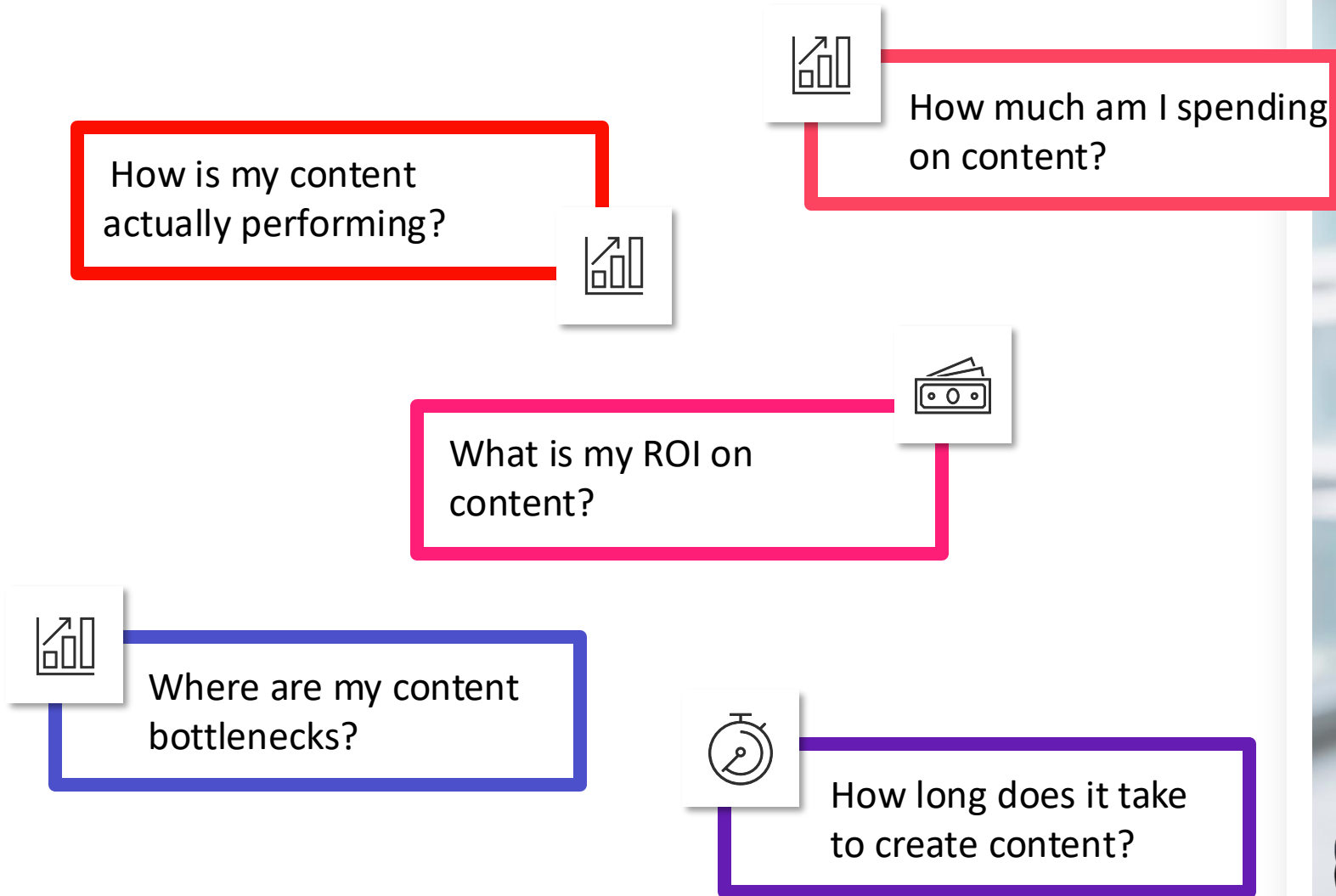


Inability to find and re-use assets



Limited insights on performance and ROI

A broken content supply chain leads to unanswered questions



We envision a content supply chain centered on speed, scale, and ROI

Manual work



AI and automation

Siloed teams, tools, data



Connected flows

Few content creators



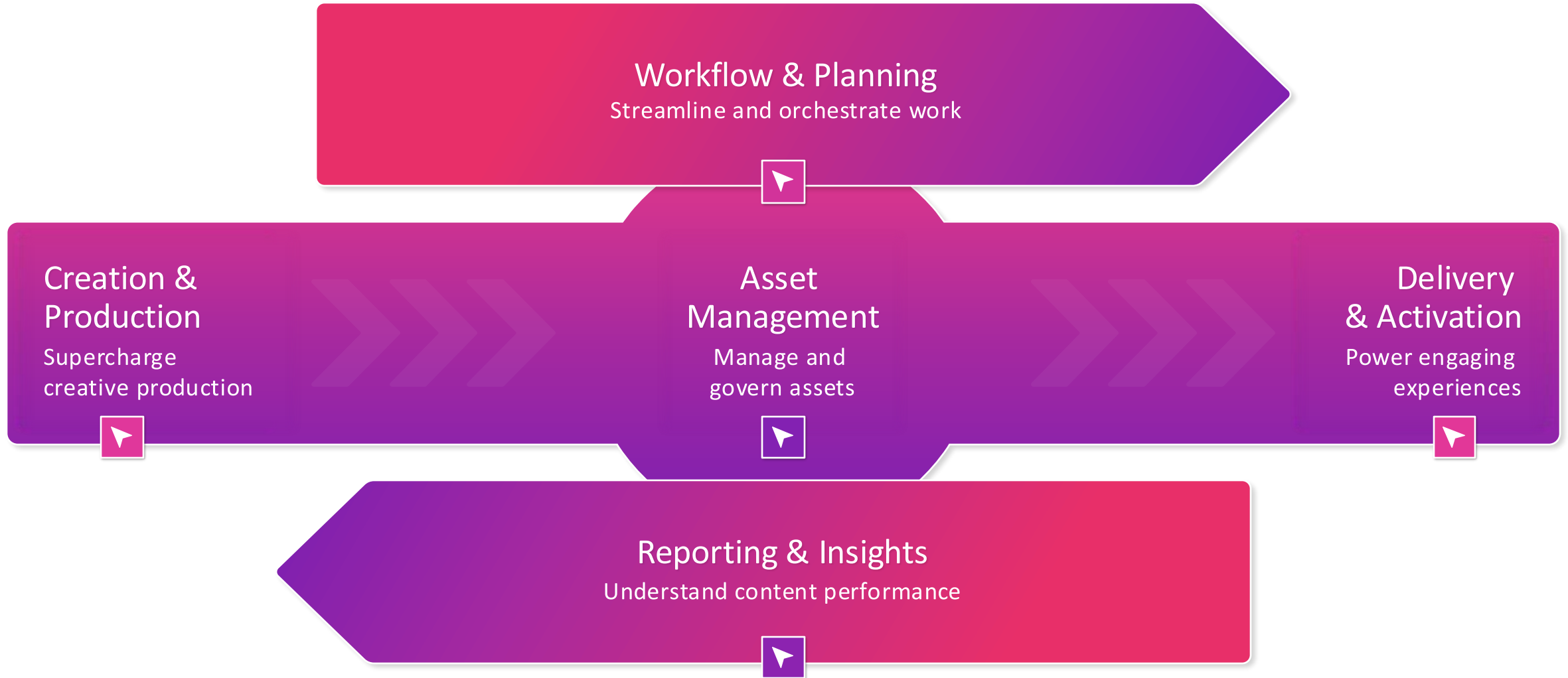
Democratized creativity

Black box



Transparent, trusted

Five building blocks to optimize your content supply chain

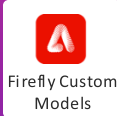


Leverage the integrated strength of Adobe applications

Workflow & Planning



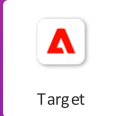
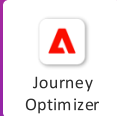
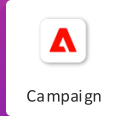
Creation & Production



Asset Management



Delivery & Activation



Reporting & Insights



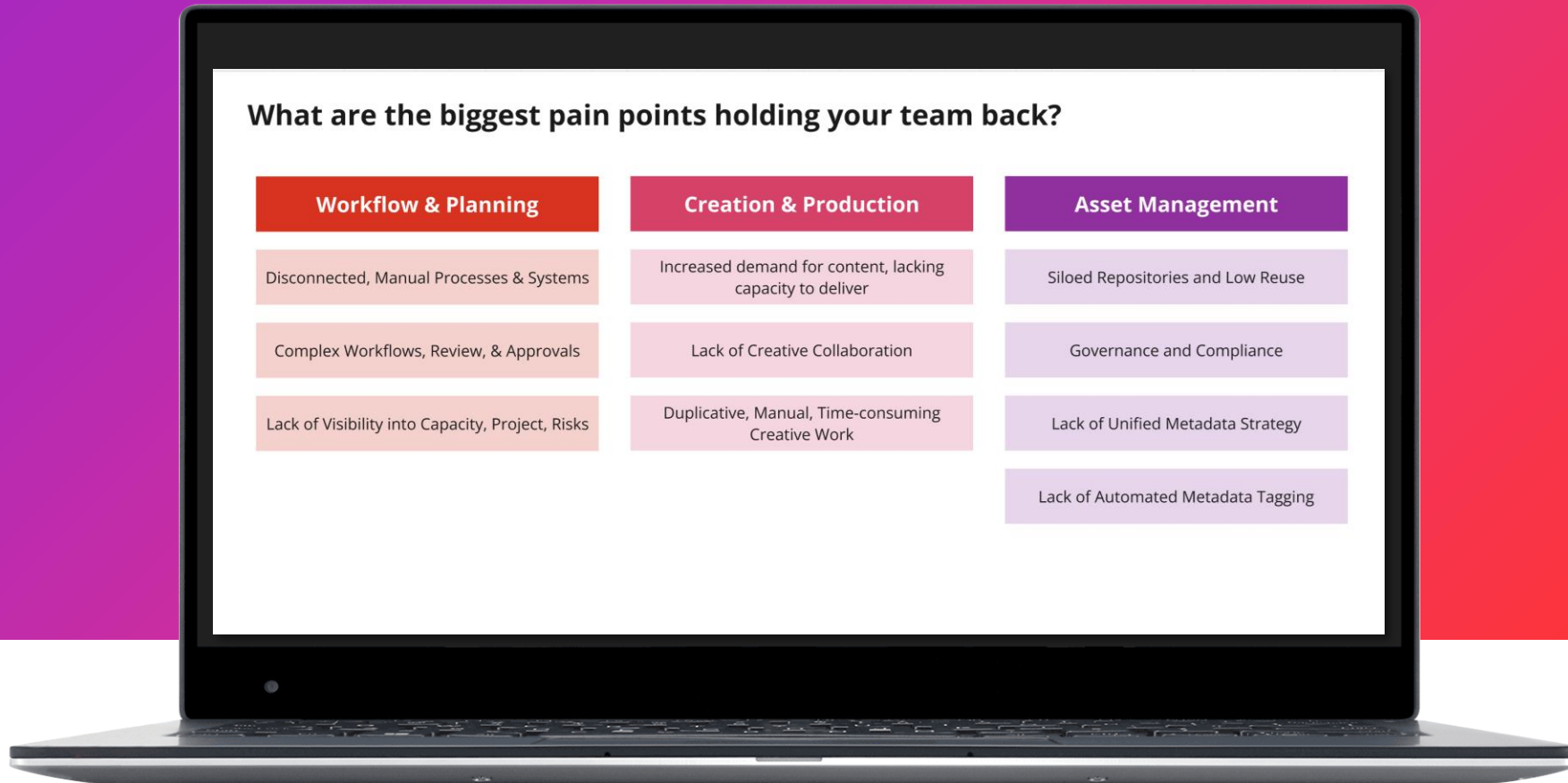


Discussion – CSC Bottlenecks

Elizabeth Winston

Content Supply Chain in focus – Let's chat about your challenges

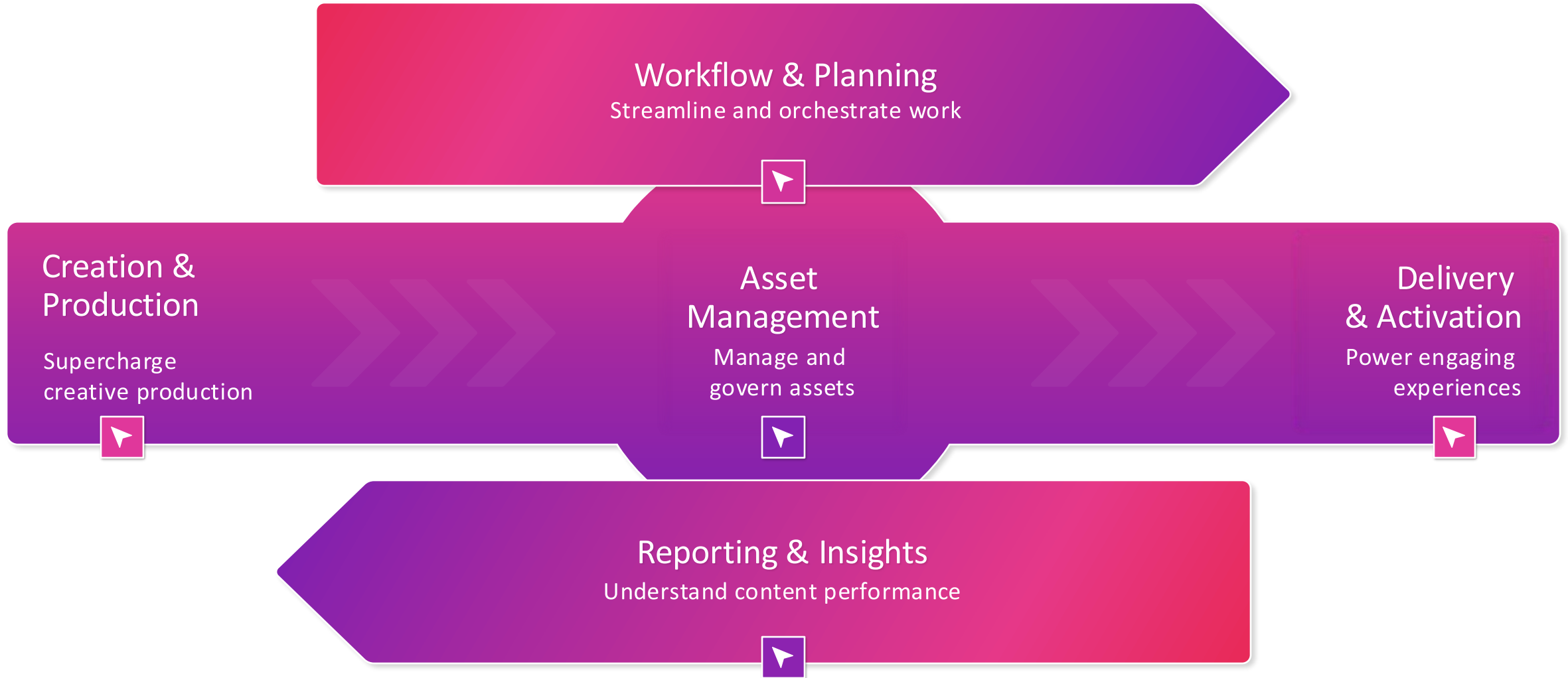
bit.ly/adobecsc-newbuffalo Password: adobecsc



