

workzone

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JULY EDITION



Workzone July Update

The first half of the year is in the books, and the second half is already moving. July is a big one for us: two live webinars, a native Google Drive integration, and a new feature that shows you where a project is headed before it slips.

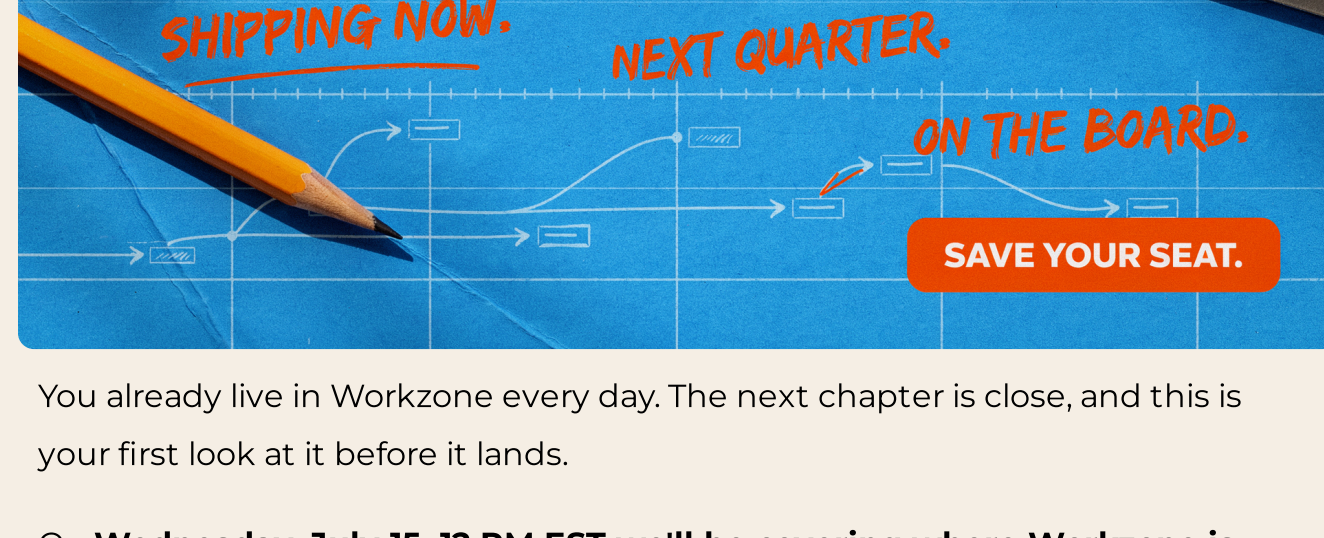
We also gave every Workzone webinar a single home, so the sessions you want to catch (and the recordings you missed) all live in one place.

In this issue:

- **Live webinar, July 15: [The Workzone Roadmap](#).** What's shipping, what's next, what it saves you.
- **FEATURE Product update: [Project Baselines are here](#).**
- **Live webinar, July 30: [Vibe Coding 101 for Marketers](#).** Build better assets faster and automate the tasks you dread, no code required.
- **New:** one home for every [Workzone webinar](#).
- **Product update: [Google Drive integration](#)** is now live

WEBINAR

The Workzone Roadmap: What's Shipping, What's Next, What It Saves You



You already live in Workzone every day. The next chapter is close, and this is your first look at it before it lands.

On **Wednesday, July 15, 12 PM EST** we'll be covering where **Workzone is headed**. This is your first look at what's coming, why we built it this way, and which parts land first, straight from the people making the calls: our CEO, [Ash Dildwania](#), and CTO, [Mark Riedman](#).

You'll walk away with:

