

January 2022



Happy New Year!

We are very grateful to you and your organization for your support of the UWEBC, and we look forward to continuing to serve as a valuable resource in 2022 through our peer learning events and research and advisory services. The UWEBC team is hard at work planning an incredible year of peer learning events and networking opportunities to help your team and organization leverage business best practices, emerging technologies and innovative strategies to gain competitive advantage. Some of our 2022 events will include opportunities to join us in person as well!

Based on member feedback and interest, here are just a few of the event topics that we are considering this year across UWEBC's five practice areas: [Customer Service](#), [Human Resources](#), [IT](#), [Marketing](#) and [Supply Chain Management](#).

Customer Service:

- Approaches to using direct and indirect methods to measure and assess customers' experience with customer service
- Digital self-service approaches/practices and migrating contact volume from assisted to self-service channels

Human Resources:

- Hiring and talent acquisition to meet changing skill needs and new work realities
- Improve employee well-being and engagement in the hybrid organization

Information Technology:

- Cloud and devops to accelerate development and enable continuous delivery of customer value
- IT talent scarcity & enhancing IT relationships with the business

Marketing:

- Marketing analytics team and culture: best practices to integrate analytics throughout marketing decision-making and operations
- Personalization: learn how to best tailor messaging and touchpoints to optimize relevance based on what your customers and prospects want and need

Supply Chain Management:

- Supply chain resilience: approaches to balance cost vs flow
- Upskilling your supply chain team to solve tomorrow's problems

A Look Around the Corner: IT Trends for 2022

In the December 6 Information Technology Peer Group Meeting, participants captured a glimpse of the upcoming year in technology trends, enabling the propulsion of businesses to new heights in 2022. Whether it be accelerating growth, sculpting change or engineering trust, 2022 is sure to be an innovative year for our member companies. This event was also our second that had both an in-person and virtual aspect, catering to the needs of each participant.



Focusing on the most important elements to success, speakers Douglas Laney (Innovation Fellow, West Monroe), Shawn Belling (Chief Information Officer, Madison College), and Gustav Toppenberg (Founder & Principal Consultant, Janus Insights) shared their insights on effective remote leadership, utilizing data as an asset, and the relationship between technology and business.

[Learn more about this event.](#)

Catch up on last year's topics

From demand planning in a time of uncertainty to leveraging analytics for marketing effectiveness, we covered a lot of topics in 2021. All UWEBC members can access the videos and presentation materials from past meetings at any time. We encourage you to take a look at any you may have missed.

Browse the topics in your field using the links below:

- [Customer Service](#)
- [Human Resources](#)
- [Information Technology](#)
- [Marketing](#)
- [Supply Chain Management: Procurement](#)
- [Supply Chain Management: Logistics and Distribution](#)

UPCOMING EVENTS

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

January 20: SUPPLY CHAIN MANAGEMENT PEER GROUP MEETING

Supply Chain Resilience: Approaches to Balancing Cost vs. Flow. Learn how other companies are balancing cost effectiveness with product availability and speed to ensure a resilient supply chain in the face of uncertainty.

[More information and register »](#)

January 25: INFORMATION TECHNOLOGY PEER GROUP MEETING

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

[More information and register »](#)

January 27: MARKETING PEER GROUP MEETING

Adapting Your Content Marketing Playbook for New Realities. Take away new ideas for increasing engagement and confidently grow your customer base and/or community, discussing and comparing practices with fellow UWEBC members.

[More information and register »](#)

February 4: HUMAN RESOURCES EXECUTIVES 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 16: INDIRECT PROCUREMENT SPECIAL INTEREST GROUP MEETING

Top Indirect Procurement Priorities of 2022. Share top indirect procurement priorities with peers, and influence the future of this Special Interest Group.

[More information and register »](#)

February 23: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

How Product Managers Can Increase Team Performance by Understanding Team Dimensions. The secret sauce product managers need for success.

[More information and register »](#)

February 24: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING

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.

[More information and register »](#)

September 20: Save the Date! Our annual Business Best Practices & Emerging Technologies conference will be held on September 20, 2022.

[View 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

[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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