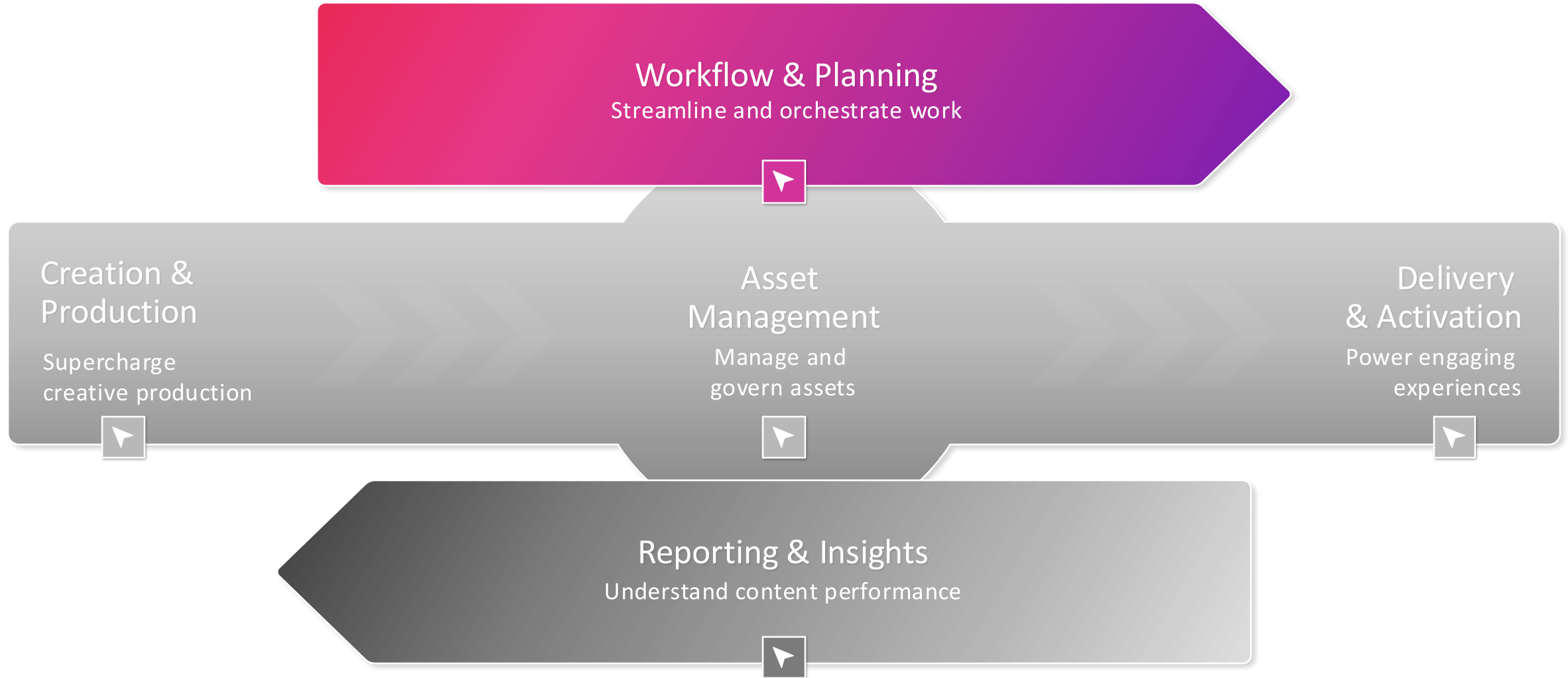
Break



Five building blocks to optimize your content supply chain



Lab 1 – Workflow & Planning





Lab Session 1

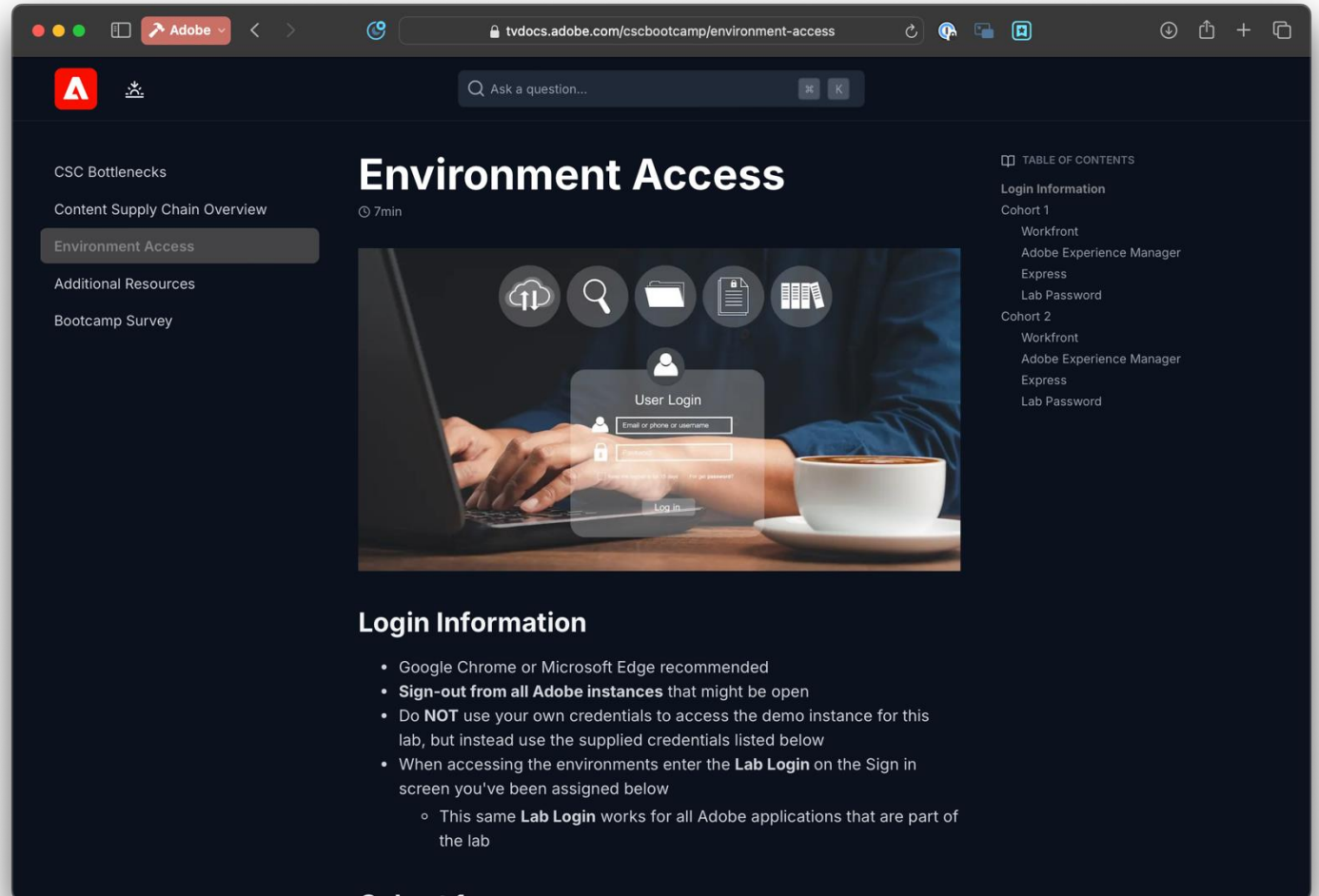
Workflow and Planning

Ben Snyder

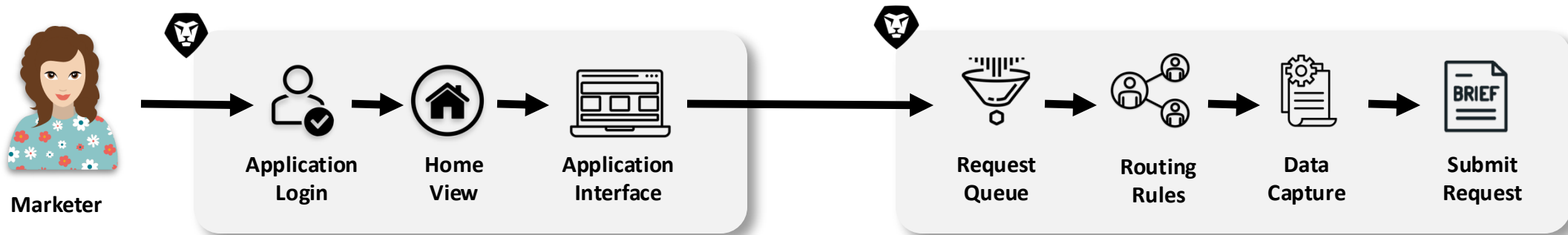
Hands-on getting started

<https://tvdocs.adobe.com/mi-cscbootcamp>

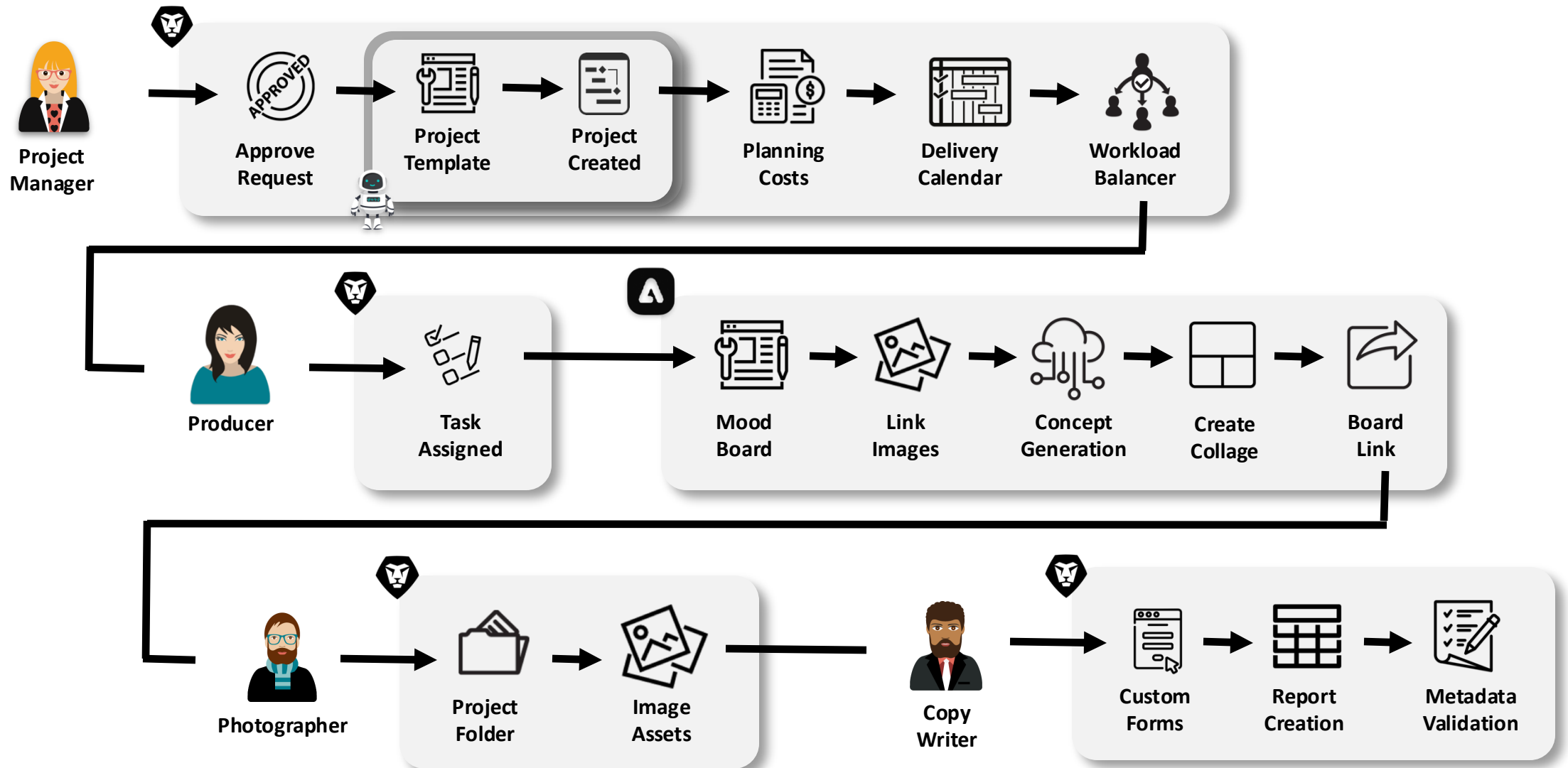
- Engagement Site
- Lab Details
- Application Access
- Workfront Walk Through
- Production Workflow User Journey