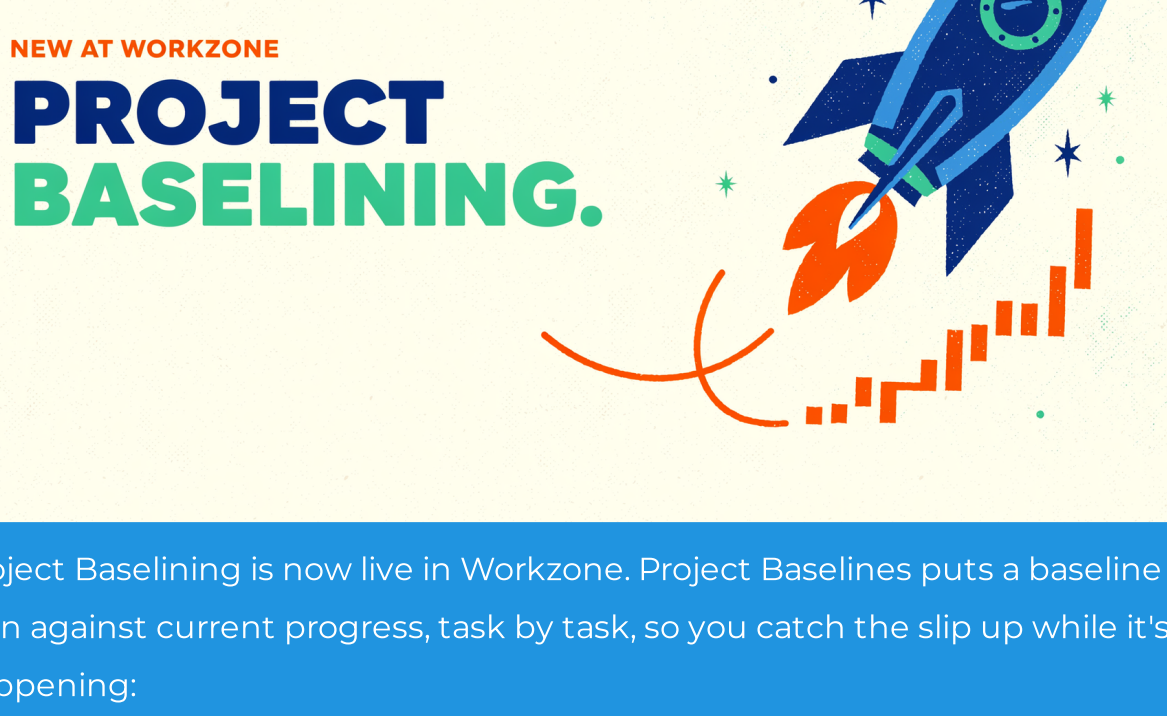
- **What's shipping now.** The first AI features, and the busywork they take off your plate.
- **What's next.** Baselineing, forecasting, and risk flags that catch a slip before it hits.
- **The longer view.** Analytics, an exec-ready mobile app, and AI that points to your next best move.
- **Live Q&A.** Put your questions to the CEO and CTO directly.

Register →

P.S. Busy that day? Register, and you'll get the recording and everything we cover.

FEATURE HIGHLIGHT

NEW in Workzone Enterprise: Project Baselineing



Project Baselineing is now live in Workzone. Project Baselines puts a baseline plan against current progress, task by task, so you catch the slip up while it's happening:

- What the plan was, frozen the moment you set it
- What changed, tracked every day after
- Which tasks drove the slip, and by how much
- What it cost, in hours and dollars

Available on Workzone Enterprise.

Check It Out →

WEBINAR

Vibe Coding 101 for Marketers: Make a lean team produce like a big one.



AI has quietly changed what one marketer can produce. The people using it are shipping custom pages, interactive tools, and automations on their own.

Thursday, July 30, 12 PM EST, we'll start with the basics, build finished assets live, and give you the prompt library to keep going on your own.

You'll walk away with:

- The **confidence to build** the assets you used to skip, outsource, or settle on
- Turn a task that eats an afternoon into **an automation that runs in seconds**
- The exact **prompt library we build** with, ready for your own to-do list Monday morning

A small team can move like a big one. Come see how. Part 1 of our **AI Skills for Marketers series**, with Claude Cowork up next in August.

Register →

P.S. Busy that day? Register, and you'll get the recording and everything we cover.

