

Click [here](#) to view this email in your browser.



NEWS & UPCOMING EVENTS

November 2022

Have you heard about our UWEBC Boot Camps?

UWEBC Boot Camps are designed to help organizations develop and strengthen capabilities in important emerging business practices. We are partnering with experts to deliver top-notch professional learning around a specific topic, augmented with follow-up virtual sessions with our UWEBC Practice Directors to leverage UWEBC's powerful peer-to-peer collaborative learning model.



Plus! Participation in these Boot Camps is open to members and non-members alike, so that means **YOU** are encouraged to [learn more and register now!](#)

Here's some information about each of our three current offers:

Digital Product Management Boot Camp - December 5-7

A company's digital product – whether it be a website, app, or connected device – has become and will remain a primary way of engaging with customers. Companies have had to rethink entire business models, and Product Management is at the hub of nearly every successful digital initiative. This Boot Camp, led by a digital product management expert from the **280 Group**, will provide an unparalleled opportunity to learn strategies and methods used to develop world-class digital products. [Learn more and register now.](#)

Process Mining and Intelligent Automation Boot Camp - December 12-14

Automation can be a powerful tool for mitigating the impacts of inflation, economic downturns, and/or talent shortages by creating capacity, saving money, redirecting resources to more meaningful work, and more. However, it is necessary to gain actionable insight into the most promising candidates for automation through analysis of operational processes. This hands-on Boot Camp, led by **Cody Baldwin, UW-Madison's Director of the Master's in Business Analytics program**, will explore the fundamentals of process mining and robotic process automation. [Learn more and register now.](#)

Experience Management Boot Camp - January 9-10, 2023

Customer Experience (CX) has risen to be a top focus for all organizations, blending Customer Service and Marketing as customer journeys now blend the physical with the digital. The more we learn about how our customers' perceptions of their experiences with our brands are formed, the more we realize how important and intertwined their experiences with our teams, products, and communication channels are. This Boot Camp, led by the **Qualtrics XM Institute**, will teach the fundamental competencies required to build and mature your XM, CX, and EX programs. [Learn more and register now.](#)

The Secret to Agile Marketing



We know that in today's world, customers are constantly changing shopping patterns, accompanied by an explosion of customer touchpoints and fast-changing competitive and technological dynamics, which have led to an increased emphasis on Agile Marketing. During the October 18th UWEBC Marketing Peer Group meeting, business professionals gathered to discuss a roadmap for the successful integration of Agile in marketing.

Led by UWEBC's Marketing Practice Director Bill Carrier and with incredible speakers from AgileSherpas, Laughlin Constable, and The Master Lock Company, participants discussed how

companies can use Agile practices to build familiarity and momentum within existing teams.

[Read the full story.](#)

UWEBC Featured Member: Cheryl Keegan from Great Lakes Educational Loan Services, Inc.

This month we are pleased to feature Cheryl Keegan, Director of Contact Center Operations at [Great Lakes Educational Loan Services, Inc.](#)! We spoke with her and got insight into what she and her team are up to, what they like about UWEBC events, and how you can take some things she's learned and put them into practice for your company.

In her field of Contact Center Operations, Cheryl explains that the most significant trend she sees is the continued focus on digital transformation. Her company is working towards the goal of being able to have meaningful interactions with their customers that don't require them to call.



[Read the full story!](#)

UPCOMING EVENTS

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

November 3: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING

>> In-person and virtual options available <<

Transportation Outlook: Rates, Capacity, and Sustainability. Learn where member company Schneider National anticipates rates and capacity are headed this fall and into 2023 and share insights and trends with other UWEBC members.

[More information and register »](#)

November 9: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

Year in Review: Trade Compliance Successes and Challenges. Share trade compliance successes from 2022 and discuss challenges in the year ahead.

[More information and register »](#)

November 10: CUSTOMER SERVICE PEER GROUP MEETING

>> In-person and virtual options available <<

Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and

Improve Customer Engagement. Grow with your industry peers in this exciting forthcoming event!

[More information and register »](#)

November 17: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING
Overcoming Product Management's Thorniest Communication Challenges. Learn communication tips to increase your leadership effectiveness.

[More information and register »](#)

November 18: 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 »](#)

December 5-7: DIGITAL PRODUCT MANAGEMENT BOOT CAMP



>> Held in person at the UW-Madison Pyle Center <<

The **Digital Product Management Boot Camp**, led by a digital product management expert from the 280 Group, will provide an unparalleled opportunity to learn strategies and methods used to develop world-class digital products. It will be held on December 5-7, from 8:00am-5:00pm each day, at the UW-Madison Pyle Center. Following the in-person sessions, this Boot Camp also includes three virtual follow-on sessions to enable participants to enhance their learning and strengthen retention by sharing and discussing experiences, facilitated by UWEBC Marketing Practice Director Bill Carrier.

[More information and register »](#)

December 8: INFORMATION TECHNOLOGY PEER GROUP MEETING

>> In-person and virtual options available<<

A Look Around the Corner: IT Trends for 2023. As we turn the page on 2022, join us as we examine the key technology trends that will impact your strategic ambitions in the coming year.

[More information and register »](#)

December 12-14: PROCESS MINING & INTELLIGENT AUTOMATION BOOT CAMP



>> Held in person at the UW-Madison Pyle Center <<

The hands-on **Process Mining & Intelligent Automation Boot Camp** will explore the fundamentals of process mining and robotic process automation – and how they can be used to understand, improve, and automate repetitive business processes. It will be held on December 12-14, from 8:00am-5:00pm each day, at the UW-Madison Pyle Center. The Boot Camp will be augmented with two virtual follow-on sessions to deepen participants' knowledge through sharing and discussion of experiences around applying class concepts with classmates, facilitated by UWEBC IT Practice Director Heidi Rozmiarek.

[More information and register »](#)

December 14: PROCUREMENT PEER GROUP MEETING

Lightning Round: Top Supplier Questions of 2022 in 60 Minutes. A quick review of the burning questions you've been asking in 2022.

[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!

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