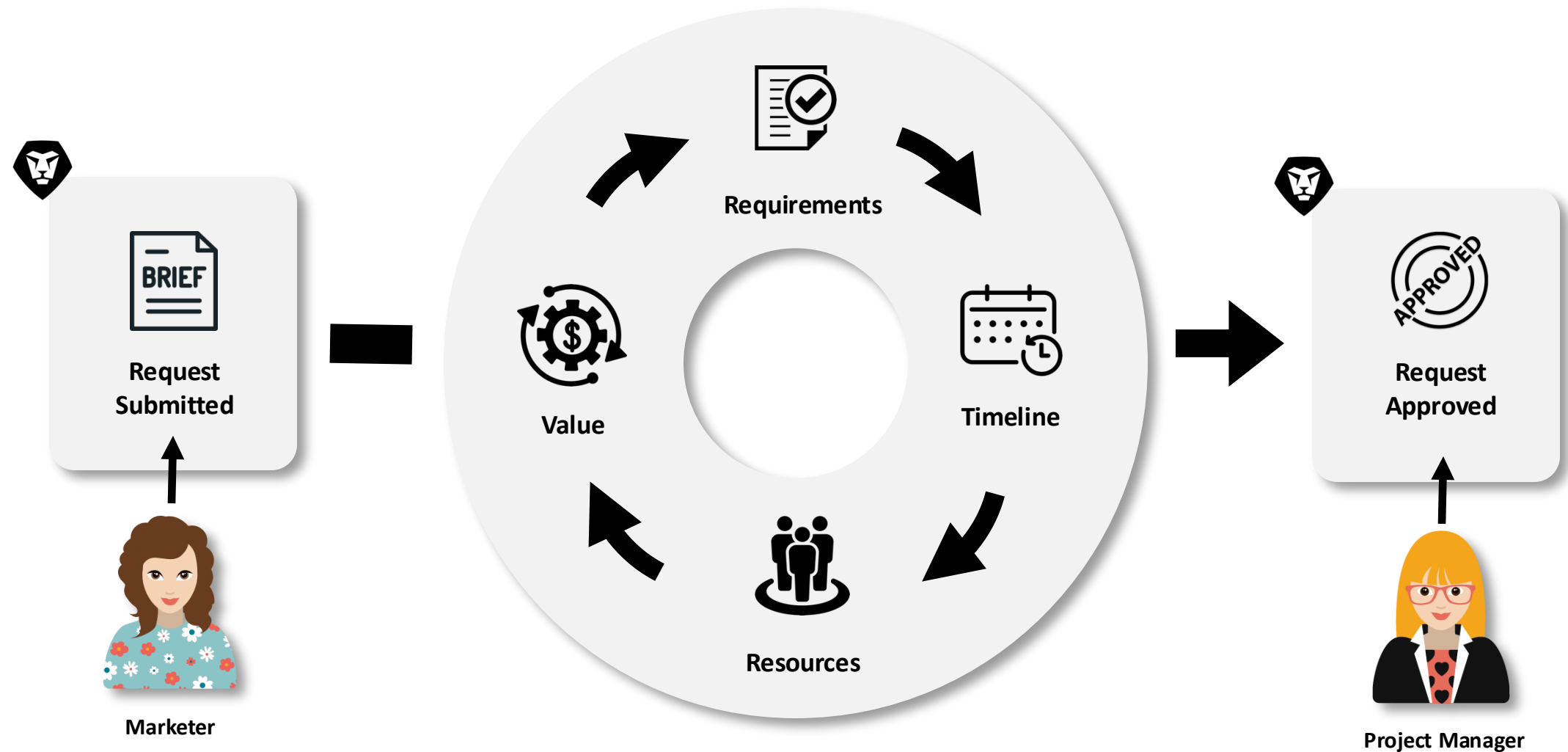
Application access user journey



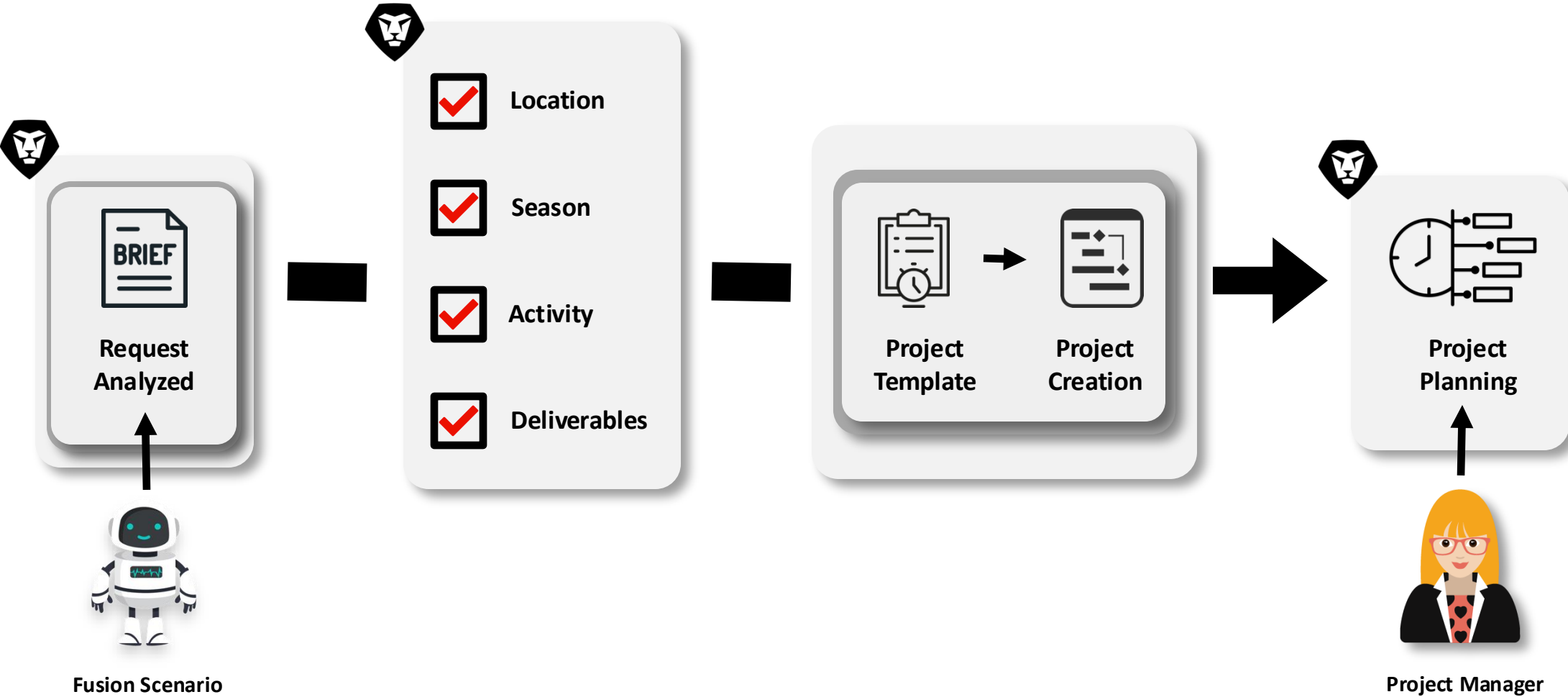
Production workflow user journey



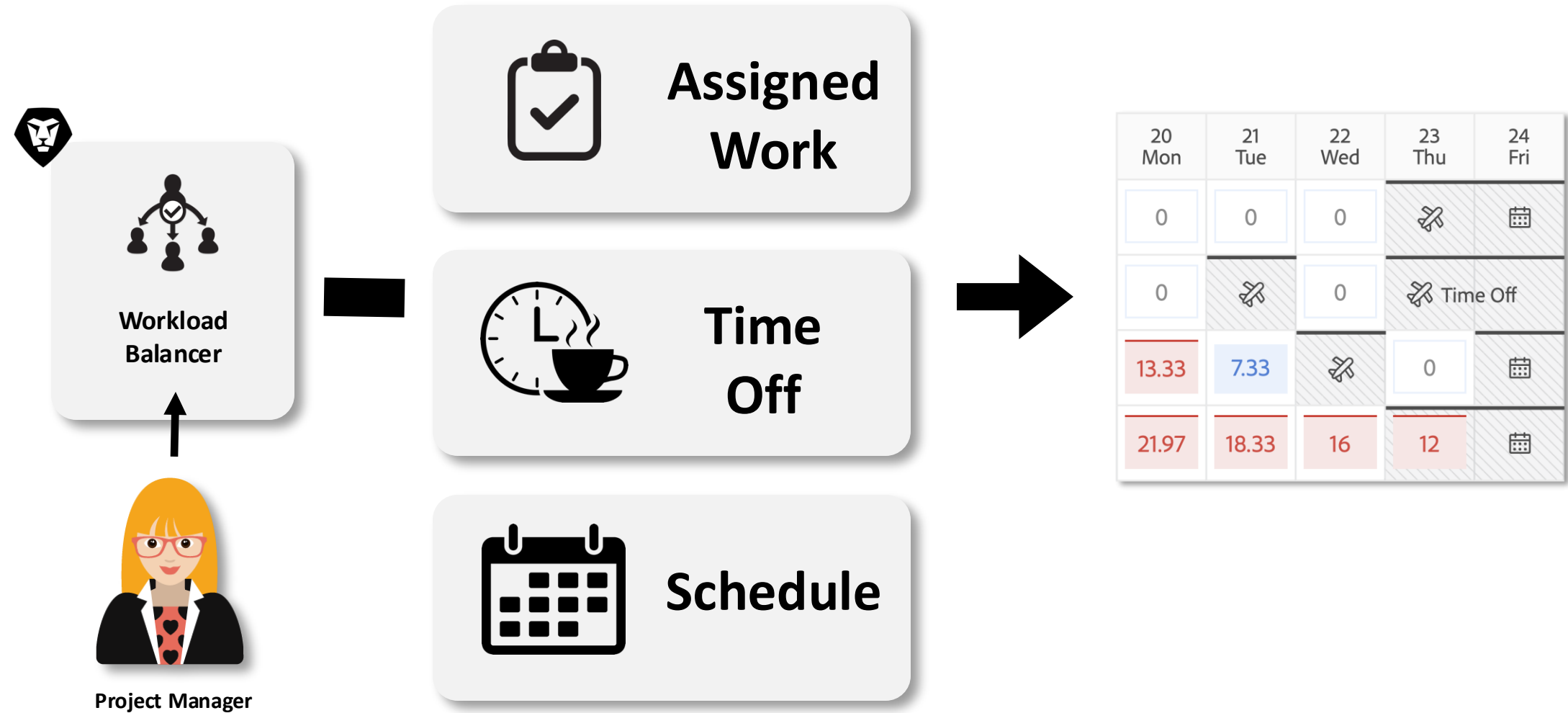
Validating the intake of requests



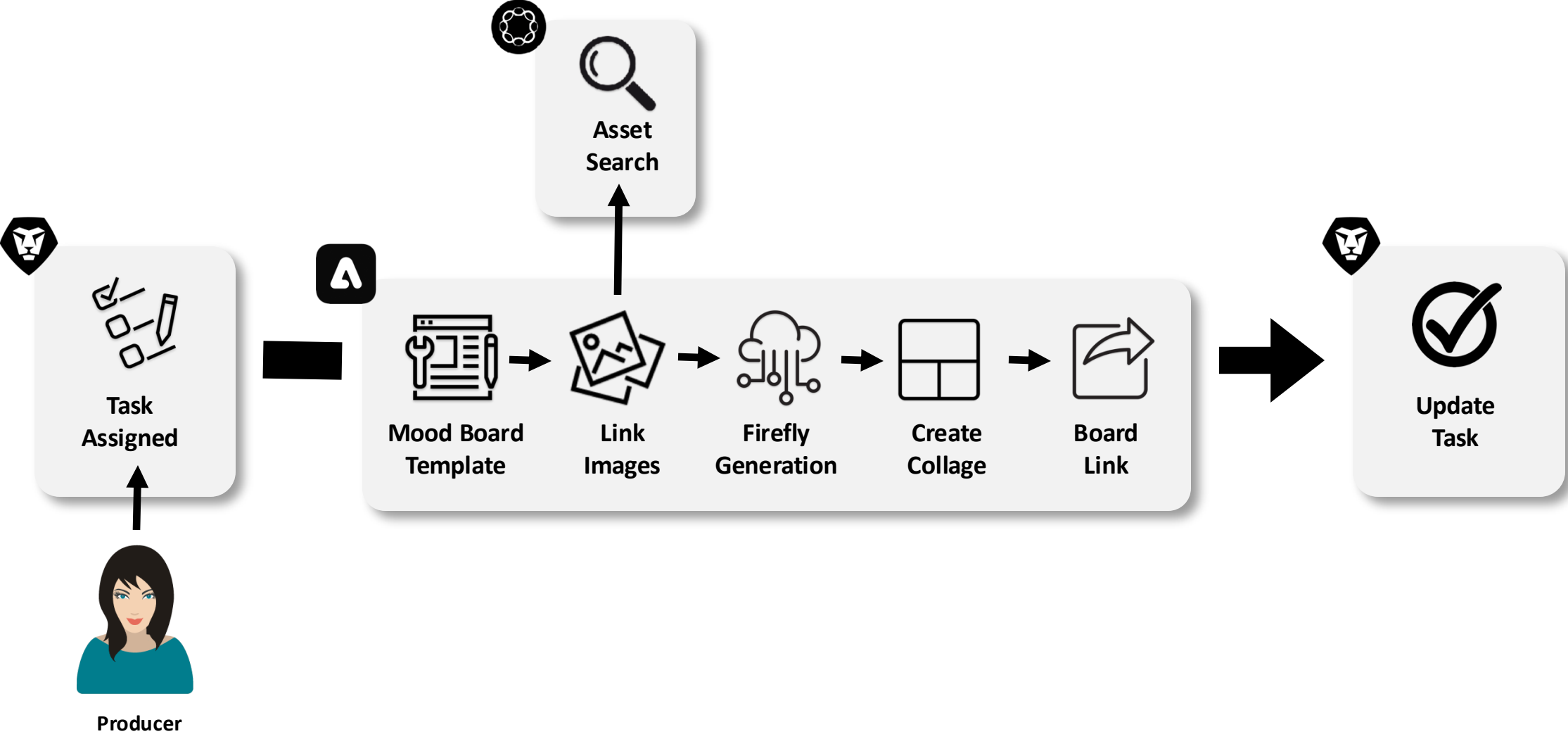
Smart project creation with template automation



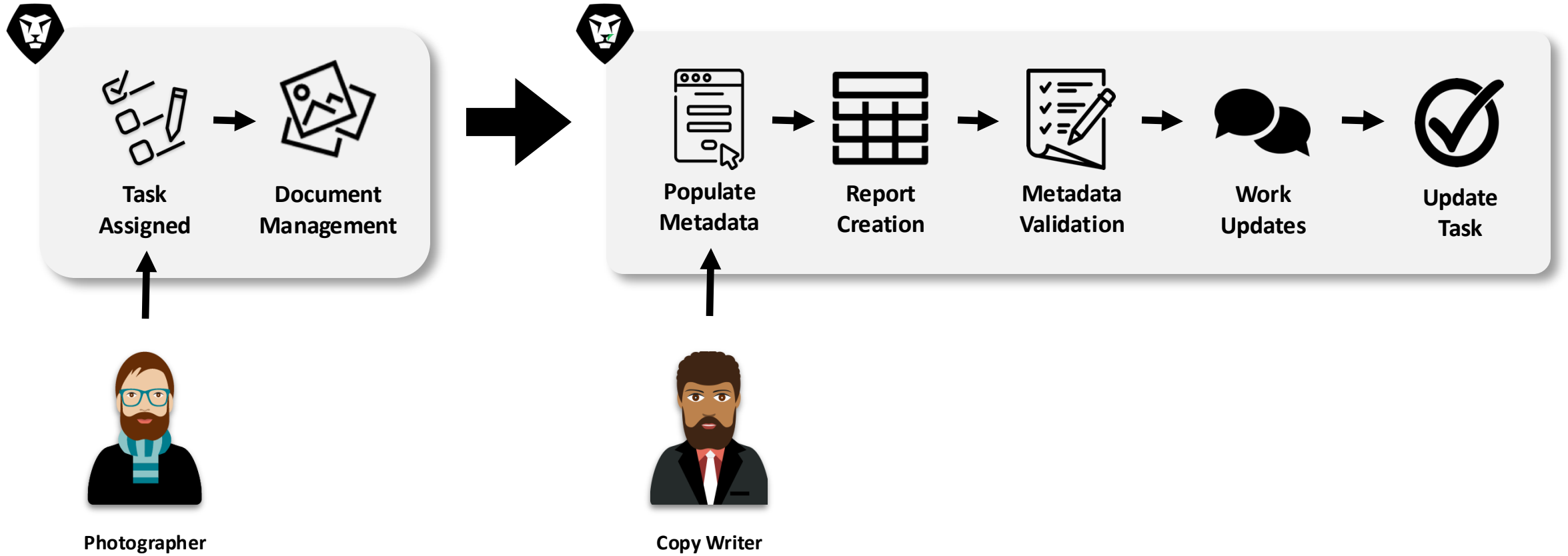
Intelligent resource management



Creating campaign concepts



Document management and governance





Demo

Sneak Peek: Workfront Planning?

Michelle Templeton

Use cases

Use cases

Description

Centralized Plan Management

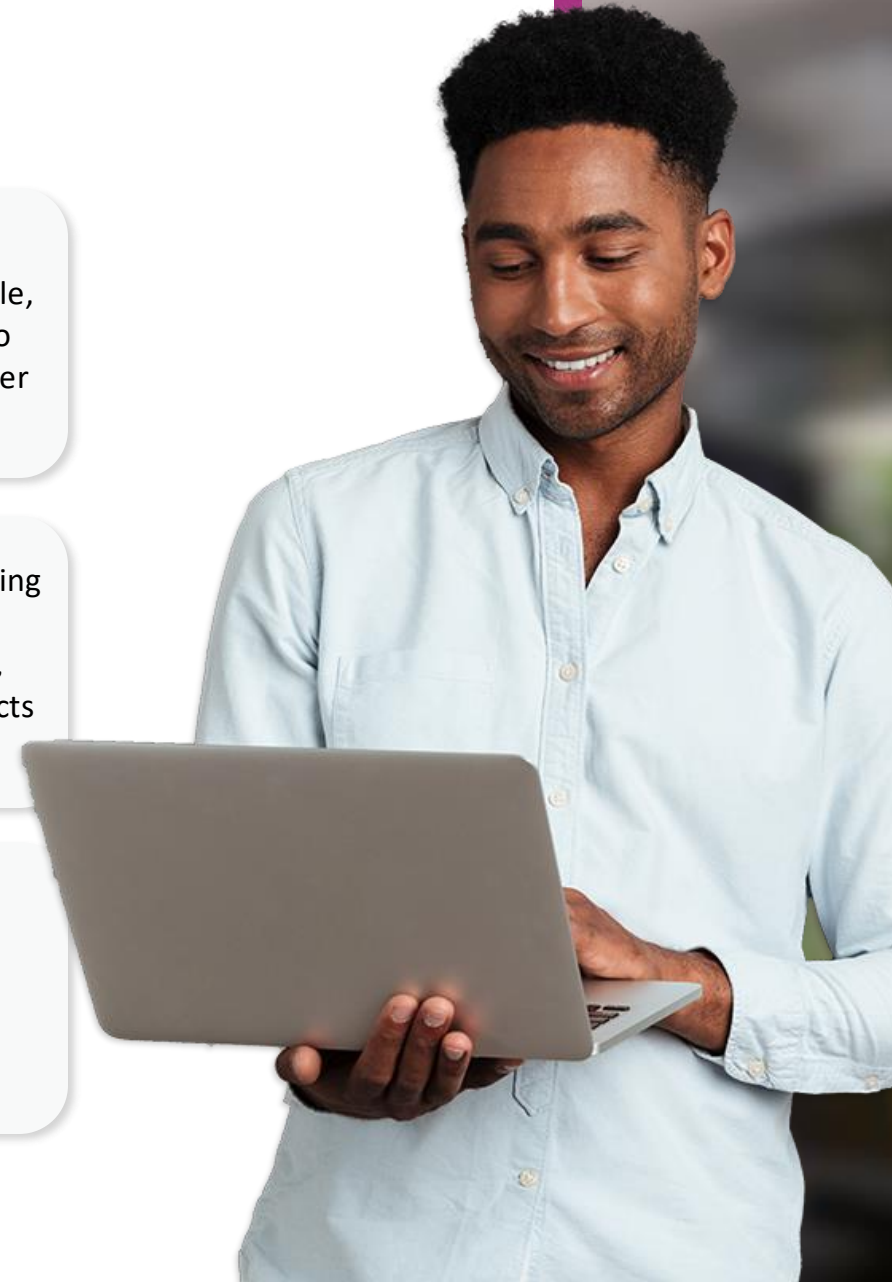
Centralize plan management with all planning activities and decision-making process coordinated and controlled from a single, central point – ensuring consistency, alignment, and efficiency so that you can deliver exceptional customer experiences and deliver business changing results.

Connected Campaign Planning

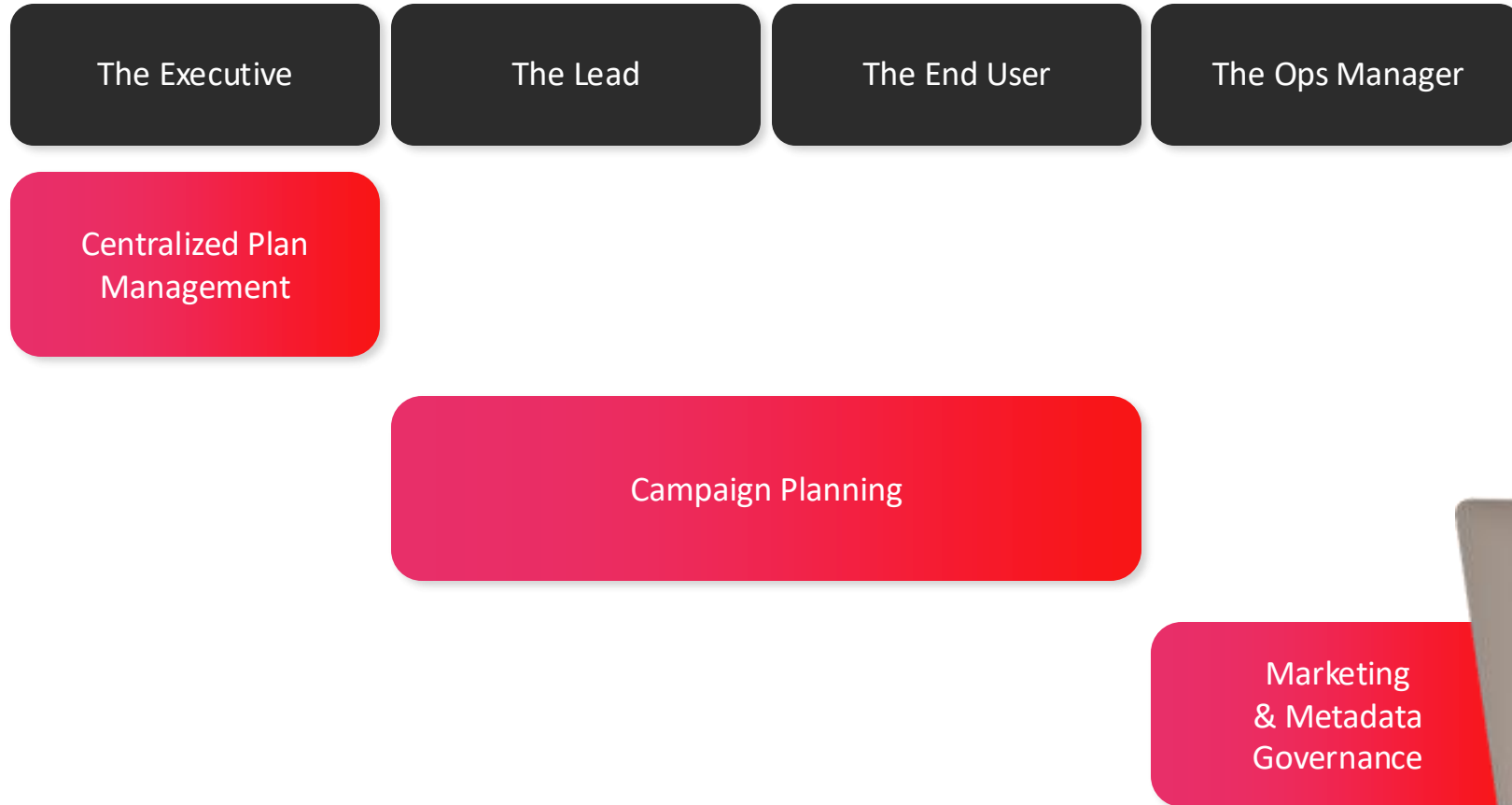
Outline and organizing the steps needed to achieve your marketing goals with Workfront Planning. Defining clear objectives, identifying the target audience, developing a strategic approach, create a timelines, and connect approved plans directly to projects for execution.

