

March 2024

## Customer-Centric Marketing: Strategies to Enhance Engagement, Foster Loyalty, and Drive Retention



Many of our most vivid memories are shaped by two distinct emotions: **satisfaction** and **disappointment**. This holds true for our encounters with companies as well; some leave us with a sense of delight, while others linger as moments of frustration. Yet, both types of experiences remain etched in our minds. Our recent Customer-Centric Marketing event, held on February 15th, explored the significance of crafting exceptional, positive experiences for customers, especially in areas typically lacking in excitement.

Featuring incredible speakers Dan Gingiss, Author - *The Experience Maker*; Anne Norman, Chief Marketing Officer and Chief Product Strategy Officer at UW Credit Union; and Aimee Davis, Vice President of Marketing, Communications, and Community Affairs at Alliant Energy, it was a captivating event!

[Read the full story](#)

## Welcome new member Wisconsin Department of Employee Trust Funds!

We would like to extend a warm welcome to our newest member, state agency [Wisconsin Department of Employee Trust Funds](#) (ETF)! ETF administers the public employee trust fund established for employee benefit programs serving more than 660,000 state and local public servants, retirees, and their beneficiaries. Wisconsin Retirement System (WRS) benefit programs include retirement, disability, income continuation insurance, health insurance, life insurance, and a deferred compensation plan. We look forward to their active participation and contribution to UWEBC's excellence in serving its members through collaborative learning.



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## Third Annual Wisconsin Digital Symposium Promises Incredible Learning

The third annual Wisconsin Digital Symposium is your gateway to mastering digital transformation and product-led success in the face of new forces such as democratized generative AI, the rise of digital paranoia, and challenging economic switchbacks.

**WISCONSIN**  
**DIGITAL**  
**SYMPOSIUM**

**May 2, 2024**

**REGISTER TODAY**

UW E-BUSINESS CONSORTIUM  
**UWEBC**  
UNIVERSITY OF WISCONSIN-MADISON

Join us for an enlightening journey with keynote speakers [David Rogers](#) and [Martina Lauchengco](#), who will guide you through the intricacies of reshaping your business for digital success and unprecedented effectiveness. Whether you want to overhaul your organizational strategy or unlock the potential of more tech-enabled products, services, or experiences, this symposium offers the knowledge and tools necessary to lead your company into a prosperous digital future.

This half-day program – hosted by the UWEBC on **May 2, 2024** – will be limited to 200 attendees onsite at Union South, with the rest participating virtually, so act now to claim your seat! All onsite participants will receive a free copy of David's most recent book, *The Digital Transformation Roadmap*, and Martina's book, *LOVED: How to Rethink*

*The Digital Transformation Roadmap*, and Martina's book, *LOVED: How to Rethink Marketing Tech Products*.

[Learn more and register](#)

**Join us at the Annual WMEP Conference on April 11**



Join us at the annual WMEP conference **Manufacturing Matters! 2024 - Navigating the Unknown** on April 11 as we explore the challenges and triumphs shaping the manufacturing landscape. This premier Wisconsin event features keynotes, sessions, and strategic briefings to guide you through workforce shortages, economic uncertainties, and the road to success.

**UWEEBC members get an exclusive \$50 discount with code: SAVE50.** Seize this opportunity to learn from industry experts and network with over 550 manufacturers!

[Learn more and register](#)

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## Take advantage of significant discounts on outstanding executive and professional development offerings from UW-Madison

As a member of the UWEBC community, you have exclusive access to discounts on many valuable learning programs from UW-Madison partners to propel your professional development and strengthen your organization's capabilities in key domains of business and management practice. [See the full list of special offers.](#)

### Special Offers Spotlight

- [Chief Information Officer Digital Leadership Program](#), March 11-15, 2024

The CIO Digital Leadership Program addresses key aspects of digital transformation, including business digitization, innovation, data analytics, talent management, and portfolio strategies, as digitization becomes essential for businesses influenced by social, mobile, analytics, cloud, and Internet of Things technologies.

- [Chief Marketing Officer Leadership Program](#), April 8-12, 2024

The evolving role of a Chief Marketing Officer (CMO) in the digital economy emphasizes driving digital transformation, embracing consumer preferences, leveraging data, and positioning marketing as a growth driver, with the CMO Leadership Program aiming to equip executives for these challenges.

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## Upcoming UWEBC Events

*Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.*

### **March 8: Fostering a Resilient Organizational Culture in Hybrid Work Environments**

*HR Executives Group*

Learn to cultivate a resilient culture with Dr. Andreas Hoffbauer and your peers.

[More information and register »](#)

**March 12: How UWEBC Members are Integrating and Garnering Value of Generative AI Today (Hybrid Event)**

*Data & Analytics Interest Group*

Your gateway to understanding and using Generative AI to augment personal and enterprise process productivity.

[More information and register »](#)



**March 14: Generative AI in Text Channels: Co-Pilots, Chatbots and more!**

*Future of Contact Centers Special Interest Group*

How will you harness the power of the written word and your agents through Generative AI tools?

[More information and register »](#)

**March 20: Continuous Threat Exposure Management**

*Information Technology Peer Group*

Dive into the world of proactive cybersecurity with our virtual event on Continuous Threat Exposure Management (CTEM). Unlock strategies to detect and neutralize cyber threats, fortifying your digital defense like never before.

[More information and register »](#)

**March 21: Building User-Centric Products: Strategies for Deep User Engagement and Satisfaction**

*Product Management Special Interest Group*

Designed exclusively for product management leaders, this event promises a dynamic blend of expert insights, real-world applications, and interactive peer-to-peer learning.

[More information and register »](#)

**April 2: Contact Center Workforce Management Special Interest Group**

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[More information and register »](#)

**April 4: Evolving Leadership in Times of Change**

*Leadership, Change Management, and Strategy Activation Interest Group*

Building trust, engagement, and excellence in teams amidst modern business challenges.

[More information and register »](#)

**April 5: Executive Roundtable on Current and Emerging HR Issues**

*Human Resources Executives Group*

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

[More information and register »](#)

**April 9: Reinventing Trade Compliance (in-person only!)**

*Trade Compliance Special Interest Group*

Join us in person at the Fluno Center in Madison to discuss trade compliance initiatives and challenges with fellow members and the broader trade community.

[More information and register »](#)

**April 16: Re-Skilling Your Supply Chain Team (Hybrid Event)**

*Supply Chain Peer Group*

This has become an annual event bringing our UWEBC supply chain leaders together (on campus and virtually) to talk about talent. It should be great networking among awesome people leaders!

[More information and register »](#)



**April 22-25: Leadership Foundations Boot Camp**

Are you a current or aspiring people leader who wants to take your skills for creating and nurturing a culture of trust, engagement, and excellence to the next level? Don't miss this chance to unleash your leadership potential!

[More information and register »](#)



**April 25: Augmenting Your Workforce with Generative AI (Hybrid Event)**

*Information Technology Peer Group*

Join us for this exciting exploration of Generative AI and its role in shaping the future of work. Together, we'll uncover the possibilities, navigate the challenges, and envision a new era of productivity and innovation.

[More information and register »](#)



Looking for our **Boot Camps**? [Find information about upcoming Boot Camps here.](#)

[View the full event 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! Note: Adding something to your calendar does not register you for the event; you will still need to register as well.

**Join a LinkedIn Group and stay connected**

[UWEBC Customer Service](#)

[UWEBC Information Technology](#)

[UWEBC Marketing](#)

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