WEBINAR

Missed something? Every Workzone Webinar is now in one place

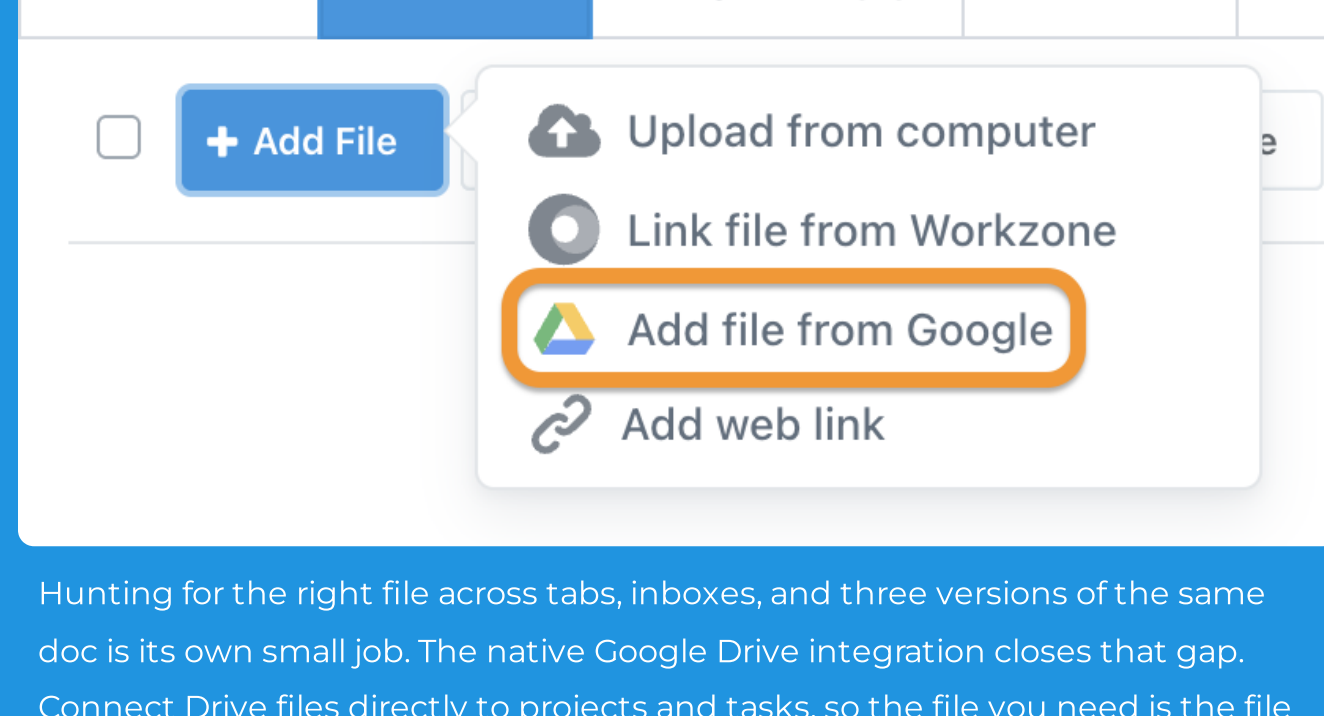


Registrations, upcoming sessions, and past recordings now live in one spot. Bookmark it once and you'll never dig through your inbox for a join link again.

Browse all webinars →

FEATURE HIGHLIGHT

NEW: Google Drive Integration



Hunting for the right file across tabs, inboxes, and three versions of the same doc is its own small job. The native Google Drive integration closes that gap. Connect Drive files directly to projects and tasks, so the file you need is the file you find, with one source for the latest version instead of last week's draft.

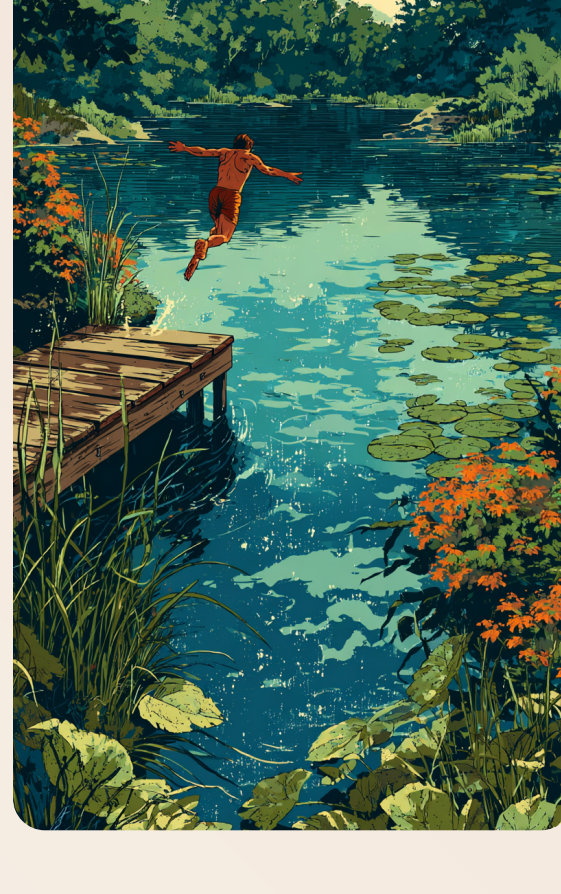
See the Google Drive integration →

✨ **BEFORE YOU GO** ✨

Know someone juggling multiple accounts or drowning in email approvals?