Marketing & Metadata Governance

Dedicate a central solution for managing the entire marketing lifecycle with Workfront Planning – ensure that the data driving your marketing system of record is unified and governed so that you can trust your data driven decisions.

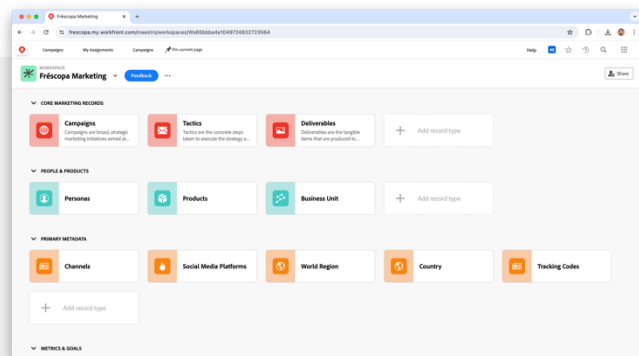


Personas + use cases



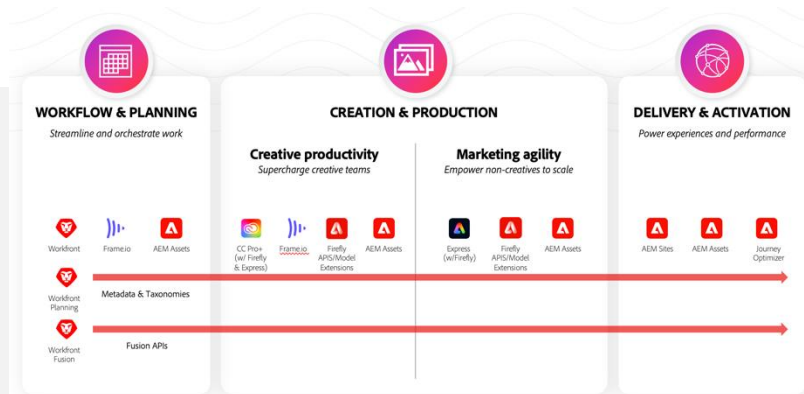
Demo

Summary: Govern your marketing data



Standardize and centralize the metadata strategy

- Centralize and standardize your marketing operational framework in one place, including metadata
- Realize cost savings through tool consolidation
- Reduce context switching by keeping users in fewer tools and in the context of their work



Extend the metadata strategy across the content supply chain

- Accelerate the overall Adobe investment with a connected metadata strategy
- Define and track key metrics across channels, brands, markets, etc.
- Calculate marketing ROI with a consistent data model across channels and campaigns





An integrated, automated, and connected Content Supply Chain

Michelle Templeton

An integrated, connected and automated content supply chain

Integrations

Adobe applications designed to work together natively

Process automation

Workfront Fusion Integration Platform automates manual processes and creates tailor-made workflows unique to operational needs.

Data Governance

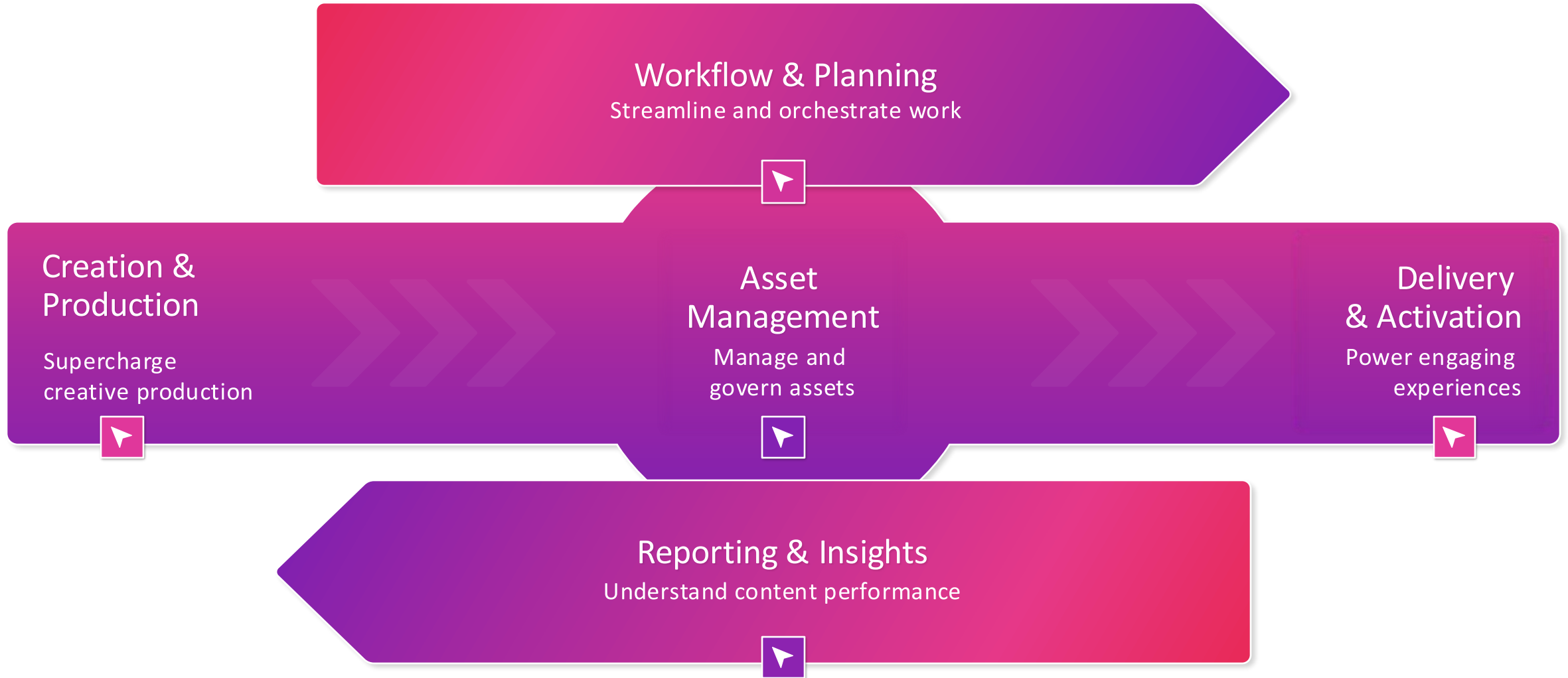
Centrally defined plan and workflow data model to help standardize how data is organized, managed and utilized across the content supply chain.



Lunch



Five building blocks to optimize your content supply chain



Lab 2 – Creation & Production





Lab Session 2

Creation and Production

Ben Snyder

Firefly Services

Generate

- Text to Image
- Generative Match
- Generative Fill
- Generative Expand
- Create Mask

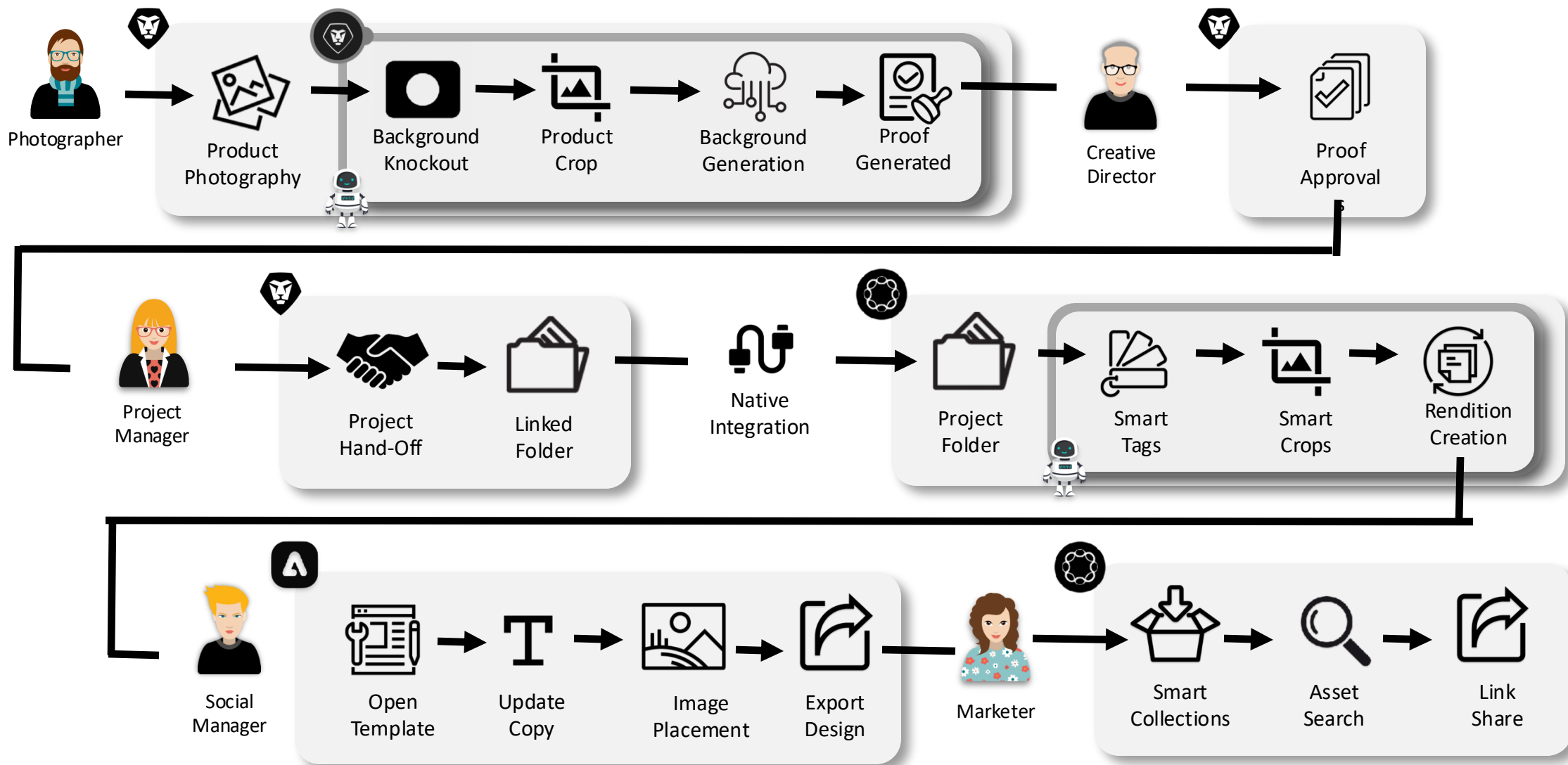
Edit

- Remove Background
- Smart Crop
- Depth Blue
- Auto Straighten
- Auto Tone
- Apply Lightroom Presets
- Apply Lightroom Edits
- Add XMP to Image

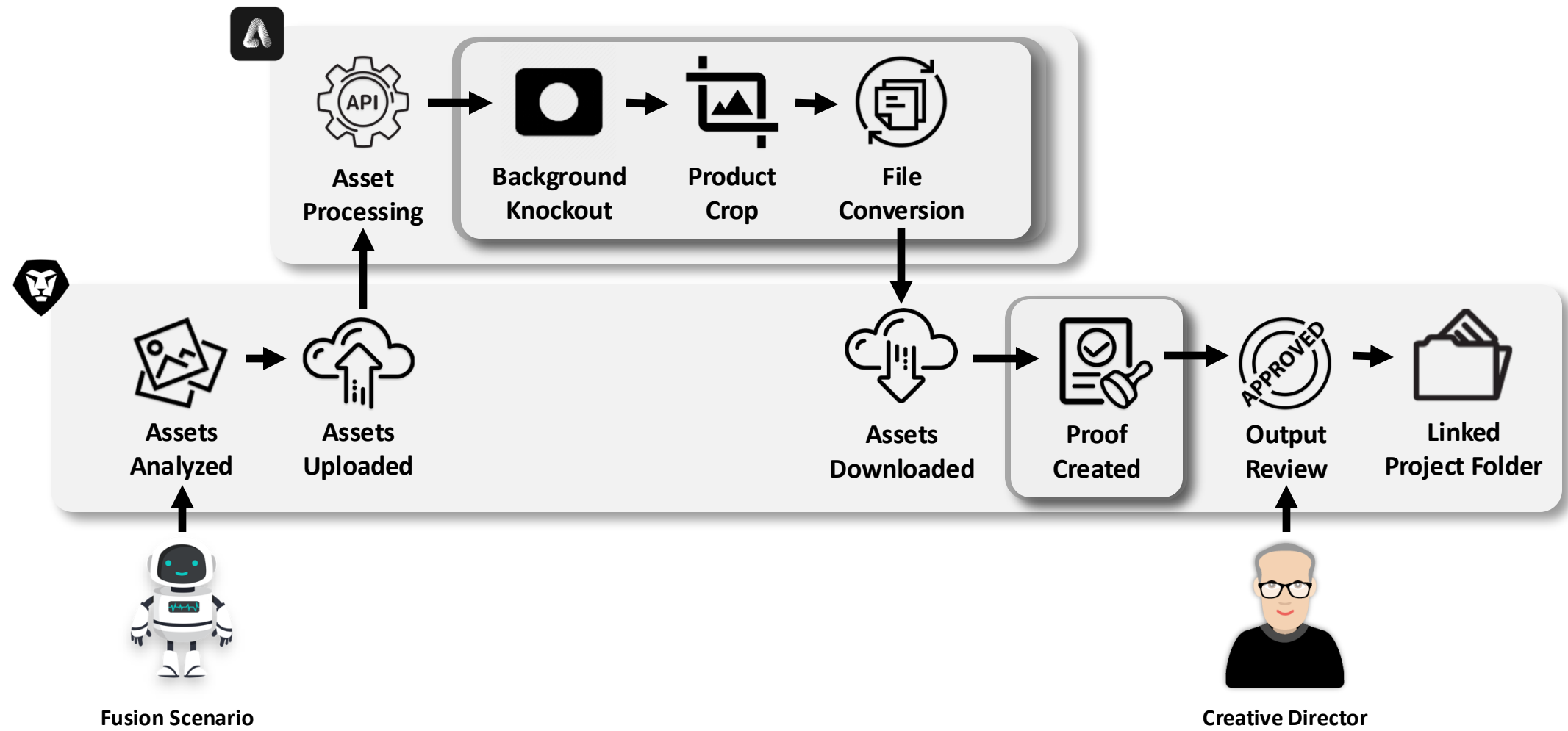
Assemble

- Run Photoshop Actions
- Replace Smart Object
- Create PSD
- Apply Photoshop Edits
- Edit Text Layers
- Create Artboards
- Create Renditions
- Content Tagging

