

June 2024

## Technology Innovations in Marketing: The Impact of Generative AI on Modern Marketing Practices



*Click on the image above to play the video.*

Undoubtedly, AI is becoming increasingly relevant. On May 9, 2024, our Marketing Peer Group discussed cutting-edge advancements in Generative AI and uncovered their transformative effects on marketing strategies and practices. Marketing professionals gathered in a hybrid setting to connect with peers and collaborate on staying ahead of the curve by leveraging AI technologies.

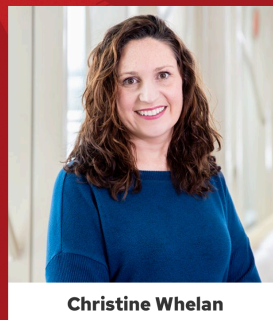
[Read the full story](#)

## Announcing the Keynote Speakers at our 26th Annual UWEBC Conference

### 2024 Annual Conference Keynote Speakers



**Elliott Parker**



**Christine Whelan**



**Julia Hobsbawm**

We are eager to welcome **Elliott Parker, Christine Whelan, and Julia Hobsbawm**, our three enlightening keynote speakers, to the big stage for our 26th Annual Conference on October 1.

Our morning keynote speaker is **Elliott Parker**, CEO of High Alpha Ventures and author of *The Illusion of Innovation*. Elliott led business design at High Alpha, the Indianapolis-based venture studio; his team was responsible for sourcing and developing the concepts that High Alpha launches as 5-6 new startups yearly.

We will be joined by **Christine Whelan** of UW–Madison and Emory, and the author of *The Big Picture: A Guide to Finding Your Purpose In Life*, as our luncheon keynote speaker. She is the bestselling author of the acclaimed 10-lecture series *Finding Your Purpose, an Audible Original Great Courses*. Dr. Whelan is a nationally recognized thought leader, helping groups with purpose-focused approaches to health, finances, and self-improvement strategies for life's transitions.

In the afternoon, we will welcome **Julia Hobsbawm**, award-winning broadcaster, author, and consultant on the past, present, and future of work. Her latest book *Working Assumptions: What We Thought We Knew About Work Before Covid and Generative AI – And What We Know Now* is a must-read! She was a founder of the US-led Workforce Institute and, during the pandemic, was the launch Chair of the inaugural UK Demos Workshift Commission. Julia regularly consults for and speaks to corporations, governments, nonprofits, and changemakers worldwide.

Learn more about our keynote speakers, track speakers, and general information about the 2024 UWEBC Annual Conference using the button below. **Registration is now open.**

[Learn more and register now!](#)

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## Welcome new members First Supply and Laughlin Constable!



Join us in celebrating and welcoming these new member companies to our UWEBC community: **First Supply** and **Laughlin Constable**. You can learn a little about each of them below.

**First Supply** was originally created in 1897 as a family-owned supplier of pumps and windmills, and has evolved into the single source supplier that many Midwestern contractors rely on for plumbing, HVAC, municipal, waterworks, well & septic, builder PVF, and industrial supplies. First Supply aims to meet the ever-growing needs of building contractors and industrial customers with unmatched coverage in the Upper Midwest.

**Laughlin Constable** was founded in 1976 and is a full-service Brand Experiences Agency. With a company vision to create brand experiences that "Make It Personal," Laughlin Constable helps brands grow and thrive at the intersection of Strategic Intelligence, Brand Creativity, Human Context, and Connected Experiences. By combining creativity with content placed in exactly the right context, Laughlin Constable works hard to create work that connects on a personal level.

## Visit with us on the UW–Madison 175th State Tour



On May 30, UWEBC had the opportunity to celebrate the [UW 175th Anniversary](#) by joining the State Tour in the Fox Cities! This tour is a celebration of the impact the UW has made, and continues to make, in hometowns throughout the state.

It was an incredible day packed with events, starting with a luncheon and tour at UWEBC member company Plexus Corp., where their commitment to Innovation and Excellence shone brightly. The College of Engineering's "Today, Tomorrow, and Beyond" event inspired us all with the future of engineering education and sustainable energy. It was great to be with leaders from member companies Werner Electric, Jewelers Mutual Group, KI, Oshkosh Corporation, Plexus Corp., AriensCo, Alliant Energy, and Rockwell Automation.

We're looking forward to visiting more member companies in Rock County in June! [Learn more.](#)

## 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.](#)

### Check out this incredible course:

- **Cybersecurity Bootcamp - July 9 – August 6, 2024, Online**

The UW-Madison Cybersecurity Bootcamp, offered by InterPro and powered by the premier global cybersecurity training organization ThriveDX, was developed by leading cybersecurity experts. This accelerated training program provides practical, state-of-the-art skills to ensure learners and their organizations remain resilient in a rapidly-changing digital landscape. From flexible online self-paced classes to live sessions with expert instructors, the Cybersecurity Bootcamp will equip you with the expertise to defend your organization against cyberthreats.

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## Upcoming UWEBC Events

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

### **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 »](#)

### **July 11: Customer Experience Platforms: Mapping and Measuring the End-to-End Customer Journey**

*Future of Contact Centers Special Interest Group*

Are we seeing the "forest" for the "trees" when it comes to our customer experience? How can technology help us zoom out to properly orchestrate our customer's journey?

[More information and register »](#)

### **July 17: Supply Chain Optimization & Network Design (Hybrid Event)**

*Supply Chain Peer Group*

Hear from experts and fellow UWEBC members what factors to consider when designing your optimal supply chain network.

[More information and register »](#)



**July 25: Data & Analytics - Data Storytelling for Business Understanding and Progress: Visualization, Dashboarding, and Beyond**

*Data & Analytics Interest Group*

Dive into the art of transforming data into compelling narratives for strategic decision-making, as we explore visualization, dashboard design, and advanced analytics in an engaging journey through data storytelling.

[More information and register »](#)

**July 30: 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 »](#)

[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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