

February 2023

Learn and Apply Essential XM Principles to Help Your Business Thrive



On January 9th, the UWEBC kicked off its newest Boot Camp, elevating the discipline of Experience Management. We did this in partnership with Qualtrics XM Institute, a unit that operates within Qualtrics to offer tools and resources that help people design, deliver, and mature Experience Management (XM) programs. Greg Chase, XM Catalyst and head of the XM Pro network, led participants through the fundamentals of XM, drawing upon his depth of experiences to ground the learnings through real-world examples.

[Read the full story.](#)

Save the Date: UWEBC Digital Symposium



**SAVE
THE DATE**

MAY 25, 2023

 **UWEBC**

DIGITAL SYMPOSIUM

Join us for our second annual UW E-Business Consortium Digital Symposium, a special virtual program open to members and non-members to explore new, proven approaches to address the practical and urgent challenge of digital transformation and volatile business environment. This event is packed with great ideas that help you and your organization transcend the limits that we think we have to realize our potential. **It's a world-class program that is free to attend.**

[Learn more.](#)

Discount Opportunity: Data Analytics for Technical Leaders



Do you want to better communicate analytical results that will drive business decisions and drive action? The **Data Analytics for Technical Leaders** course is for you! This four-day course will present the use of data analytics to tackle 5 major challenges common in industrial settings. It is focused on providing attendees with the methods to drive more effective decisions and actions through data analytics.

As a UWEBC member, you can enjoy **20% off** this course, and other select professional development courses offered by the Department of Interdisciplinary Professional Programs.

[Learn more!](#)

Master's Analytics Career Fair

You're invited to our early career Master's level Business Analytics Career Fair on **March 3** from 10am-4pm at the Wisconsin School of Business. Our 110 Class of 2023 Master of Business Analytics (MSBA) students seek internships and full-time opportunities and are graduating with in-depth knowledge and hands-on skills in cloud computing, data visualization, and machine learning, all anchored in the foundations of business management.

[Learn more and register now!](#) *The early bird discount expires on February 10.*

The graphic features the Wisconsin University logo at the top left. The title 'Master's Analytics Career Fair' is prominently displayed in red. Below the title, a blue banner contains the event date and time, followed by a list of event details. A photograph of a smiling woman is partially visible on the right side of the banner. The bottom section of the graphic includes a call to action to connect with students and a registration link, with contact information for questions and consulting partnerships at the very bottom.

WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON

Master's Analytics Career Fair

▶ Friday, March 3, 2023
10:00 am - 4:00 pm

▶ In-Person Event
Wisconsin School of Business
Madison, WI

Connect with students in our nationally recognized MS program in Business Analytics!

Register today:
<https://go.wisc.edu/642088>

Questions? Contact Andrea Sorenson (andrea.sorenson@wisc.edu).

Can't join us for this event? Consider becoming a partner in our Consulting Practicum. For more info, contact the Master's Consulting Programs Office (marykathryn.malone@wisc.edu).

UPCOMING EVENTS

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

February 2: CONTACT CENTER WORKFORCE MANAGEMENT SPECIAL INTEREST GROUP MEETING

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[More information and register »](#)

February 3: 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 »](#)

February 9: MARKETING PEER GROUP MEETING

>> [Available in person and online!](#) <<

From Boring to Bold: How Generative AI is Helping Marketers Generate Compelling Creative Content. Learn how you can start adopting revolutionary technology before your competitors do.

[More information and register »](#)

February 14: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

>> [This event is in person only!](#) <<

Trade Compliance Initiatives and Challenges. Discuss trade compliance initiatives and challenges with fellow members and the broader trade community.

[More information and register »](#)

February 15: AGILE IT SPECIAL INTEREST GROUP MEETING

Optimizing Value Stream Management for Agile. Learn how to harness the power of value stream management to enhance innovation, optimally balance resources, and fuel dramatic improvements in delivery.

[More information and register »](#)

February 23: CUSTOMER SERVICE PEER GROUP MEETING

>> [Available in person and online!](#) <<

Strategies for Managing Change in Customer Care Organizations. Come build additional strength to share with your team on this urgent yet perennial topic.

[More information and register »](#)

February 28: PREDICTIVE ANALYTICS SPECIAL INTEREST GROUP MEETING

>> [NEW Special Interest Group!](#) <<

Leveraging Data Governance and Ethics to Promote Responsible Data Use. Join us as we launch our new predictive analytics special interest group by taking a deep dive into the topic of data governance and ethics.

[More information and register »](#)

March 9: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING

Lora Cecere on the Supply Chain Response and Metrics that Matter. Lora

Cecere from Supply Chain Insights will share the results of her recent Supply Chain Response study and her research on the supply chain metrics that matter most.

[More information and register »](#)

March 10: HUMAN RESOURCES EXECUTIVES GROUP MEETING
Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion. Learn how we might integrate the future of hybrid work with the needs of workplace culture, inclusion, and employee flexibility.

[More information and register »](#)

March 14: CONTENT MARKETING SPECIAL INTEREST GROUP MEETING
>> NEW Special Interest Group! Contact Bill for details! <<

Kickoff Planning Workshop for Content Marketing Performance Measurement Special Interest Group. To learn more, e-mail bill.carrier@uwebc.wisc.edu

March 16: INFORMATION TECHNOLOGY PEER GROUP MEETING
Strategies to Combat the Tech Talent Shortage. Learn how to successfully combat the tech talent shortage by developing effective strategies for recruiting and retaining tech talent. Get up-to-date information on the current market conditions and best practices to fill skills gaps.

[More information and register »](#)



October 3: 25TH ANNUAL BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES CONFERENCE

Celebrate 25 years with us at this year's annual conference, held in person at the Monona Terrace in Madison, or tune in virtually. [Hold the date on your calendar!](#) We'll let you know when registration opens.

[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!

Join a LinkedIn Group and stay connected

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[UWECB Information Technology](#)
[UWECB Marketing](#)
[UWECB Supply Chain Management](#)
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Please note: You need to be a UWECB member to join a private group, but anyone can connect with us via our [main LinkedIn page](#).