We offer free trials now. No credit card required.

Workzone Free Trial →



Worth reading this month

FROM THE WORKZONE BLOG



20 AI Prompts for Marketers Who Are the Whole Department

24 Min Read →



How the Best University Marketing Teams Operate as One

Central, the colleges, athletics, and the med center all share a logo and none of them report to you. Here's how the best teams run as one anyway.

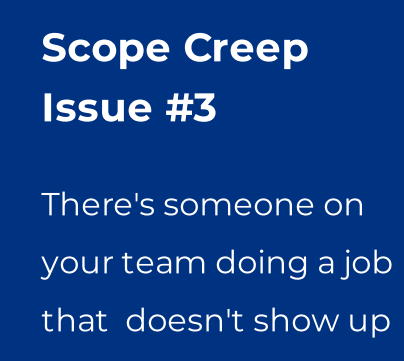
6 Min Read →



Why Do AI Adoption Projects Fail (And How to Make AI Actually Work)

Our Marketing Lead sat down with Bader Rutter's Brian Kohlmann on why most AI rollouts stall. A smart primer before this month's webinars.

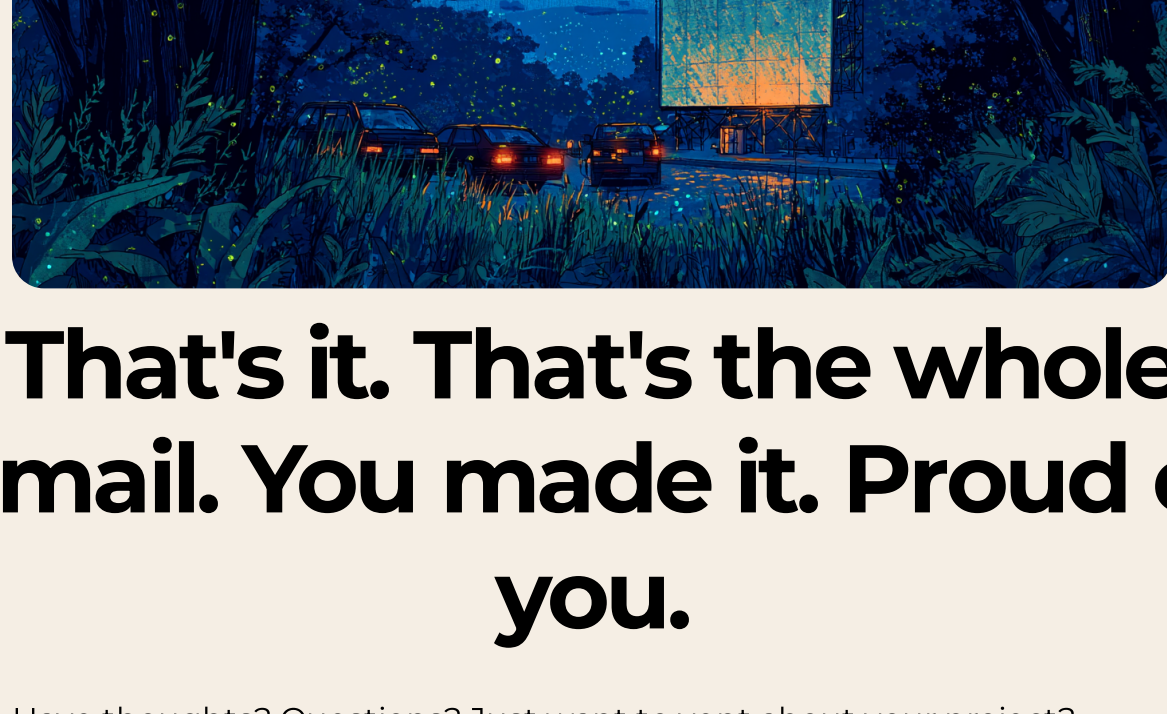
7 Min Read →



Scope Creep Issue #3

There's someone on your team doing a job that doesn't show up on the org chart. They're also your single biggest point of failure. Here's how to get what's in their head into the open before they take a week off.

4 Min Read →



That's it. That's the whole email. You made it. Proud of you.

Have thoughts? Questions? Just want to vent about your project? Reply any time. Real humans over here. Not a bot, not a form, just us.

— The Workzone Team