

May 2024

That's a wrap on our third annual Wisconsin Digital Symposium

On May 2, 2024, the UW E-Business Consortium hosted the 3rd annual Wisconsin Digital Symposium. Participants gathered in person at the Union South conference center in Madison, Wisconsin, and could also attend virtually. This half-day program gave attendees the opportunity to learn from leaders, network with like-minded professionals, and take the first step toward transforming their business into a competitive force in the digital landscape. Featuring incredible speakers such as David Rogers and Martina Lauchengco, it was an exceptional event.



If you missed out – or you want to be able to share with your friend or colleague – we have digital all-access passes available now, which gives you immediate access to the full event recording. [Learn more.](#)

[Read the full story](#)

Registration now open for the 26th Annual UWEBC Conference

REGISTER NOW



OCTOBER 1, 2024

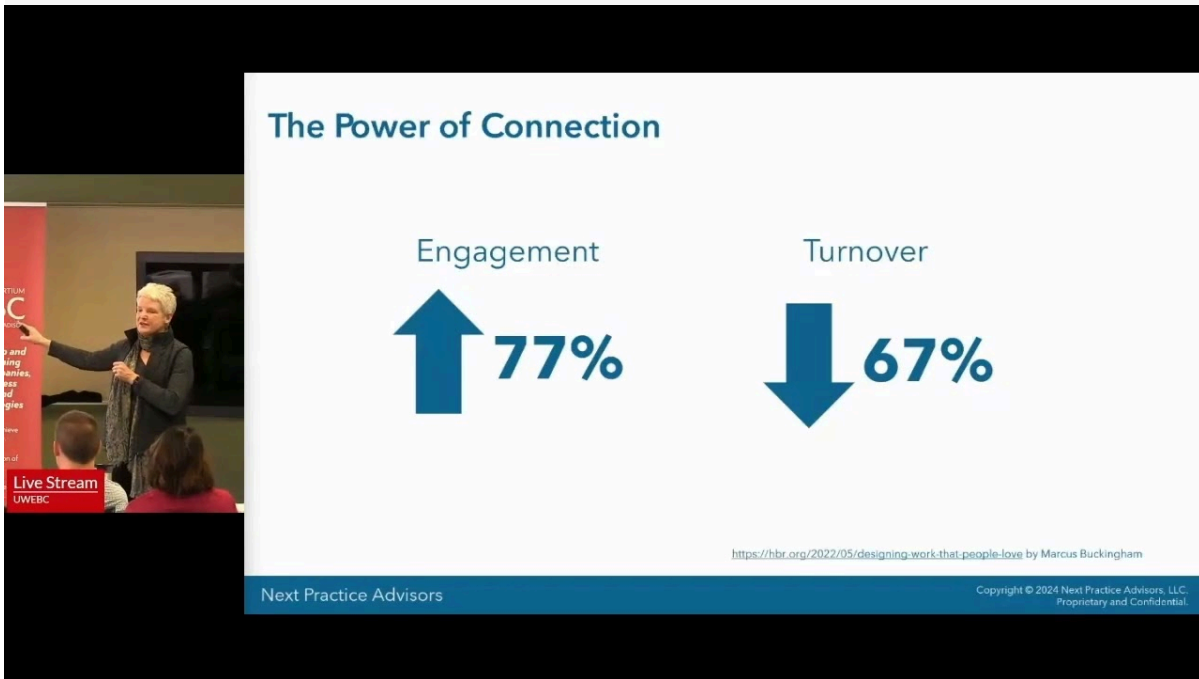
business best practices
& emerging technologies

CONFERENCE

We're thrilled to announce the return of Wisconsin's premier hybrid learning event! Mark your calendars for **October 1, 2024**, for a day filled with inspiration, education, and networking opportunities. Whether you join us in person at the picturesque Monona Terrace or virtually from anywhere in the world, this year's conference promises to be another unforgettable experience. **Registration is now open.**

[Learn more and register now!](#)

Re-Skilling Your Supply Chain Team



The Power of Connection

Engagement ↑ 77%

Turnover ↓ 67%

<https://hbr.org/2022/05/designing-work-that-people-love> by Marcus Buckingham

Next Practice Advisors

Copyright © 2024 Next Practice Advisors, LLC. Proprietary and Confidential.

Click on the image to play the video!

