



UWEBC NOW!

Episode 1 Transcript

Hello UWEBC members, it's your new Director, Doug Barton. For those of you I've already met, it's great to be back in touch (even from a super safe distance), and for those I haven't I look forward to handshakes and hugs down the road.

I am here to welcome you to the new video series we call UWEBC NOW!

Now will consist of a half a dozen sessions between now and our virtual annual conference this September and these videos will give you a look behind-the-scenes of this must-attend learning event.

Future episodes will feature the really big ideas of the conference, your steering committee peers who are co-creators and our inspiration behind the program, your sponsors who help us bring this event to you, your host for this year's conference-a much sought after talent and former UK television celebrity-Mark Jeffries, and we have some surprises planned too.

Today, we kick things off by answering the most pressing of question why:

1. Why have a virtual annual conference
2. Why is now the time for our learning collaborative
3. And why you shouldn't miss it--spoiler alert - Reason 1 is our keynote presenters

That's right, we will be entirely virtual. I'm sure I speak on behalf of everyone when I say I wish we were all together, sharing stories, best practice ideas, and cocktails, but we are all doing our part to get the world back into action again.

It is our intention to reach more of you --right at your desk or home office--than we might have welcomed in-person.

Indeed, these times call for all of us to lead, not shrink from the circumstances. And our event is designed for that inspiration.

We are all living in an unprecedented period; It's marked by a global pandemic. And by a new conversation in our society on racial equity and justice. There's no playbook yet for how we should operate right now. And each day, each of us is presented with new opportunities that we need to manage. Together we will cultivate the mindset, toolset, and skillsets to emerge stronger.

That's why the time is now for your learning collaborative. If you want to connect with both the on-the-ground realities and the new possibilities, we have a lot to offer each other, to share with each other.

We are managing across multiple horizons –the crisis response, the emerging recovery, and the inevitable renewal and what many have called the next new normal. Together, we better map that terrain and timeline. And create for ourselves, our teams, and our enterprises a future worth wanting and the first steps to get there.

As we do every year, we have partnered with your peers, experts and thought leaders across our practice areas –marketing, supply chain, customer service, and IT to bring us actionable advice and stories of success to help us manage and feel motivated to tackle what lies ahead.

Together we will build the playbook our organizations need and succeed in the next new normal.

One big reason not to miss this year's virtual annual conference is our keynote presenters!

The conference will kick off on Thursday, September 24, with an opening keynote on navigating the new normal by strategic futurist Nancy Giordano. Nancy is recognized as one of the world's top futurists and has spent her career building, shaping and evolving a portfolio of \$50 billion worth of major global brands.

Nancy will share her conviction of what will shift –what needs to shift –so we can synthesize a way forward. Much love to keynote sponsor Tanium for helping us bring Nancy to you.

And last but not least, on Friday, September 25, Wisconsin Badger Lee Kemp will deliver a moving keynote on how you, too, can overcome adversity to create your legacy. Known as one of the greatest wrestlers in US history, Lee became America's most accomplished wrestler when he became the first three-time World Champion. I've seen his 2019 documentary *Wrestled Away: The Lee Kemp Story* and Lee has an inspiring story of resilience. Something we all need more of. Big thanks to closing keynote sponsor SAP.

Before I let you go, I have two requests. I request you to register. We are in a unique time right now; it's both early-bird promotional pricing and, if you bring 10 or more delegates from your company, there is additional savings. Early signs are that all our bulk purchasing member companies are participating at higher levels than ever.

Finally, our keynotes, speakers, and practice directors want to hear from you as well. Visit our conference website uwebc.wisc.edu/conference and submit your video question for our speakers. You can just easily hold your phone up. Landscape mode is better. Ask a quick question to your phone and send it to us. We will feature a select few throughout our event.

We'll talk again soon. Until then [#togetherforward](#) [#onwisconsin](#)