



UWEBC Bi-Annual Event Digest

In case you missed it, here are past assets from the UWEBC events that have happened this year!

During this period, we have covered a plethora of interesting topics such as risk mitigation strategies, digital self-service approaches, ways to improve website UX, and many more.

Members have access to **ALL** past meeting recordings and materials, not just the ones you register for or attend. We encourage you to check out the different topics that interest you!

Marketing Events

[Overcoming Product Management's Thorniest Communication Challenges](#)

November 17, 2022 - 09:00 AM - 11:00 AM

Learn communication and persuasion tips to increase your leadership effectiveness.

[The Secret to Agile Marketing to Achieve Marketing Excellence](#)

October 18, 2022 - 09:00 AM - 02:00 PM

A roadmap for successful integration of agile in marketing.

[Leveraging Employee Ambassadors on Social Media](#)

July 12, 2022 - 09:00 AM - 12:00 PM

Maximize your brand voice with authenticity and authority.

[Adopting a Product-Led Mindset](#)

June 23, 2022 - 09:00 AM - 10:45 AM

Learn what it means for an organization to truly embrace a product-led mindset from processes to organizational design.

[Member Perspectives on Improving Website UX](#)

April 28, 2022 - 09:00 AM - 02:00 PM

Learn tips and tools to elevate your digital customer experience with clear focus and impact.

[Marketing in a Post-Cookie World: How to Prepare in 2022](#)

March 17, 2022 - 01:00 PM - 03:00 PM

Gain confidence in adapting to the new digital landscape by discussing and comparing practices with fellow UWEBC members.

[How Product Managers Can Increase Team Performance by Understanding Team Dimensions](#)

February 23, 2022 - 01:00 PM - 03:00 PM

The secret sauce product managers need for success.

[Adapting Your Content Marketing Playbook for New Realities](#)

January 27, 2022 - 01:00 PM - 03:00 PM

Take away new ideas for increasing engagement and confidently grow your customer base and/or community, discussing and comparing practices with fellow UWEBC members.

Information Technology Events

A Look Around the Corner: IT Trends for 2023

December 08, 2022 - 09:00 AM - 02:00 PM

As we turn the page on 2022, join us as we examine the key technology trends that will impact your strategic ambitions in the year ahead.

Data Engineering for Predictive Analytics

November 29, 2022 - 12:00 PM - 02:00 PM

Join us for a hands-on session with Google to learn how to build the infrastructure needed to collect, clean, and format data in support of enterprise predictive analytics.

Cybersecurity Trends to Watch

October 12, 2022 - 10:00 AM - 12:00 PM

Join your UWEBC peers as we examine the latest cybersecurity trends and their implications on organizations facing an ever-evolving threat landscape.

Driving Prioritization through Strategic Themes and OKR's

August 30, 2022 - 10:00 AM - 12:00 PM

Learn how to leverage strategic themes and the concept of OKR's to drive prioritization.

Supply Chain Analytics

July 14, 2022 - 09:00 AM - 02:00 PM

Learn how you can aggregate and use data to optimize your supply chain performance!

Road Trip to Summerfest Tech

June 29, 2022 - 08:00 AM - 05:00 PM

Ready for a Summer Road Trip? Join UWEBC in Milwaukee and experience SummerFest Tech!

Hybrid Agile and Its Impact on Teams

May 24, 2022 - 09:00 AM - 12:00 PM

Learn how to accelerate outcomes by blending the preferred traits of both waterfall and agile development methodologies to decrease risk and increase impact.

Cybersecurity: A US Department of Defense Perspective for US Industries

May 02, 2022 - 12:00 PM - 01:00 PM

Gain a US National Security and Department of Defense view of cybersecurity and how it applies to US industry today and in the future.

The Future of Work: Strategies for Leading Remote and Hybrid Tech Teams

April 26, 2022 - 09:00 AM - 02:00 PM

Learn strategies for how to build trust, navigate conflict, make decisions and conduct engaging meetings with remote and hybrid technology teams.

DevOps Trends for 2022

March 15, 2022 - 10:00 AM - 12:00 PM

Learn how UWEBC member companies are using DevOps.

Conflict: The Hidden Fuel for Your Agile Success

February 22, 2022 - 10:00 AM - 12:00 PM

Learn tactics for turning conflict into collaboration, even in high-stakes situations, to enable

a successful Agile transformation.

Innovation at Scale

January 25, 2022 - 10:00 AM - 12:00 PM

Learn strategies for scaling innovation in an established organization to achieve repeatable and sustainable growth in products, services, and business models.

Supply Chain Events

Lightning Round: Top Supplier Questions of 2022 in 60 Minutes

December 14, 2022 - 09:00 AM - 10:00 AM

A quick review of the burning questions you've been asking in 2022.

Looking Ahead: Upcoming Trade Compliance Initiatives and Focus Areas

November 09, 2022 - 09:00 AM - 11:00 AM

Discuss trade compliance focus areas in the year ahead.

Transportation Industry Update: Capacity, Pricing and Sustainability

November 03, 2022 - 09:00 AM - 02:00 PM

Learn from member company Schneider where industry analysts anticipate the transportation industry is headed this fall and into 2023 and share insights and trends with other UWEBC members.

Supplier Diversity

October 11, 2022 - 09:00 AM - 11:30 AM

Discuss how to create, measure, and achieve supplier diversity goals with fellow members.

Collaboration Strategies to Advance Your Company's Trade Agenda

July 26, 2022 - 09:00 AM - 02:00 PM

Hear how other organizations collaborate with internal and external teams to maximize trade strategies for their company.