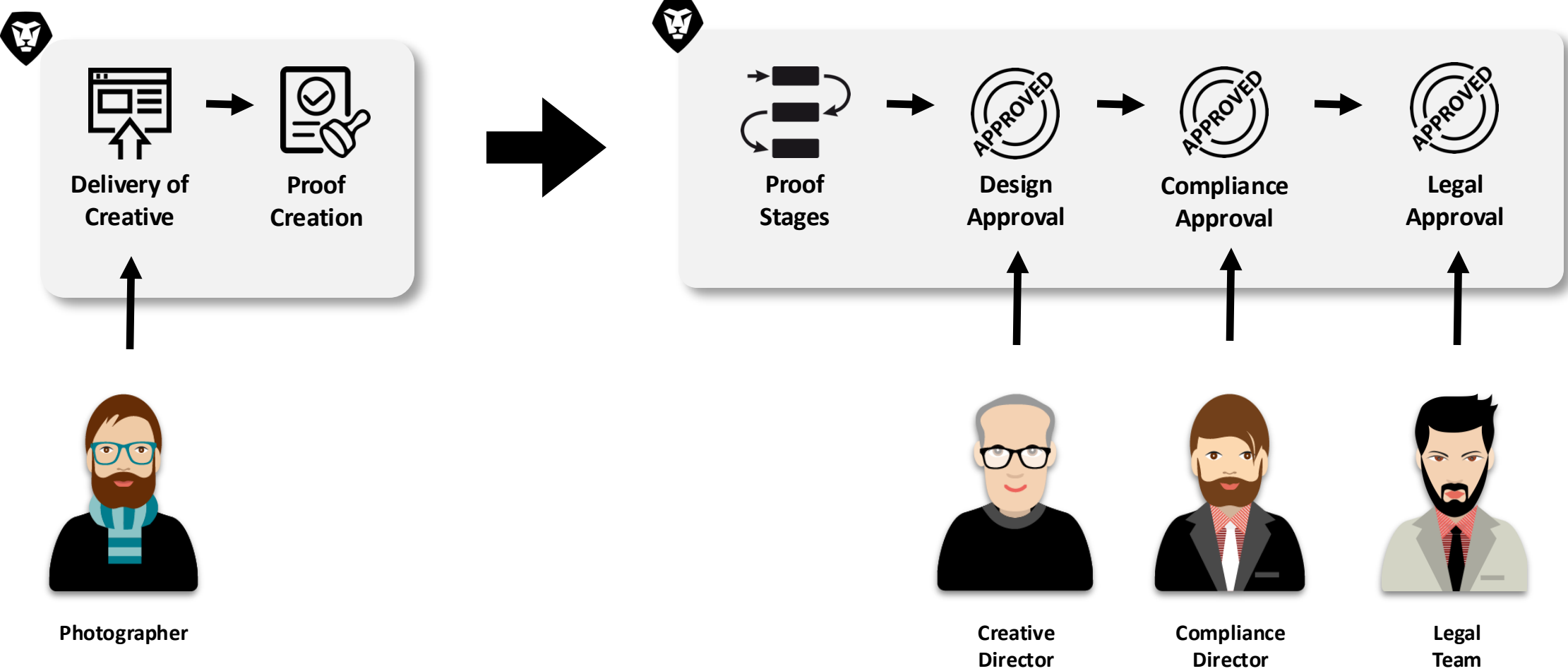
Asset automation user journey



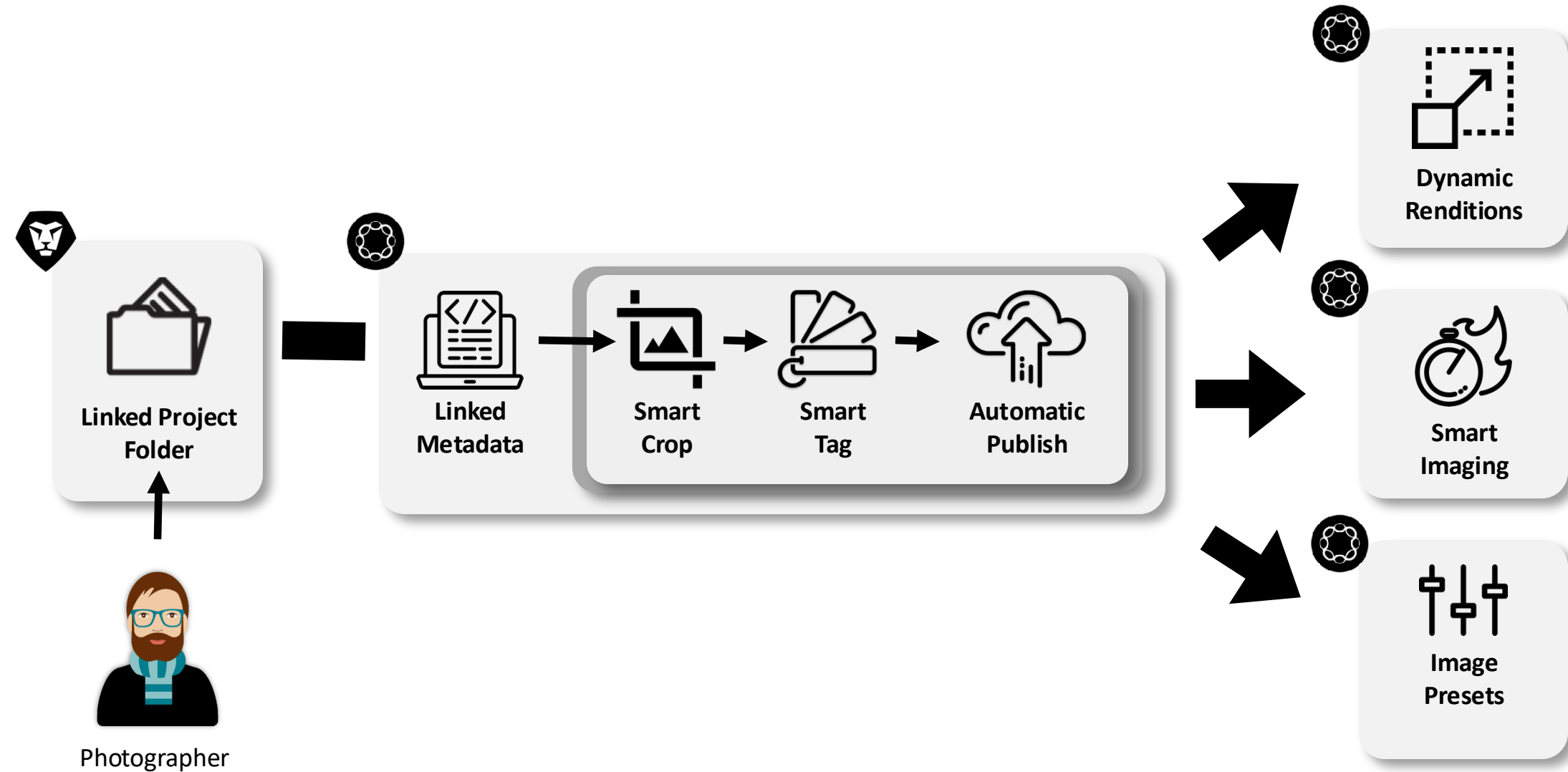
Production automation



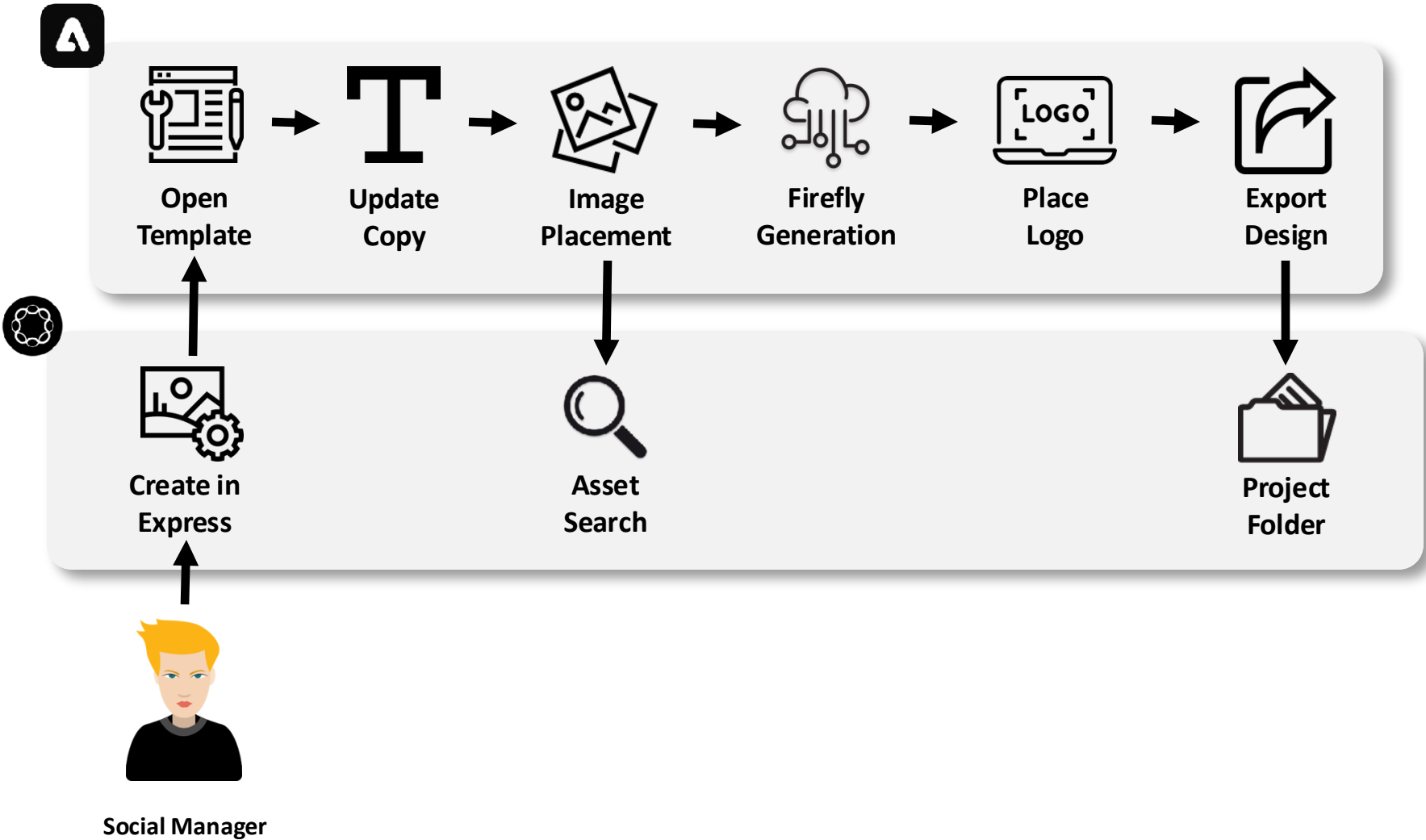
Governance of approval process



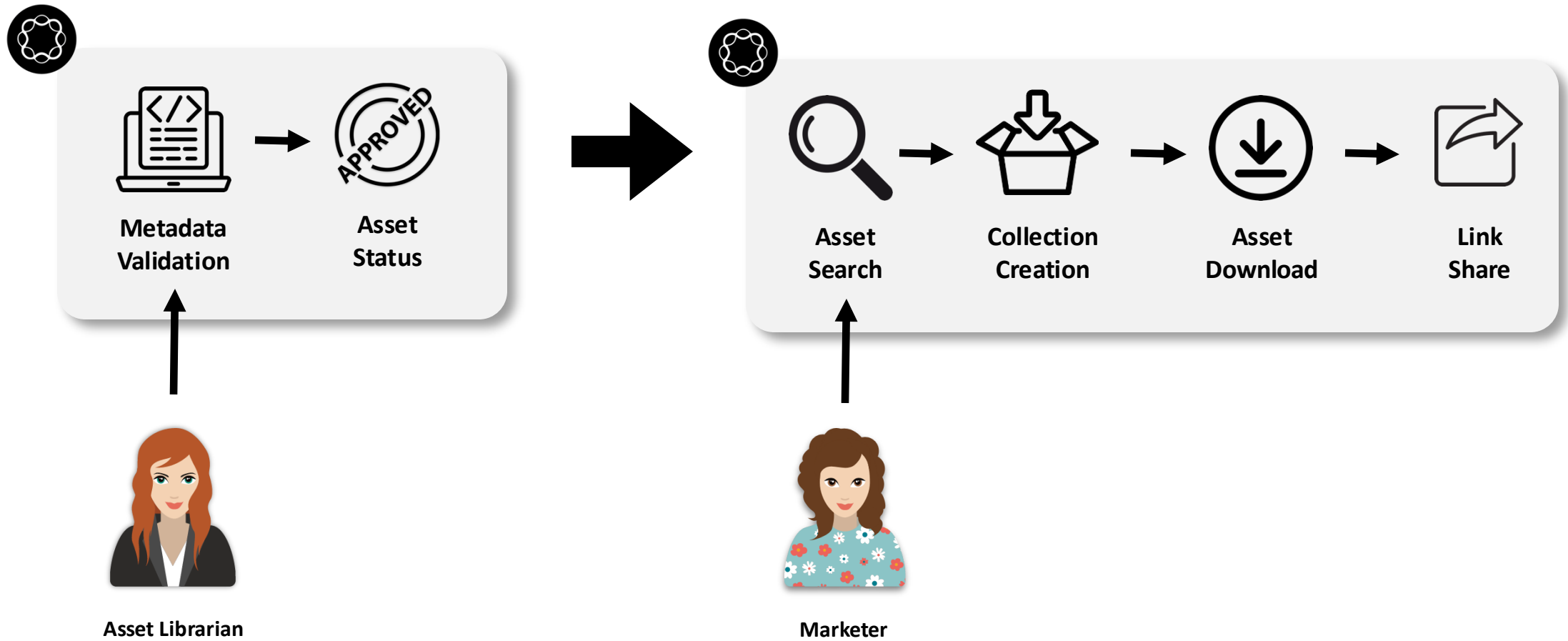
Asset variation



Asset remix and reuse



Distribution with Content Hub





Employees across the Enterprise



Multiple Brands,
Branches, Stores



Product for Resellers,
Partners, Vendors

AEM Assets with Content Hub

Find & Activate Assets Faster



AEM Assets

- Easily access of brand-approved content across teams, systems, partners, and agencies
- Activate assets inside and outside the organization
- Integrate with downstream applications for a unified experience
- Remix approved assets into variations with the integration of Adobe Express with GenAI features through Adobe Firefly

Business impact

- Higher asset reuse
- Faster time to market for downstream activities
- Time and budget savings with asset discovery and activation

Demo

Break



CSC bootcamp agenda | program day 1

9:00am – 10:15am	Laying the Foundation of Content Supply Chain <i>Interactive Session:</i> Content supply chain in focus: Let's chat about your challenges
10:15am – 10:30am	Break
10:30am – 12:15pm	<i>Hands-on Lab:</i> Workflow and Planning – Gets hands-on with Adobe Workfront
12:15pm – 1:15pm	Lunch
1:15pm – 3:15pm	<i>Hands-on Lab:</i> Asset Creation and Production with Adobe Experience Manager and Adobe Firefly Services
3:15pm – 3:30pm	Break
3:30pm – 5:00pm	<i>Thought Leadership:</i> Reshaping Marketing with AI <i>Discussion:</i> Change Management and Keys to Successes
6:00pm – 9:00pm	Dinner

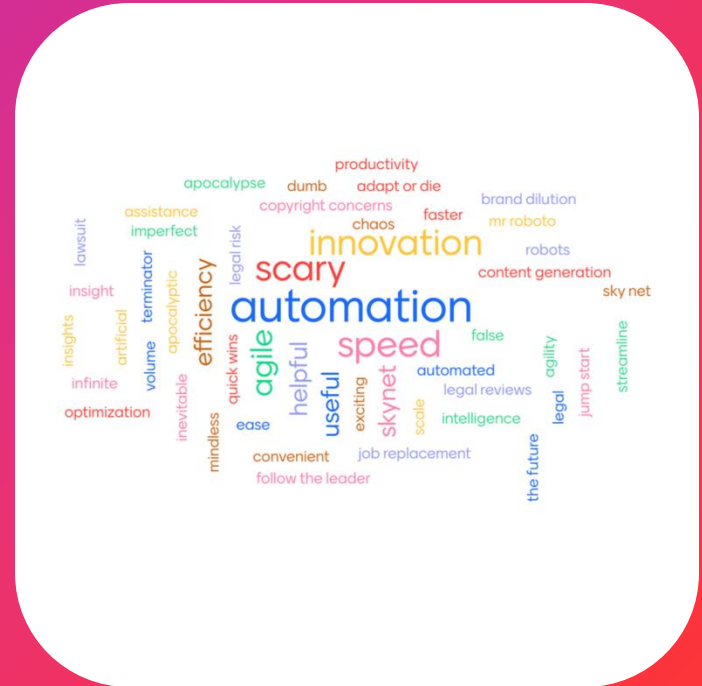


Thought Leadership Reshaping Marketing with AI

Emily Jansen

Poll

“What words come to mind when you think of AI?”



Our vision

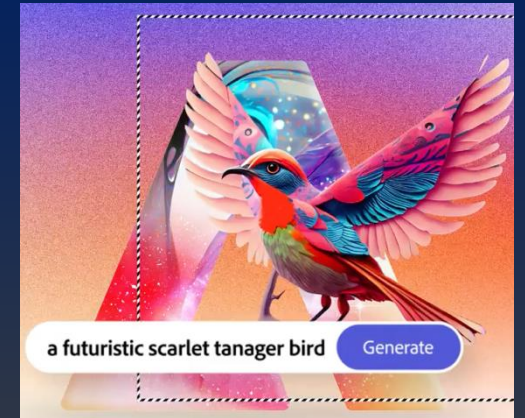
Adobe's generative AI capabilities will reshape every aspect of marketing; from planning, to execution, to analysis

Sensei GenAI will be the assistant for marketers, transforming how **content, campaigns, audiences, experiences, journeys and insights** are generated at scale



We have been building our AI foundation for over a decade

Adobe Sensei



Natively integrated AI

AI-as-a-service

Sensei GenAI

Adobe Firefly

AI features that work within Experience Cloud applications

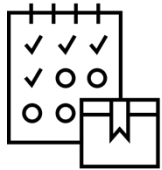
Shared AI services across Adobe applications

GenAI services powering an assistant for marketers and other customer experience teams

Adobe's family of creative generative AI models to generate visual content

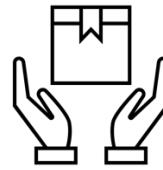
Adobe's approach to responsible AI

Accountability



We are committed to taking ownership for the impacts of our work by having processes and resources dedicated to respond to internal and external concerns.

Responsibility

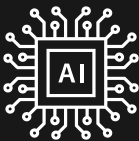


We will be responsible during every phase of designing, deploying and maintaining our AI systems through thoughtful evaluation and careful due diligence.

Transparency



We will be open about, and explain, our use of AI to our customers so they have a clear understanding of our AI systems and their application.



