



## NEWS & UPCOMING EVENTS

July 2023

### Announcing the topics covered at this year's 25th UWEBC Annual Conference

We are pleased to announce the topics of this year's Annual Conference, which will be held on **October 3, 2023**.

Whether you're interested in Leading a Healthy High-Performance Organization, Long Life Learning, or Unleashing the Power of Marketing Capabilities, we've got a session for you! Make sure to check out all the incredible content our esteemed speakers will be covering by visiting our Annual Conference website. Explore topics in [Customer Service](#), [Human Resources](#), [Information Technology](#), [Marketing](#), and [Supply Chain](#).



The conference may seem like a long way off, but the early bird registration discount deadline is fast approaching. Register before July 15 to get the best price available!

*Pictured: The beautiful Monona Terrace, the site of this year's conference.*

[Learn more and register](#)

## The Rise of Storytelling: How to Captivate Your Audience and Build Your Brand

**Milwaukee**

Use the 5 Ws to build the foundation for a thoughtful, purposeful communication.

WHY?	WHO?	WHAT?	WHERE?	WHEN?
Why does this need to be communicated?	Who is our target audience(s)? Who is the message coming from?	What do we need to communicate? What is the purpose? What are we hoping to accomplish?	Where should this be communicated to best reach our audience(s)?	When does this communication need to take place? Should there be multiple touchpoints?

**NOTE:**  
As you think through your content, make sure you consider the 7 Cs.

KNOWING THE ANSWERS | [View Slides](#) | **YOU DETERMINE THE HOW.**

In today's digital age, where attention spans are shrinking and competition for audience engagement is fierce, businesses and brands are turning to video storytelling as a powerful tool to captivate their target audience and build a strong brand presence. Unlike traditional forms of advertising, which often focus on product features or promotional messages, video storytelling takes a more holistic approach by creating narratives that evoke emotions, spark curiosity, and resonate with the audience's values and aspirations.

Led by UWECB's Marketing Practice Director Bill Carrier, participants discussed the power of video storytelling. They learned from experienced video marketers such as Kelly Blasi (Milwaukee Tool), Natalie Hinckley (Hinckley Productions), and Vikram Chalana (Pictory.AI) how to craft a compelling narrative, select the right visuals, and engage the audience with their message.

[Read the full article](#)

## Congratulations to UWEBC members who won WisconsinCIO ORBIE Awards!



Heartfelt congratulations are in order for the exceptional members of UWEBC, whose remarkable accomplishments have earned them well-deserved victories at the WisconsinCIO ORBIE Awards. Among this esteemed group of individuals, we proudly acknowledge the following professionals for their outstanding achievements: **Sheldon Cuffie of American Family Insurance, Tim Dickson of Generac, and Chero Goswami of UW Health.**

These extraordinary individuals have not only excelled in their respective roles but have also made a significant impact on their organizations and the broader IT community. Their accomplishments serve as an inspiration to others, setting the bar high for leadership, innovation, and excellence.

[Read the full article](#)

## **New UWEBC Boot Camps announced for August and September**

### **Digital Transformation Boot Camp - August 15-17, 2023**

Delve into critical topics that drive successful digital transformations in this exciting new Boot Camp. Starting with an exploration of technology management, you will understand how to align technology with business strategy and drive growth within your organization. Join us on August 15-17, 2023, to learn more about digital transformation for technology leaders with Gustav Toppenberg of Janus Insights LLC. [Learn more.](#)

### **Experience Management Boot Camp - August 23-25, 2023**

This Boot Camp will teach the fundamental competencies required to build and mature your XM, CX, and EX programs and provide an unparalleled opportunity to look at your business through a new lens, giving you the language and tools to raise the bar on experiences with your brand. Join us on August 23-25, 2023, to learn more about experience management with Greg Chase, Head of XM Pros Community & Experience Management Catalyst of the Qualtrics XM Institute. [Learn more.](#)

### **Predictive Analytics and ROI Modeling for the Customer Experience Boot Camp - September 19-21, 2023**

Leverage the power of customer experience survey data through predictive analytics and ROI modeling in this exciting Boot Camp, which will equip CX trailblazers with a framework, methodology, and cohesive set of analytical tools to tackle challenges head-on. Join us on September 19-21, 2023, to learn more about predictive analytics and ROI modeling with Scott Broetzmann and David Beinhacker of Customer Care Measurement & Consulting (CCMC). [Learn more.](#)

## **UPCOMING EVENTS**

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

### **July 13: FUTURE OF CONTACT CENTERS SPECIAL INTEREST GROUP MEETING**

**Sentiment Analysis: Catching Feelings.** In the contact center environment, Sentiment Analysis tools are employed to automatically monitor and evaluate customer interactions, in real-time or post-interaction. We'll discuss how this tool could help your organization and what you need to prepare your organization to successfully leverage these tools.

[More information and register »](#)

### **July 18: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**Leveraging Sustainability in Tech to Drive Efficiency and Cost Savings.** This event will explore how leveraging sustainability in technology can help drive efficiency and cost savings. Topics discussed will include various strategies and best practices to increase sustainability in technology, as well as the potential economic benefits.

[More information and register »](#)

### **July 20: 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 »](#)

### **July 27: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING**

**Canada Changes and Other Timely Topics.** Connect with other UWEBC members on how companies are preparing for proposed changes and upcoming changes to trade with Canada.

[More information and register »](#)

### **August 4: HUMAN RESOURCES EXECUTIVES GROUP MEETING**

Executive Roundtable on Current and Emerging HR Issues.

[More information and register »](#)

### **August 10: CUSTOMER SERVICE PEER GROUP HYBRID MEETING**

**>> In-person and virtual options available! <<**

Approaches to Developing Leadership Skills in Frontline Supervisors and Managers.

[More information and register »](#)



### **August 15: DIGITAL TRANSFORMATION FOR THE TECHNOLOGY LEADER BOOT CAMP**

Are you a technology professional or a business leader seeking to navigate the ever-changing landscape of digital transformation? In this boot camp, you will gain the essential knowledge and skills to excel in the intersection of technology and business.

[More information and register »](#)

### **August 16: PROCUREMENT PEER GROUP MEETING**

Topic to be announced soon.

[More information and register »](#)



**August 23: EXPERIENCE MANAGEMENT BOOT CAMP**  
**Learn and Apply Essential XM Principles to Help Your Business Thrive.** Learn the fundamental competencies required to build and mature your XM, CX, and EX programs.  
[More information and register »](#)

**August 29: AGILE IT SPECIAL INTEREST GROUP MEETING**  
**Best Practices for Leadership in an Agile Organization.** This session will provide an overview of best practices for leadership in an agile organization, focusing on the key challenges such as developing a culture of continuous improvement, fostering collaboration, and managing distributed teams.  
[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.  
[More information and register »](#)

[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

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



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