



UWEBC Bi-Annual Event Digest

In case you missed it, here are past assets from the UWEBC events that have happened in the past six months!

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

[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.

[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.

[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.

[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.

[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.

Information Technology Events

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.

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.

DevOps Trends for 2022

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

Learn how UWEBC member companies are using DevOps.

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.

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.

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.

Road Trip to Summerfest Tech

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

Join UWEBC in Milwaukee and experience SummerFest Tech!

Supply Chain Events

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.

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.

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.

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.

them.

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.

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.

Customer Service Events

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.

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.

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.

Approaches to Onboarding and Training New Customer Care Team Members

June 16, 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.

Human Resource Events

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.

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

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.

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.



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