

August 2022

## Thank you for attending our Digital Symposium

Thank you to everyone who joined us on July 21 for our first-ever Digital Symposium! What an invigorating morning filled with insightful speakers and content! Ranging on topics from Models for Transformative Innovation to the Internet of Medical Things, we hope you found value in our program.

***“Today’s event help me work out how to help our organization push forward on some of our digital priorities”*** – Digital Symposium Virtual Attendee



Another attendee said: "Today's event reaffirmed for me that digital transformation is not just about technology and that it is also a human-centric shift in the way that we think about work, how we engage and interact in a new operating model!" We couldn't be happier with the turnout and feedback we've received, and we hope to hold more special events like this in the future.

For those of you who missed it, never fear! The entire program is available on demand for a limited time. Register now for access to videos of each speaker's presentation. Drop in to watch one or watch them all! [Learn more and register.](#)

## Supply Chain Analytics

Our July 14th IT and Supply Chain peer group meeting discussed the prevalent topic of Supply Chain Analytics. More specifically, the group learned how to aggregate and use data analytics. Participants heard from Molly Miller (Business Intelligence Manager, Amcor) and Ralph Asher (Founder, Data Driven Supply Chain LLC) on how to use analytics in a beneficial way to help optimize supply chain performance.

With supply chains becoming more complicated, businesses are being faced with new pressures to meet difficult demands from their customers. Learning how to better use data in order to understand and optimize your supply chain performance is a key way to make sure to stay up to date in our fast-paced world.

[Read the full story.](#)



## UWEBC Annual Conference Session Topics Announced!



The UWEBC's 2022 Annual Conference is shaping up to be the best one yet! Our incredible line-up of speakers in four tracks (Customer Service, IT, Marketing, and Supply Chain) will be covering topics ranging from [Strategies for Expanding the Tech Talent Pipeline Through Diversity and Inclusion Outreach](#) to [Creating Business Value by Connecting Supply Chain to your Organizational Goals](#) to [Overcoming the Resistance to New Ideas](#).

We also have a [Human Resources Learning Roadmap](#) set up for all our HR professionals to follow and get the most out of the day.

Visit our [Business Best Practices & Emerging Technologies Conference website](#) to read about all the topics we'll be touching on throughout the day and to register.

**Plus!** We've extended our early bird registration deadline to this **Friday, August 5!** Register now to take advantage of a **\$100 discount!**

You won't want to miss this year's conference on **September 20**. We're looking forward to seeing you in person at the Monona Terrace, with a virtual option available.

## **UWEBC Featured Member: Kel Koenig from SSM Health**

This month we are pleased to feature Kel Koenig, Director of IT Operations and Shared Services at Dean Health Plan! We spoke with him and got the following insight into what he and his team are up to, what they like about UWEBC events, and how you can take some things that he's learned and put them into practice for your company.

[Learn more.](#)



## **Have you heard about our new UWEBC Leadership Foundations Master Class?**

The UWEBC, in collaboration with [InitiativeOne Leadership Institute](#) in Green Bay, is proud to present **Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention**. We are excited to bring InitiativeOne's renowned national program exclusively to the UWEBC network. *UWEBC membership is not required to participate.*

In this two-day in-person workshop -- complemented by three 60-minute UWEBC-facilitated virtual follow-on sessions with fellow workshop participants -- you will have an unparalleled opportunity to learn strategies and methods leaders can employ to build a high-trust environment that improves employee engagement, decision-making, problem-solving, and performance while also mitigating the factors that can lead to leader burnout.

[Learn more and register now!](#)

## **Introducing four new potential Special Interest Groups for Customer Service professionals**

In an effort to provide more spaces for learning about dedicated interests in the Customer Service space, we are introducing four standalone events that with the interest and involvement of our members could quickly and easily transition into an ongoing series of discussions for those that could benefit most. These events include Future of Contact Centers (September 9), Contact Center Quality Monitoring (October 6), Customer Care in a B2B Environment (October 13), and Contact Center Workforce Management (October 20).

[Learn more about each of these and register now!](#)

## **UPCOMING EVENTS**

*Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#). All are virtual unless otherwise specified.*

**August 5: HUMAN RESOURCES SPECIAL INTEREST GROUP MEETING**  
**Executive Roundtable on Current and Emerging HR Issues.** Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.  
[More information and register »](#)

**August 17: CONTENT MARKETING SPECIAL INTEREST GROUP MEETING**  
**Kickoff Planning Workshop for Content Marketing Special Interest Group.** Members have asked to do a deeper-dive into the many facets of content marketing. This meeting will be a workshop to jointly create a list of 8 to 12 meeting topics that will be covered over the lifespan of this series.  
[More information and register »](#)

**August 25: CUSTOMER SERVICE PEER GROUP MEETING**  
**>> In-person and virtual options available! <<**  
**Strategies and Practices for Improving Retention of Customer Care Talent.** Glean new ideas to help strengthen the bond between your team and your organization, making it easy for your best team members to find fulfillment in the work they do.  
[More information and register »](#)

**August 25-26: LEADERSHIP FOUNDATIONS MASTER CLASS**  
**>> Held in person at InitiativeOne in Green Bay <<**  
**Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention.** Learn how to build a high-trust environment that improves decision-making, problem-solving, and the performance of your team.  
[More information and register »](#)

**August 30: AGILE IT SPECIAL INTEREST GROUP MEETING**  
**Driving Prioritization through Strategic Themes and OKR's.** Learn how to leverage strategic themes and the concept of OKR's to drive prioritization.  
[More information and register »](#)

**September 9: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT**  
**Future of Contact Centers.** Do you like to keep your finger on the pulse of the ever-changing technology and service trends of the contact center? If so, this would be a great place to collaborate with others who share that enthusiasm to talk about how we can capitalize on these trends in our business.  
[More information and register »](#)

**September 20: Register now!** Our annual [Business Best Practices & Emerging Technologies conference](#) will be held on September 20, 2022. Featuring world-class speakers across four parallel content tracks, it's an event you won't want to miss!

**[View the full meeting calendar.](#)** This calendar is updated in real-time. Keep an eye out for topics that interest you so you can mark them on your calendar!

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**Join a LinkedIn Group and stay connected**

[UWEBC Customer Service](#)  
[UWEBC Information Technology](#)  
[UWEBC Marketing](#)  
[UWEBC Supply Chain Management](#)  
[UWEBC Human Resources Executives](#)



*Please note: You need to be a UWEBC member to join a private group, but anyone can connect with us via our [main LinkedIn page](#).*



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