AI ethics review board

Ensure human oversight and evaluate features to mitigate against potential biases



Risk-based approach

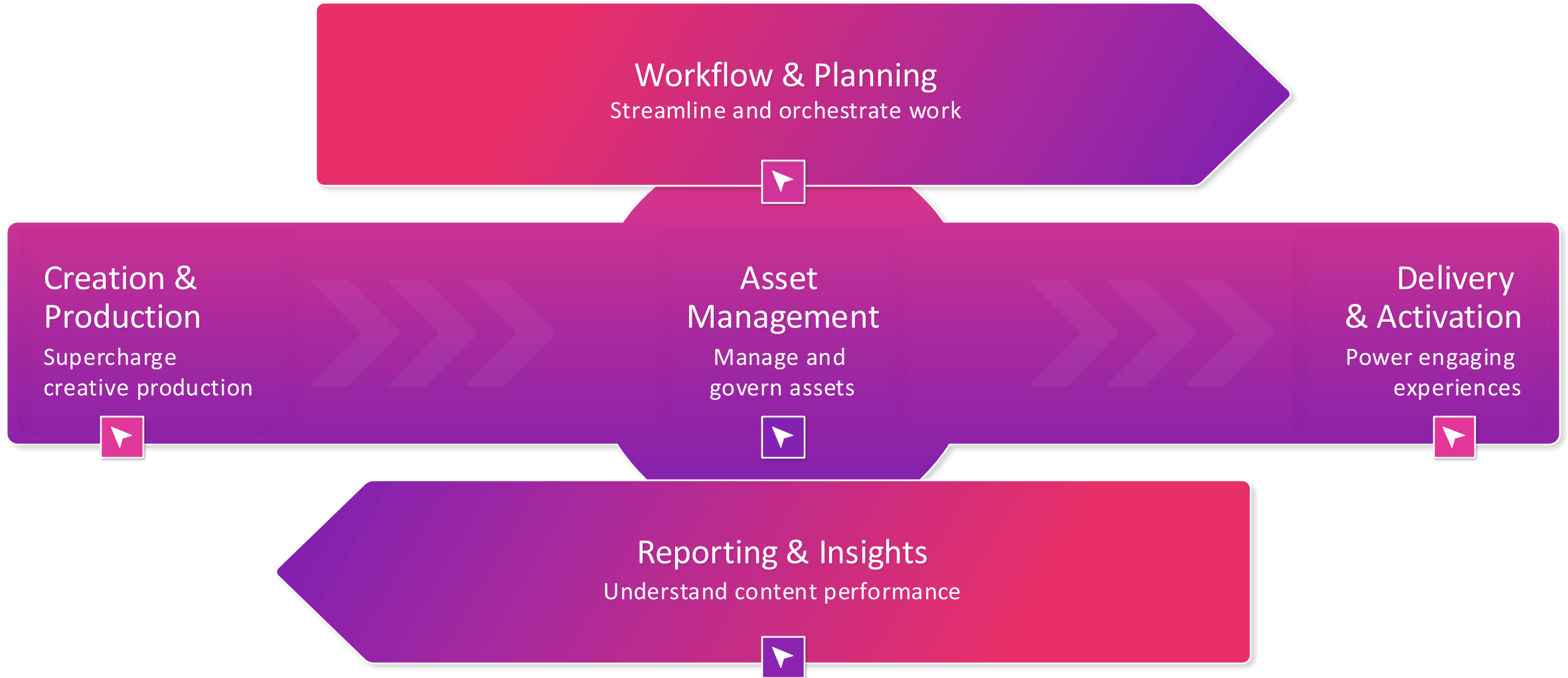
Focus on the highest potential ethical impact without slowing down the pace of innovation



Testing and feedback

Rigorous, continuous testing and improvement based on feedback

AI is foundational to Adobe's Content Supply Chain



Let's see it in
action



Create and share engaging briefs supported by AI

WORKFLOW & PLANNING

Overview: Workfront Planning can help you write briefs, apply the right metadata (governed), the work you need to do, and automate a portion of the work.

Benefits: Each record details page provides the ability to visualize the metadata in a clean and easy to read brief experience. You can generate the brief via document upload or by interacting with an AI Assistant.

Limited release: Q3 2024

The screenshot displays the Adobe Workfront Planning interface. On the left, a sidebar shows a table of records with columns for Name, Brew, Espresso, Sip of, Latte, Mocha, Cuppa, Bean, Café, The Fr, Sip & S, and Roast. The main content area shows a detailed view of a campaign brief titled 'The Frescopa Experience'. The brief includes a header image of a pink building, a 'Campaign Summary' section with fields for Objective, Target audience (Young voters, Local Leaders, Minority Communities), Strategy (Media Relations), Budget (\$ 98.868), and Messaging (Implement a phased approach with specific milestones and deadlines to ensure timely execution of campaign activities leading up to key events such as elections or legislative sessions). Below this is a 'Campaign Requirements' section with a Description field. A context menu is open over the header image, showing options for Upload, Reposition, and Remove. The top right of the interface has buttons for 'Export to Word' and a close button.



VALUE • Capture and share strategic context across teams via briefs



Workfront
Planning

Fusion AI Assistant



WORKFLOW & PLANNING



Get the information you need, right away. Ask a question or choose a suggested topic to get fast AI-generated answers based on data insights, [product documentation](#), Workfront app usage, and more.

- > Overview: The Fusion AI Assistant will help users navigate Experience League documentation
- > Benefits: Faster, easier access to user documentation and information; help in understanding the meaning of an error message and finding the cause for the error; getting a summary of what a scenario does; and help in understanding how to perform specific actions related to modules and automations
- > *Limited release: Q3 2024*



VALUE • Unlock critical capabilities for digital agencies



Workfront

Creative ideation and production



CREATION & PRODUCTION



- ▶ Accelerate production and editing of high-quality content with Firefly in Creative Cloud (e.g., generative fill)



VALUE

- Higher efficiency and speed to market
- Greater breadth of new ideas and creative concepts
- Enhanced employee experience



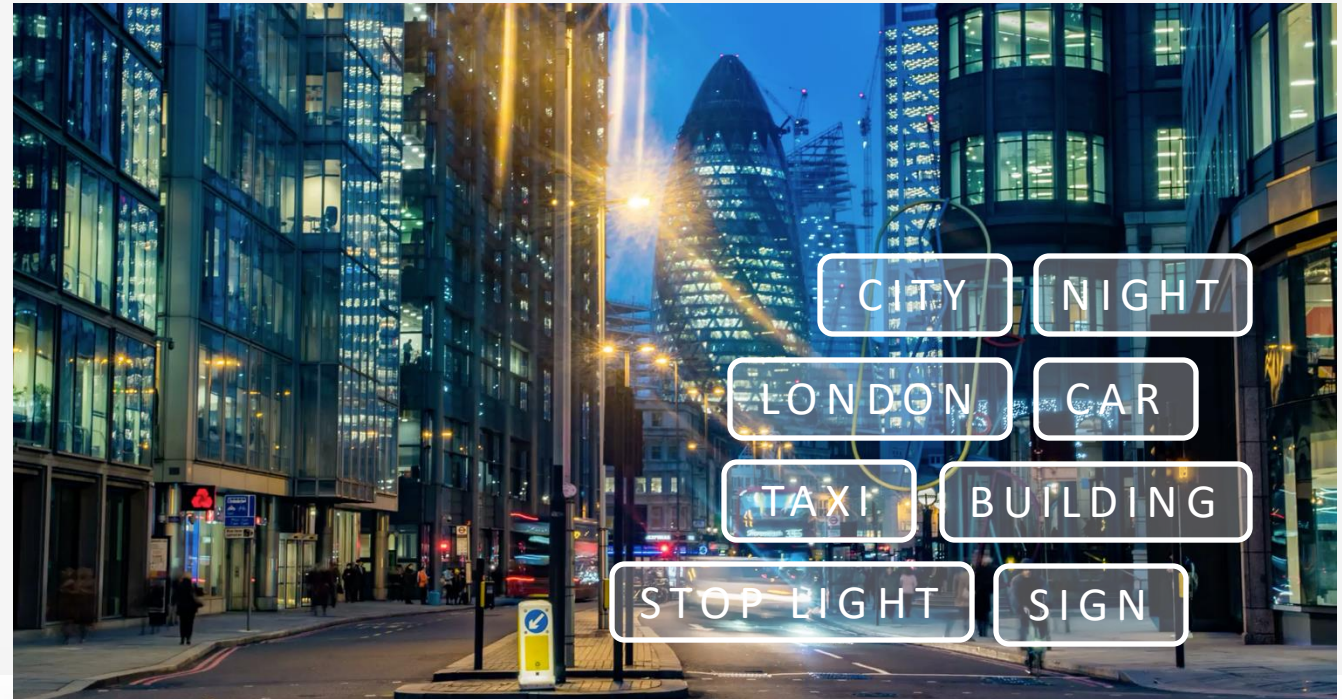
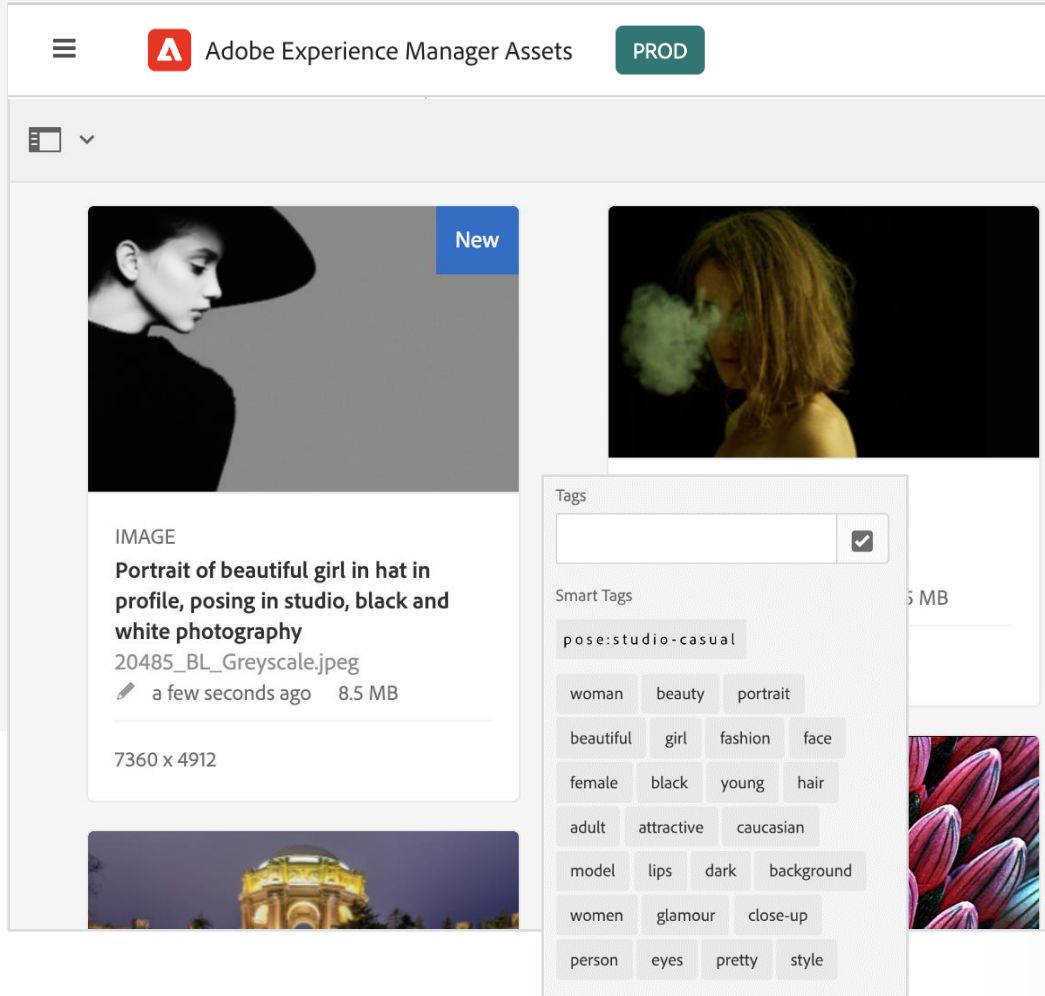
Creative Cloud



Find, share, and distribute assets faster



ASSET MANAGEMENT



VALUE

- Easily search and find existing assets via AI-powered metadata tagging
- Improve asset ROI by driving asset usage and eliminating re-creation of existing assets



AEM Assets

Generate new assets for your search terms



ASSET MANAGEMENT



Accelerate production of high-quality content with Firefly in Adobe Experience Manager



VALUE

- Higher efficiency and speed to market
- Greater breadth of new ideas and creative concepts
- Enhanced employee experience



AEM Assets

Filters

steampunk locomotive

Filters ⓘ

Clear All

Saved Searches

Path

/content/dam

▼ Asset Status

☒ All

☐ Approved

☐ Rejected

☐ No Status

▼ File Type

☒ Images

☒ Documents

☒ Video

☒ Folder

Update

Save as

No Results Found.

Check your spelling and try searching again.

Try generating new assets for your search terms using [Adobe Firefly](#)

Generate with Firefly



AI powered captions for video



ASSET MANAGEMENT



Nasa Virtual Tour.mp4

Cancel Save & Close

Convert Audio Tracks

Select any one audio file that you want to transcribe into captions.

Audio track to convert *

English - Nasa Virtual Tour.mp3 ✓

Only files that are "processed" or "processing", and are for a supported language are available to select.

Output languages *

Select languages to translate in ✓

English × Hindi × Chinese ×

Cancel Done

Create Caption

Status Modified

Upload Audio Tracks

Status Modified

Processed July 4, 2024 at 7:11 PM

- > Overview: AI transcription with Dynamic Media allows to make videos accessible easily, fit for global support.
- > Create captions from existing audio. More than 60 output languages supported
- > *Limited release: Q3 2024*



VALUE

- Cut down time spent transcribing videos and simplify video workflow



AEM Assets

Democratize and scale production to marketers



ASSET MANAGEMENT



> Enable anyone in the organization to easily create or adjust on-brand content using Adobe Express with Firefly

> Rapidly create variations from AEM Assets, such as updating backgrounds for different geos, via Express and Firefly



VALUE

- Increased content production
- Lower cost per asset by eliminating manual effort
- Faster speed to market and higher confidence in scaled content

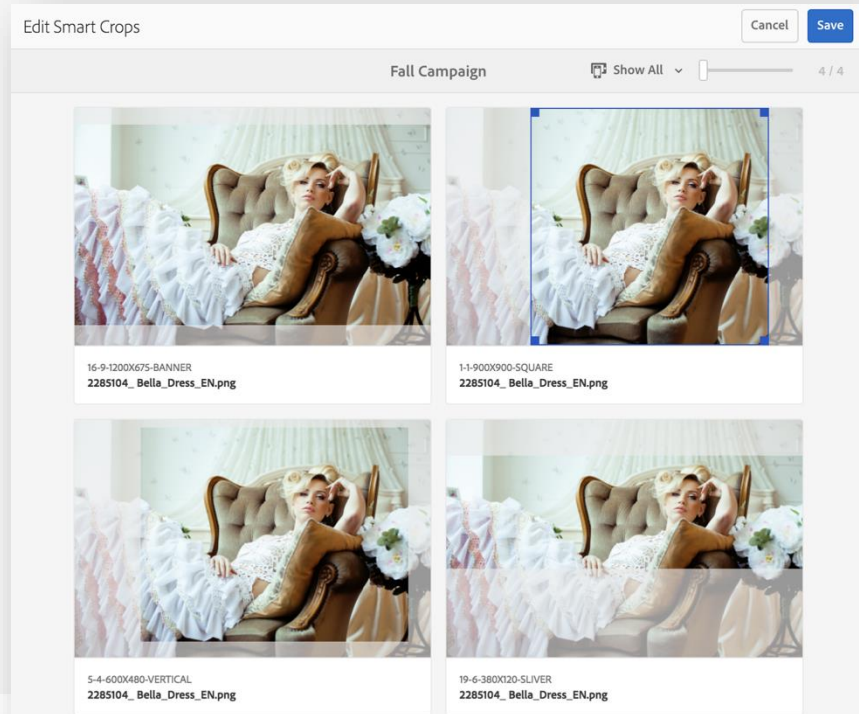


Creative Cloud

Intelligent asset delivery



DELIVERY & ACTIVATION



VALUE

- Automatically detects and crops to the focal point
- Reduces hours (or days) of work to minutes



Boost marketing copy generation



DELIVERY & ACTIVATION



- Use Sensei Gen AI for copywriting, re-writing and summarization in the AEM advanced in-context editor
- Rapidly create copy variations in Journey Optimizer to test and optimize engagement across segments or channels
- Deploy content styling that incorporates brand tone of voice, up-to-date product information, and behaviors



VALUE

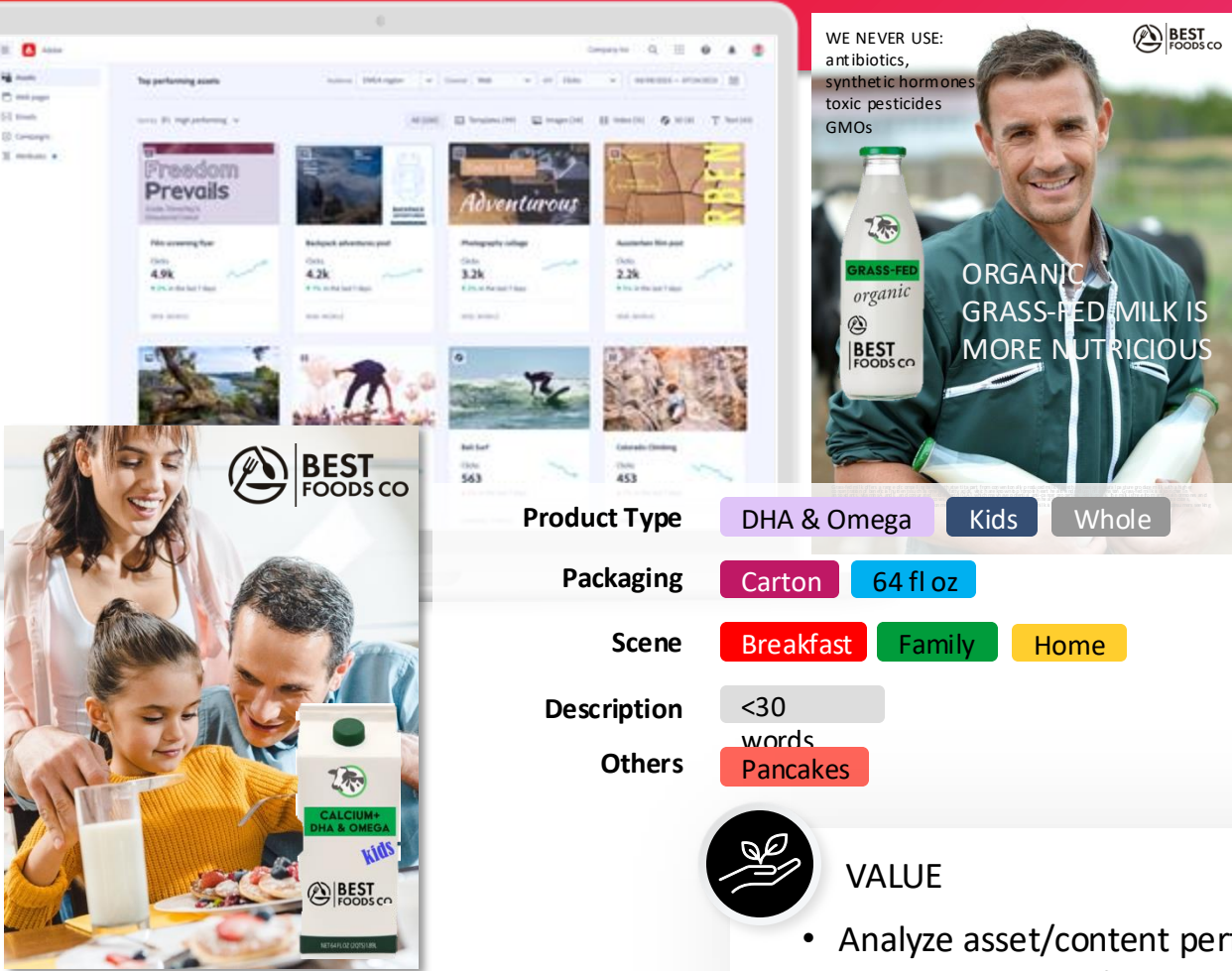
- Faster speed to market for marketing messages
- Enhanced customer engagement and experiences
- Improved productivity / employee experience