Supply Chain Analytics

July 14, 2022 - 09:00 AM - 02:00 PM

Learn how you can aggregate and use data to optimize your supply chain performance.

Upskilling Your Supply Chain Team to Solve Tomorrow's Problems

May 17, 2022 - 09:00 AM - 12:00 PM

Discuss priorities and approaches to upskilling supply chain teams.

Risk Mitigation Approaches and Strategies

April 21, 2022 - 09:00 AM - 12:00 PM

Discuss how to mitigate risk in procurement, and share approaches and strategies with fellow members.

New in 2022: Suppliers, Trade Compliance Risks and More

March 29, 2022 - 09:00 AM - 11:00 AM

Discuss new trade compliance risks and how UWEBC members are working to mitigate them.

Managing International Freight Volatility

March 08, 2022 - 09:00 AM - 12:00 PM

Share current challenges in international shipping with other members, and review new approaches to improve product flow.

Top Indirect Procurement Priorities of 2022

February 16, 2022 - 09:00 AM - 11:00 AM

Share top indirect procurement priorities with peers, and influence the future of this Special Interest Group.

Supply Chain Resilience: Approaches to Balancing Cost vs. Flow

January 20, 2022 - 09:00 AM - 11:00 AM

Learn how other companies are balancing cost-effectiveness with product availability and speed to ensure a resilient supply chain in the face of uncertainty.

Customer Service Events

Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and Improve Customer Engagement

November 10, 2022 - 09:00 AM - 02:00 PM

Extract new ideas from functional examples of how you can use the data your organization possesses to anticipate, and prevent customer contacts, showing them how much you care about their experience.

Workforce Management in Customer Care Special Interest Group Pilot Session

October 20, 2022 - 09:00 AM - 11:00 AM

Connect with fellow practitioners on what is happening in the contact center Workforce Management space, and help develop a strategy for an ongoing dialogue on the topic.

Customer Care in a B2B Environment Special Interest Group Pilot Session

October 13, 2022 - 09:00 AM - 11:00 AM

Connect with fellow practitioners on what is impacting Customer Care in Business to Business organizations, and help develop a strategy for an ongoing dialogue on the topic.

Contact Center Quality Monitoring Special Interest Group Pilot Session

October 06, 2022 - 09:00 AM - 11:00 AM

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space, and help develop a strategy for ongoing dialogue on the topic.

The Future of Contact Centers - Special Interest Group, Pilot Session

September 09, 2022 - 09:00 AM - 11:00 AM

Connect with fellow contact center practitioners on trends, tools, challenges and strategies that may impact our contact centers in the not so distant future, and help develop a strategy for ongoing dialogue on the topic.

Strategies and Practices for Improving Retention of Customer Care Talent

August 25, 2022 - 09:00 AM - 02:00 PM

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.

Developing, Incorporating and Evaluating the Effectiveness of CX Improvement Actions

July 28, 2022 - 09:00 AM - 12:00 PM

Our Customer Experience measurement journey culminated with a look back on our work to move forward with distinct actions for improvement. Come with your experiences and questions on CX topics identified as being of high interest to participants in the group.

Approaches to Onboarding and Training New Customer Care Team Members

June 16, 2022 - 09:00 AM - 02:00 PM

JUNE 10, 2022 - 09:00 AM - 02:00 PM

Learn valuable strategies to bring new customer care team members into your culture and prepare them to be your best performers.

Tools for CX Data Analysis & Distilling/Sharing Actionable Insights and Improvement Opportunities

May 18, 2022 - 09:00 AM - 12:00 PM

Learn new ideas for enhancing and optimizing the value of your organization's customer listening and experience improvement efforts through discussion and practice-sharing with fellow practitioners.



Digital Self-Service Approaches & Practices to Reduce Assisted Contact Volume

March 10, 2022 - 09:00 AM - 02:00 PM

Garner new perspectives and ideas to apply to your company's self-service strategy, by learning about the tools and approaches of other customer care organizations.

CX Data Analysis Methods & Techniques and Integrating CX Data from Multiple Sources

February 24, 2022 - 09:00 AM - 12:00 PM

Learn new ideas for enhancing and optimizing the value of your organization's customer listening and experience improvement efforts through discussion and practice-sharing with fellow practitioners.

Human Resource Events

Executive Roundtable on Current and Emerging HR Issues

November 18, 2022 - 12:00 PM - 01:00 PM

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

The Success Delta - Crafting Cultures that Work in a Hybrid/WFA World

October 21, 2022 - 09:00 AM - 11:00 AM

Learn how employers remain attractive to talent who can work for anyone, anywhere and how we can tap into the richness, creativity, skills, and wisdom of a truly diverse, distributed team.

Executive Roundtable on Current and Emerging HR Issues

August 05, 2022 - 12:00 PM - 01:00 PM

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

Intelligent Hiring: How to Recruit and Adapt in the Era of the Open World Workforce

June 17, 2022 - 09:00 AM - 11:00 AM

Learn how forward-thinking companies are adapting to new recruiting realities then discuss and apply with your peers.

Executive Roundtable on Current and Emerging HR Issues

May 06, 2022 - 12:00 PM - 01:00 PM

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

Impact of Omicron on Workplace, Health and Safety, and Travel Policies

March 11, 2022 - 09:00 AM - 11:00 AM

Learn how UWEBC member companies are updating workplace reopening plans, health and safety policies, and business travel guidelines.

Executive Roundtable on Current and Emerging HR Issues

February 04, 2022 - 12:00 PM - 01:00 PM

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.