Within the ever-changing landscape of today's business environment, the approaches towards effective training are at the forefront of many decisions made today in creating high-performing teams and leaders. Led by UWEBC Supply Chain Practice Director Jenny Patzlaff, our Supply Chain Peer Group met in person and virtually on April 16th to share ideas on how to refresh your supply team's skill sets, and featured incredible speakers Amy Leschke-Kahle of Next Practice Advisors and Craig Schaefer of GE HealthCare.

[Read the full story](#)

Welcome new members: Gebrüder Weiss, Ideal Industries, and Uline



We couldn't be happier to announce and celebrate the fact that we have new member companies in our UWEBC community. **Join us in welcoming these incredible companies: Gebrüder Weiss, Ideal Industries, and Uline.** You can learn a little about each of them below.

Gebrüder Weiss, a global freight forwarder with a core business of overland transport, air, and sea freight and logistics, is the world's oldest transport company with a history that dates back more than 500 years. The family-owned company employs more than 8,600 people worldwide and boasts 180 company-owned locations. The company has implemented a wide variety of environmental, economic and social initiatives and is considered a pioneer in sustainable business practices.

IDEAL Industries is a 4th generation family-owned and professionally managed company that is driven by a passion for its people and relationships. The +100-year-old global enterprise operates in 27 countries and is known for providing power management and electrical distribution solutions. Their products have been everywhere from the South Pole to the Moon, and we are so glad they are joining us here at UWEBC.

Uline, a family-owned business, is one of the leading distributors of shipping, industrial and packaging materials to businesses throughout North America. For over 40 years, they have been committed to providing high levels of service and quality products to their customers. Their commitment to efficiency and vast product range make them an invaluable resource, and we are excited to have them join our UWEBC family.

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.](#)

New date added!

- **Chief Marketing Officer Leadership Program, June 25-28, 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.

Upcoming UWEBC Events

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

May 9: Technology Innovations in Marketing: The Impact of AI (including ChatGPT) and Automation on Modern Marketing Practices (Hybrid Event)

Marketing Peer Group

Join us as we explore the cutting-edge advancements in Generative AI, uncovering their transformative effects on marketing strategies and practices.

[More information and register »](#)



May 13-15: Strategy Activation Boot Camp: A Human-Centered Approach to Successful Organizational Change

Strategy Activation is the art and science of persuading people to align around, engage with, and adopt new ways of working in order to achieve a shared vision. Learn to effectively apply a powerful process that moves people from alignment to adoption and develop a strategy activation plan tailored to your organization.

[More information and register »](#)



May 15: Risk Management in Procurement

Procurement Peer Group

Discuss how to mitigate risk in procurement, and share approaches and strategies with fellow members.

[More information and register »](#)

May 16: Accelerating Digital Transformation with Agile: Strategies and Practices

Agile Methodology Interest Group

Discover how to accelerate digital transformation using Agile methodologies and gain insights on implementing Agile strategies for improved innovation and efficiency.

[More information and register »](#)

May 20-22: Process Mining & Intelligent Automation Boot Camp

Explore the fundamentals of process mining and robotic process automation – and how they can be used to understand, improve, and automate repetitive business processes. You will also have an opportunity to work with popular software tools and a variety of datasets.

[More information and register »](#)



May 23: Creating a Single Source of Truth: Strong Knowledge Management Resources in Customer Care (Hybrid Event)

Customer Service Peer Group

Join us to learn powerful strategies for creating and maintaining a single source of truth that empowers your customer care team.

[More information and register »](#)



June 5: Leveraging Data-Driven Decision Making in Product Management

Product Management Special Interest Group

This event is crafted for product management leaders seeking to harness the potential of data analytics to refine product strategies and drive competitive advantage.

[More information and register »](#)

June 11: Inventory Management - Too Much vs Not Enough

Sales & Operations Planning Special Interest Group

Join UWEBC member companies to discuss factors that contribute to identifying - and achieving - the optimal inventory position for your supply chain.

[More information and register »](#)

June 13: Contact Center Quality Monitoring Special Interest Group

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

[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

[UWECB Customer Service](#)

[UWECB Information Technology](#)

[UWECB Marketing](#)

[UWECB Supply Chain](#)

[UWECB Human Resources Executives](#)



UWECB

University of Wisconsin–Madison

432 N. Lake Street | Madison, WI 53706

info@uwebc.wisc.edu