AEM Sites

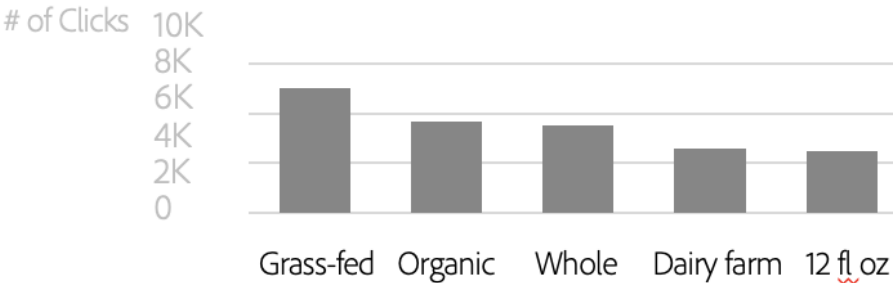
Content Analytics

Analyze asset/content performance at an attribute level to feed insights driving higher content ROI

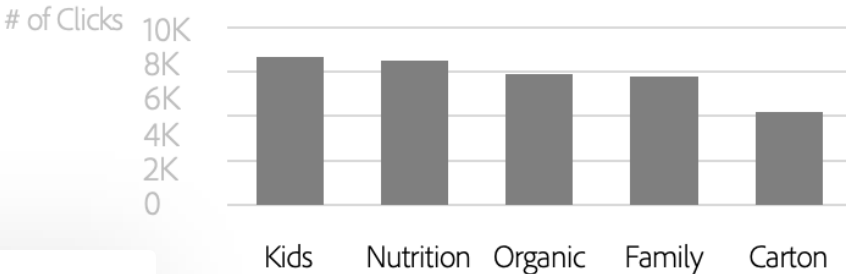


Content attribute performance by micro-segment

“HEALTH-CONSCIOUS SENIOR” segment



“SOCCER MOM” segment



VALUE

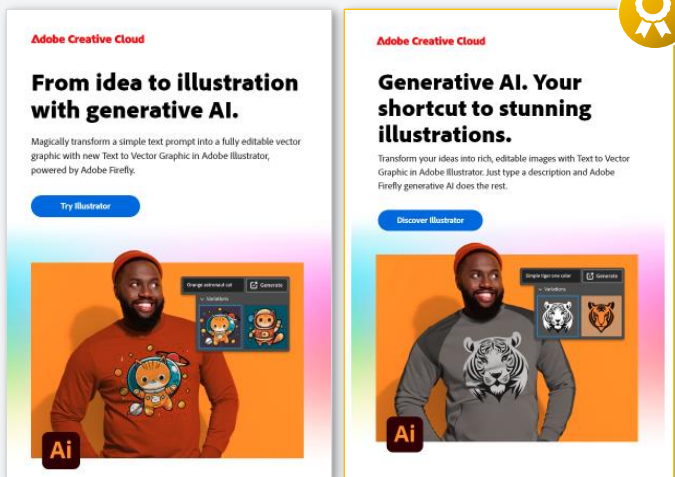
- Analyze asset/content performance at an attribute level to feed insights driving higher content ROI



Customer Journey Analytics

GenAI in action with Adobe marketing

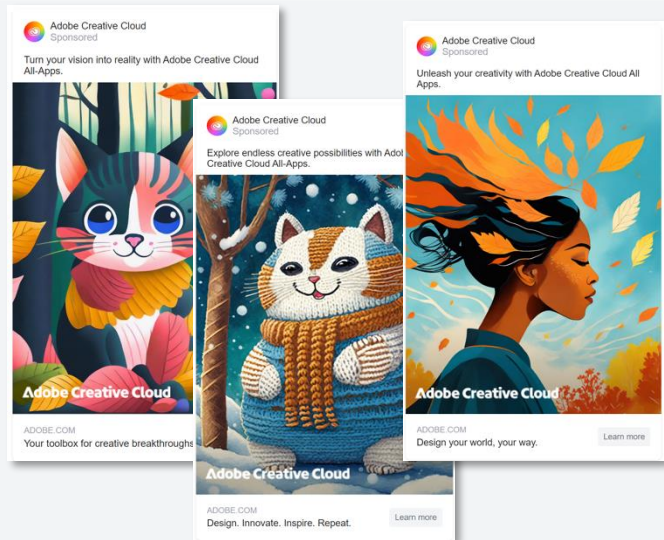
1 Adobe MAX Email Campaign



LLM + Illustrator Text-to-Vector

Create an email for Adobe MAX with multiple image and text variants (two of five variants shown)

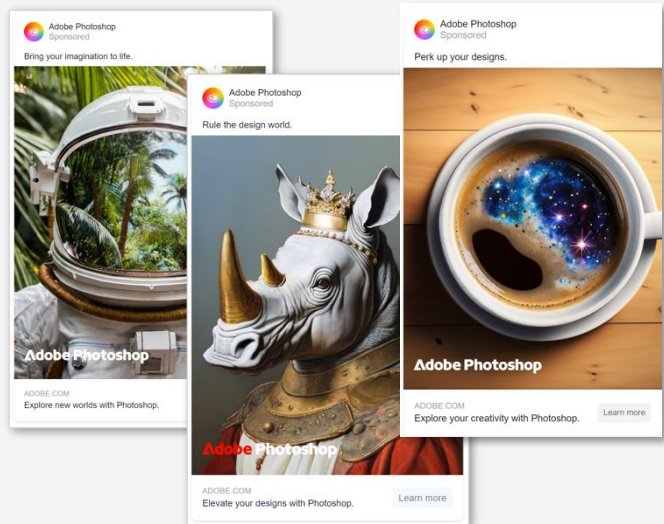
2 Studio-Led Facebook Social Ads



LLM + Firefly

Save time on content creation and optimize sourced ARR for display ads on paid social channels

3 Marketing-Led Facebook Social Ads

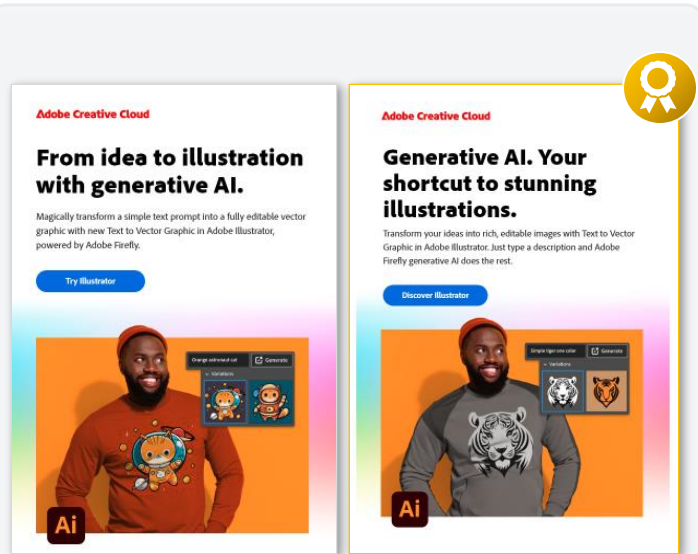


LLM + Firefly

Create content that would otherwise not exist to improve ROI on paid social channels

Impact

1 Adobe MAX Email Campaign

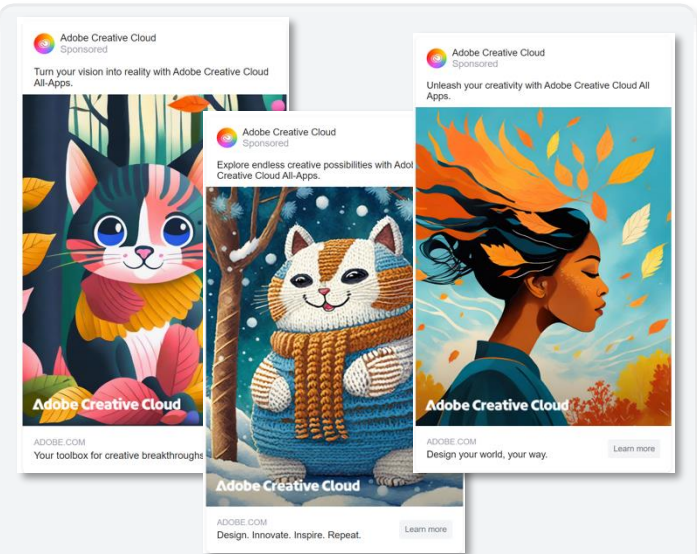


LLM + Illustrator Text-to-Vector

50+%

lift in clickthrough rate over average CTR of other variants

2 Studio-Led Facebook Social Ads

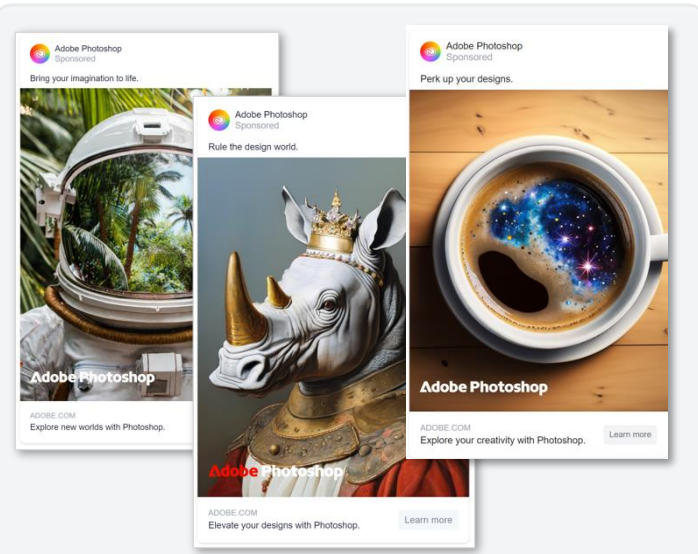


LLM + Firefly

125+%

ROI, 10+% better than comparable campaigns

3 Marketing-Led Facebook Social Ads



LLM + Firefly

155+%

ROI, 20+% better than comparable campaigns

Poll

How many of you have used AI personally?

How many of you have used AI professionally?





Change Management and Keys to Success

Steve Michaelis

What did Adobe find when they looked at their own Content Supply Chain processes?

A comprehensive review and discovery identified the working models, requirements, pain points and opportunities of the existing CSC. A review of the technical landscape revealed numerous applications facilitating content creation and management.

1

Siloed Processes:

Disconnected workflows hindered leadership's ability to get a holistic view of marketing activities.

2

Manual Efforts:

Significant manual efforts were required to consolidate insights from disparate sources, leading to inefficiencies.

3

Decentralized Asset Management:

Assets were scattered without standardized metadata, complicating reuse and management.

4

Lack of Visibility:

The creative asset generation process lacked transparency, with fragmented approval processes often managed via email.

Establishing the vision and the plan

Adobe set clear goals to optimize its content supply chain:

Clear goals

Comprehensive visibility

Maximized reuse

Agile processes

Effective localization

High quality content

Democratized asset usage

Streamlined production

Implementation and best practices

Successful implementation required executive engagement, regular steering team readouts, and the establishment of governance committees.

Key findings

Executive engagement

Transparent communication

Change management

Governance structures

Workflow and asset management

Technology tools

Effective onboarding

Keys to success

Adobe identified key pitfalls to avoid

1

Minimize excessive voices

Too many decision-makers can cause delays and lack of accountability. Empower core teams with decision-making authority.

2

Data accessibility

Ensure necessary data is accessible for measuring progress. Invest in data integration early.

3

Empowerment

Core team must be empowered to make decisions without excessive reliance on external approvals.

4

System overload

Avoid creating multiple fields for the same data elements to prevent reporting issues.

Helping enterprises drive business impact

**Saved \$2 million+
by automating
workflows**

T Mobile

**700% increase in
delivered projects**

IBM

**26% higher
engagement from
Firefly-generated
assets**

xfinity

**Reduced content
waste by 30%**

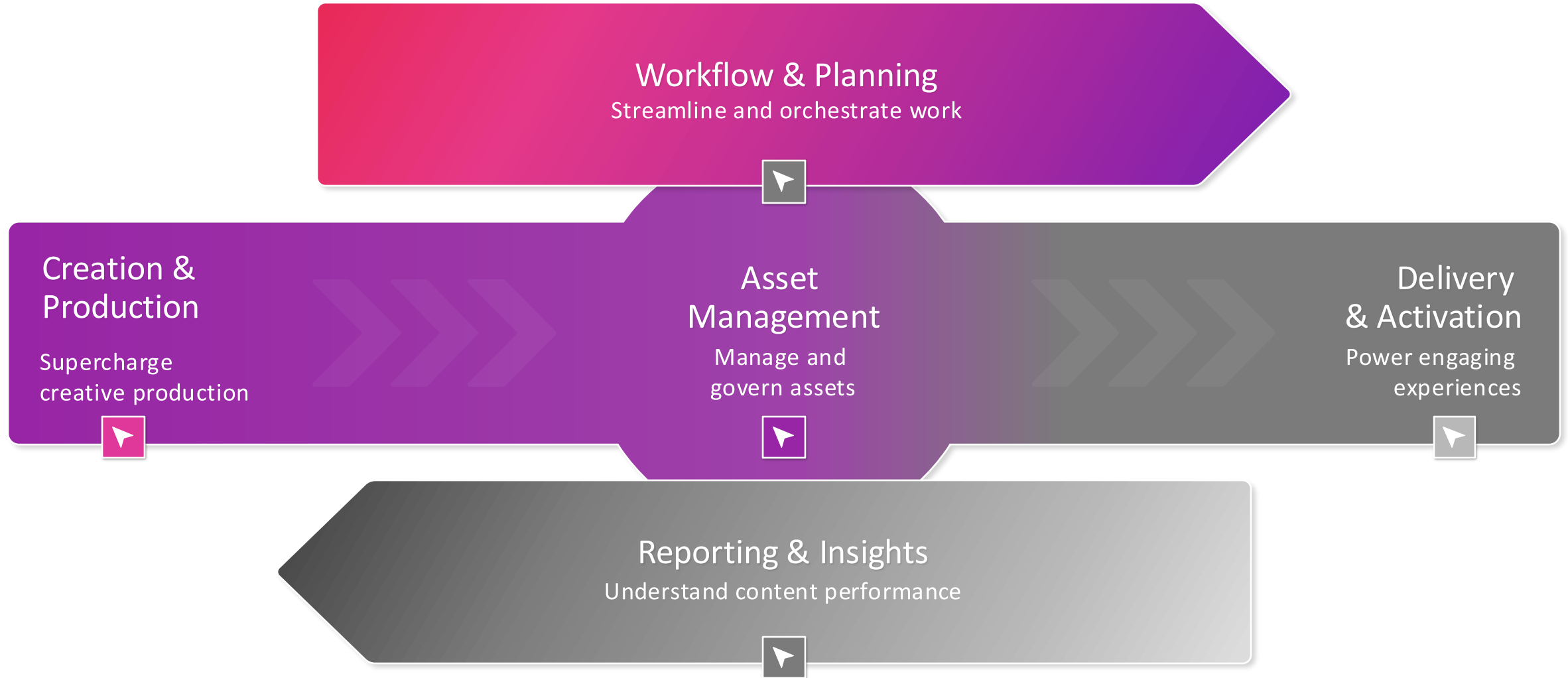
asics

“Now we’re driving operational efficiencies and content velocity by connecting the tools the creative team is using to downstream marketing systems.”

