

June 2022

Registration now open for the 2022 UWEBC Annual Conference!

Register now for the UWEBC's annual **Business Best Practices & Emerging Technologies Conference!**

With an exciting line-up of industry thought leaders in four dynamic tracks (Customer Service, IT, Marketing, and Supply Chain) filled with captivating content, you won't want to miss this year's conference on **September 20**. We're looking forward to seeing you in person at the Monona Terrace, with a virtual option available. Make sure to register for a day filled with thought-provoking presentations, extensive networking opportunities, and strategic briefings.

Save \$100 when you register by July 31

Register as soon as possible to take advantage of the conference's early bird discount: \$495 for UWEBC members and \$595 for non-members. Bulk registration discounts are also available for groups of 10 or more. [Learn more.](#)



Join the largest gathering of business and technology professionals in Wisconsin!

Upskilling Your Supply Chain Team to Solve Tomorrow's Problems



Our May 17th Logistics and Distribution Peer Group meeting discussed priorities and different approaches to help leaders upskill their teams, which can be used in supply chain management as well as other areas across the company.

Skills have become “the new talent currency” across all industries. Now more than ever, organizations of all sizes are seeing a need to improve and refine the skills of their workforce in order to keep up with the rapid pace of change. The event featured three speakers – Suzanne Sherry from human capital consulting firm, *excellerate3*, Jen Palzkill from Lands’ End, and James Altwies from Exact Sciences – who shared valuable insights based on

their companies' approaches for strengthening and developing their supply chain teams.

[Read the full story.](#)

UWEBC Featured Member: Katie Sweeney from Exact Sciences

This month we are excited to feature Katie Sweeney, Associate Director of Quality and Improvement at Exact Sciences, which just celebrated its first year of UWEBC membership. Katie loves the collaboration with other industries in a similar working environment that UWEBC allows her. She believes learning from people with varying backgrounds is crucial and valuable. "Bringing groups together on similar and relevant topics is the best way to learn," she says.



[Read the full story.](#)

Summerfest Tech



We're participating again this year in the annual Summerfest Tech event on **June 29-30**, in person in Milwaukee and virtually. In its fifth year, this year's event focuses on the theme of Innovation, with [an agenda](#) packed full of exciting topics around digital innovation, collaboration, and cybersecurity. Registration for Summerfest Tech is open now and is **free** and open to all. While there is a virtual option, we'd love to see you in person so we can experience the programming together!

[Register now.](#)

Digital Symposium

COVID-19 catapulted economies and businesses everywhere into the digital-first world. Technology had already been reshaping industries, business models, product and service value propositions, and supply chains when the pandemic hit. Businesses slow to change have become even more vulnerable to disruption. How will our digital leaders adjust their approach to organizational and technical architectures, risk management, talent acquisition, decision making, and data management to meet this volatility?

Join us in this special virtual UWEBC program open to UWEBC members and non-members alike to explore new, proven approaches and innovative technologies to address the practical challenges faced in today's volatile business environment. We are collaborating with Americas' SAP Users' Group (ASUG) to bring you a unique virtual learning forum.



[Learn more and register.](#)

UPCOMING EVENTS

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

June 16: CUSTOMER SERVICE PEER GROUP MEETING

>> [In-person and virtual options available!](#) <<

Approaches to Onboarding and Training New Customer Care Team Members. Learn valuable strategies to bring new customer care team members into your culture and

prepare them to be your best performers.

[More information and register »](#)

June 17: HUMAN RESOURCES EXECUTIVES SPECIAL INTEREST GROUP MEETING
Intelligent Hiring - How to Recruit and Adapt in the Era of the Open World Workforce. Learn how forward-thinking companies are adapting to new recruiting realities then discuss and apply with your peers.

[More information and register »](#)

June 23: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING
Adopting a Product-Led Growth Strategy. Learn how fellow member organizations are implementing product-led growth strategies dialed in for their customers and markets.

[More information and register »](#)

June 29-30: IT PEER GROUP MEETING AT SUMMERFEST TECH

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

Join us in Milwaukee in person, or virtually, for the annual Summerfest Tech event. Summerfest Tech 2022 will feature keynotes, breakout sessions, and panel discussions around innovation, collaborations, cybersecurity, artificial intelligence/machine learning, and cryptocurrency/non-fungible tokens. Registration is free.

[More information and register »](#)

July 12: MARKETING PEER GROUP MEETING

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

Leveraging Employee Ambassadors on Social Media. Maximize your brand voice with authenticity and authority.

[More information and register »](#)

July 14: INFORMATION TECHNOLOGY PEER GROUP MEETING

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

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

[More information and register »](#)

July 21: DIGITAL SYMPOSIUM

Join us in this special virtual UWEBC program open to UWEBC members and non-members alike to explore new, proven approaches and innovative technologies to address the practical challenges faced in today's volatile business environment. We are collaborating with Americas' SAP Users' Group (ASUG) to bring you a unique virtual learning forum.

[More information and register »](#)

July 26: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

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

Topic To Be Announced. Stay tuned for details!

[More information and register »](#)

July 28: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING

Developing, Incorporating, and Evaluating the Effectiveness of CX Improvement Actions. In this session, our Customer Experience measurement journey will culminate with a look back on our work to move forward with distinct actions for improvement.

[More information and register »](#)

September 20: Register now! Our annual [Business Best Practices & Emerging Technologies conference](#) will be held on September 20, 2022.

[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

[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](#).



University of Wisconsin E-Business Consortium | 432 N Lake St. Madison, WI 53706