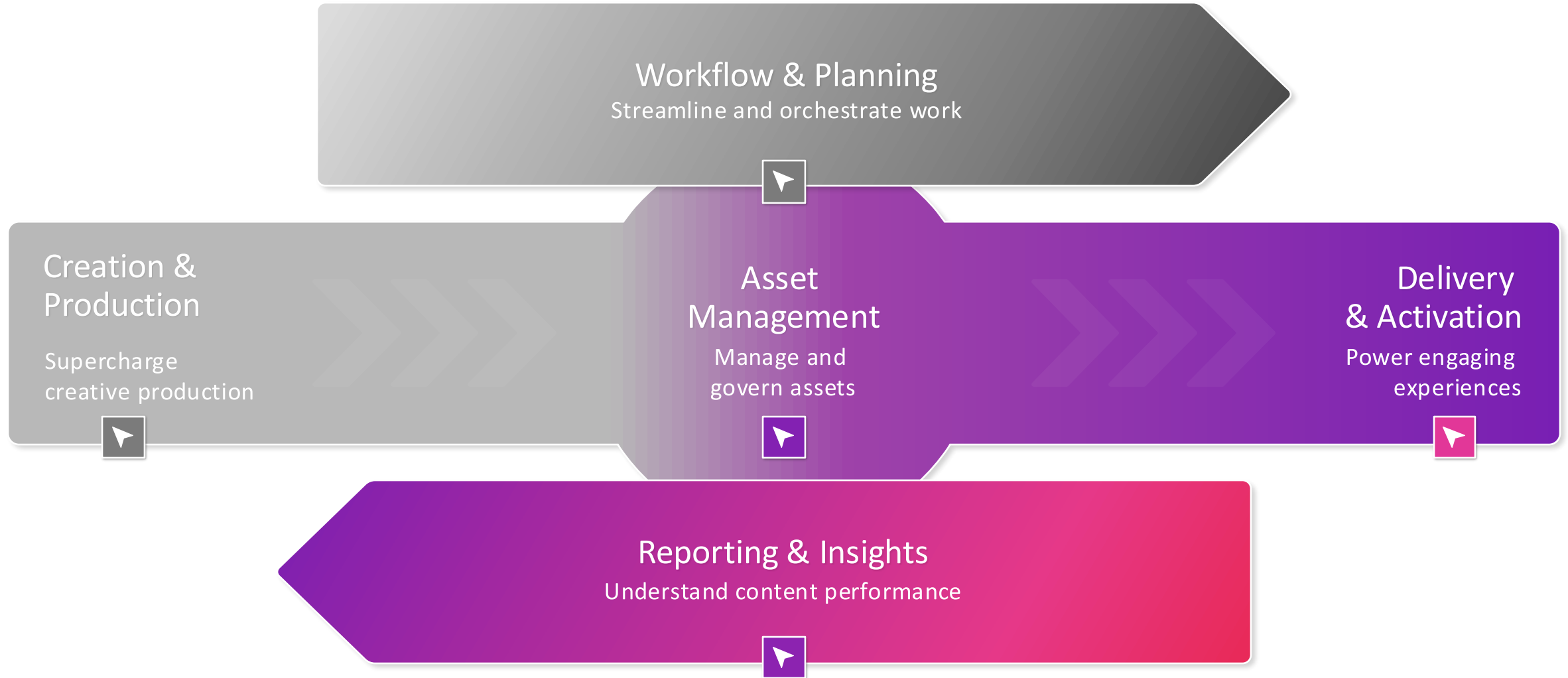


ANNA HUDES • Chief Product Officer, Prudential Financial

Day 1 review



Day 2 preview



CSC bootcamp agenda | program day 2

8:00am – 4:00pm	Registration Information Desk
8:00am – 8:30am	Breakfast
8:30am – 9:45am	From Foundations to Super Charging your Content Supply Chain Are you a prompt engineer? Content Variations – Production at Scale with Firefly Services
9:45am – 10:00am	Break
10:00am – 12:00am	<i>Hands-On Lab: The Content Activation Journey</i>
12:00am – 1:00pm	Lunch
1:00pm – 2:30pm	<i>Sneak Peek:</i> Reporting, & Insights Content Analytics <i>Sneak Peek:</i> Adobe GenStudio for Performance Marketers <i>Group Exercise:</i> Voting Results – CSC Bottlenecks
2:30pm – 3:00pm	<i>So What!</i> – Economic Impact Tell us what you think
3:00pm	Departure Program Ends

End of day 1

**We want to
hear from you**

5-minute survey

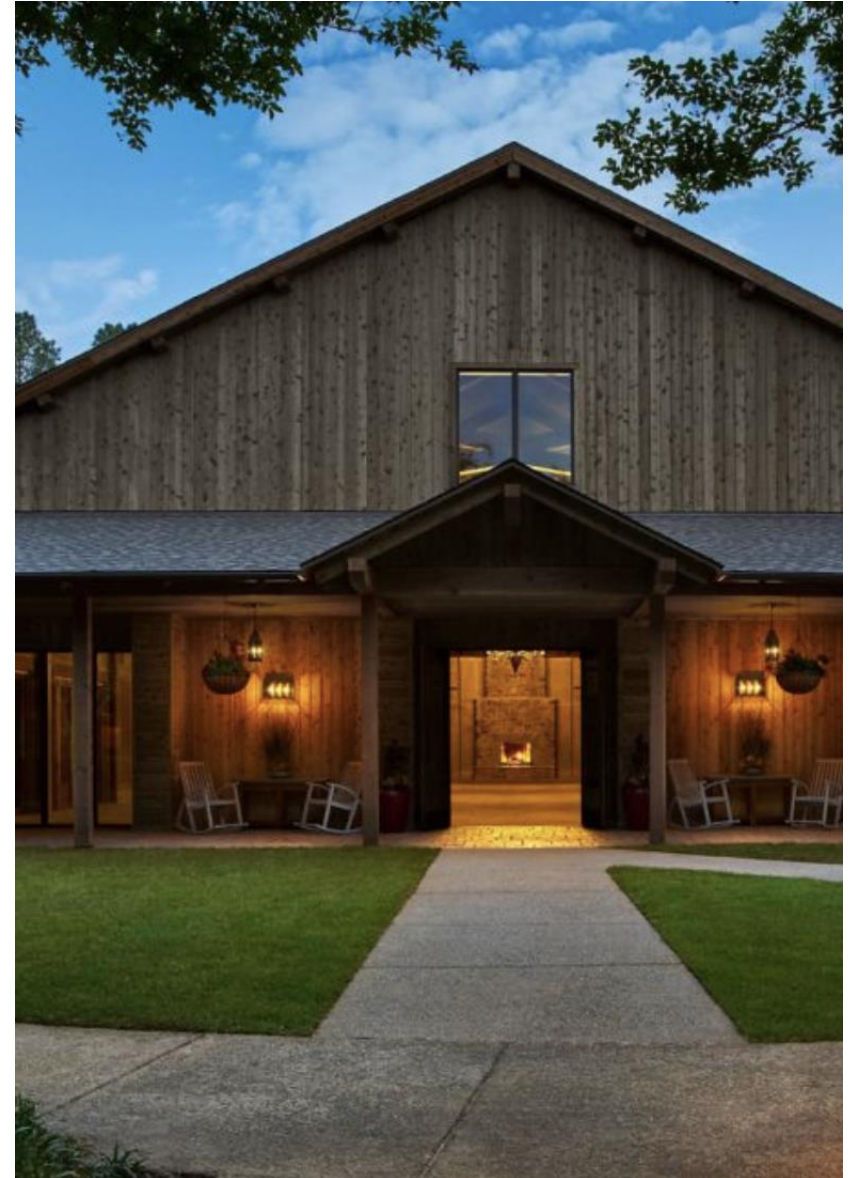
<https://bit.ly/abobecscdayLO1>



Tonight

6:00 to 9:00

**Dinner &
Rocket Launch competition &
Trivia night**





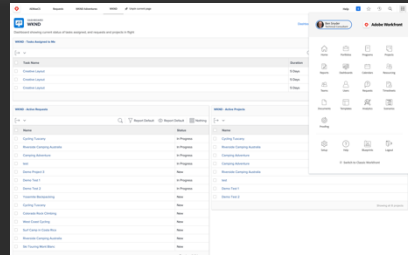
Appendix



Workfront references

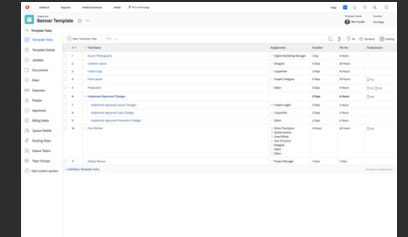
System Basics

- [Understanding Navigation](#)
- [Working in Workfront](#)



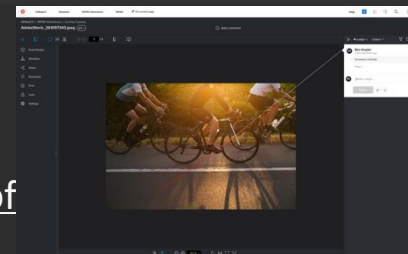
Project Templates

- [Template Overview](#)
- [Editing Template Tasks](#)



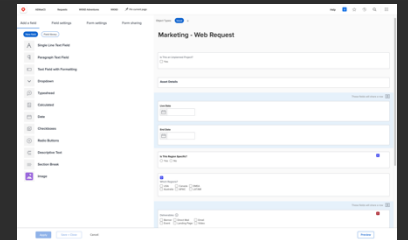
Proofing

- [Supported Files and Sizes](#)
- [Creating an Advanced Proof](#)



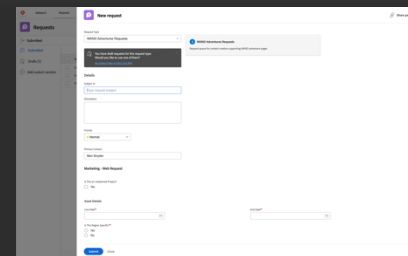
Custom Forms

- [Custom Form Overview](#)
- [Creating a Custom Form](#)



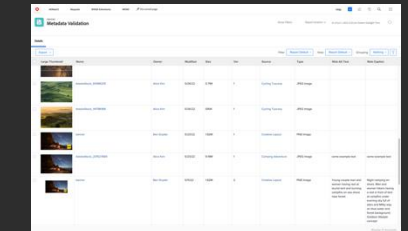
Request Queues

- [Creating a Queue](#)
- [Routing Rules](#)



Reporting

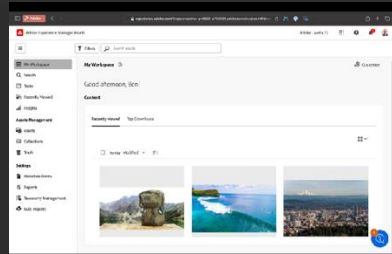
- [Getting Started with Reports](#)
- [Creating a Custom Report](#)



Adobe Experience Manager Assets references

System Navigation

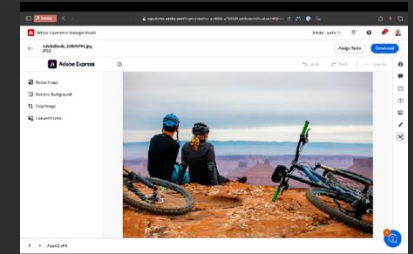
- [Managing Digital Assets](#)
- [AEM Assets](#)



Navigation

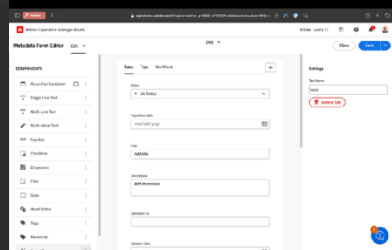
Quick Actions

- [Edit in Adobe Express](#)
- [Edit in Photoshop Express](#)



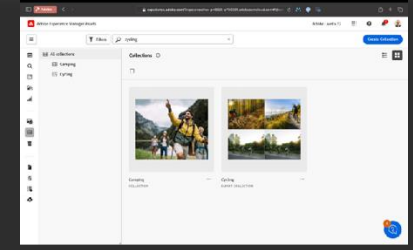
Metadata Forms & Tags

- [Understanding Metadata](#)
- [Managing Tags](#)



Collections

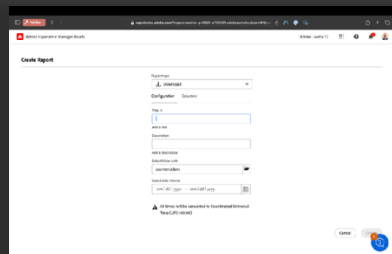
- [Creating a Collection](#)
- [Managing Smart Collections](#)



Collections

Subscriptions and Reports

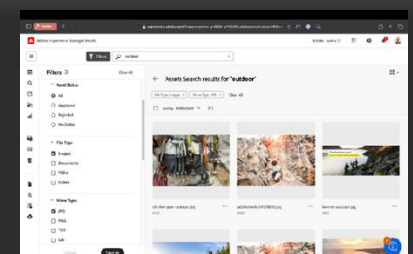
- [Subscribing to Reports](#)
- [Creating Asset Reports](#)



Reports

Search and Linking

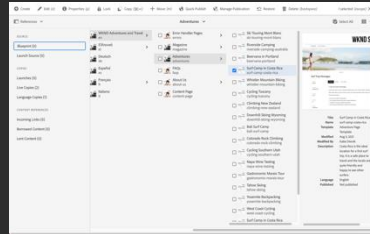
- [Search and Discover Assets](#)
- [Share Links to Assets](#)



Adobe Experience Manager Sites references

System Navigation

- [Quick Start Guide](#)
- [AEM Sites Navigation](#)

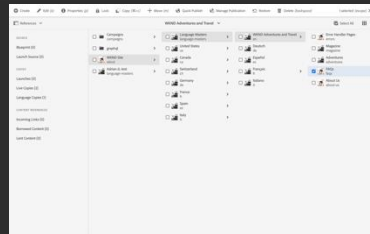


Universal Editor

- [Introduction to Universal Editor](#)
- [Getting Started Authoring Content](#)

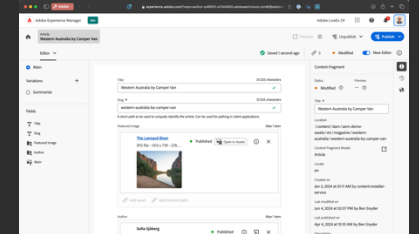
Sites Console

- [Authoring Environments](#)
- [Overview of Authoring](#)



Content Fragments

- [How to Model Content](#)
- [Managing Content](#)



Generate Variations

- [Variations via Generative AI](#)
- [Writing Effective Prompts](#)

Prompts

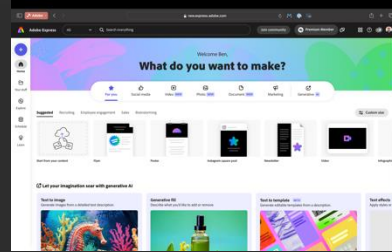
Edge Delivery Services

- [Block Collection for Authoring 100](#)

Adobe Express

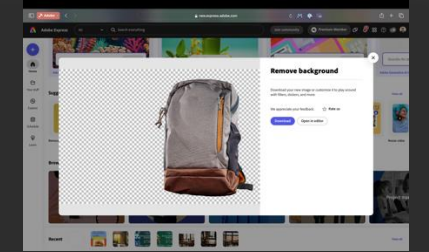
Express Introduction

- [Express Overview](#)
- [What is New](#)



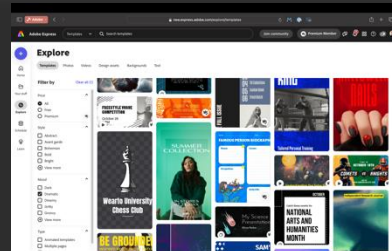
Quick Actions

- [Resizing Images](#)
- [Trimming Videos](#)



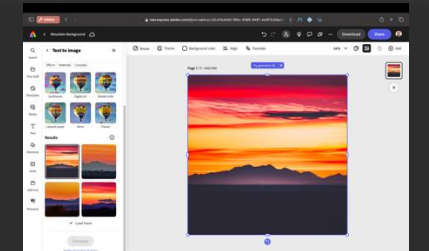
Templates

- [Getting Started](#)
- [Creating Templates](#)



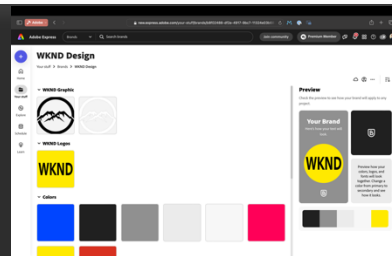
Firefly

- [Text to Image](#)
- [Generative Fill](#)



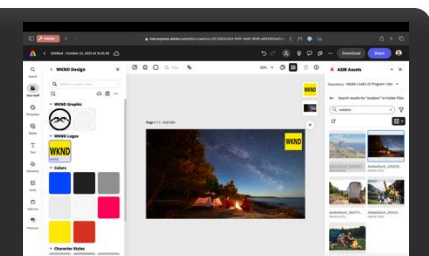
Brands

- [Creating a Brand in Express](#)
- [Managing a Shared Brand](#)



Collaboration

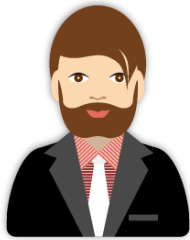
- [Collaborate in Express](#)
- [Sharing Libraries](#)



Workshop personas



Developer



Content
Contributor



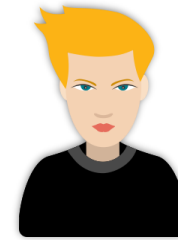
Project
Manager



Content
Administrator



Photographer



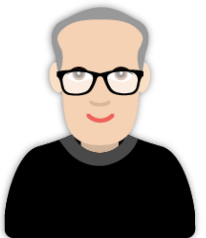
Social
Manager



Asset
Librarian



Group
Administrato
r



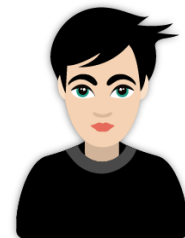
Creative
Director



Content
Author



Copy
Writer



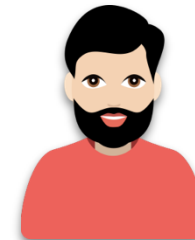
Translation
Specialist



Legal
Team



Marketer



System
Administrato
r



Producer