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

**NEWS &**
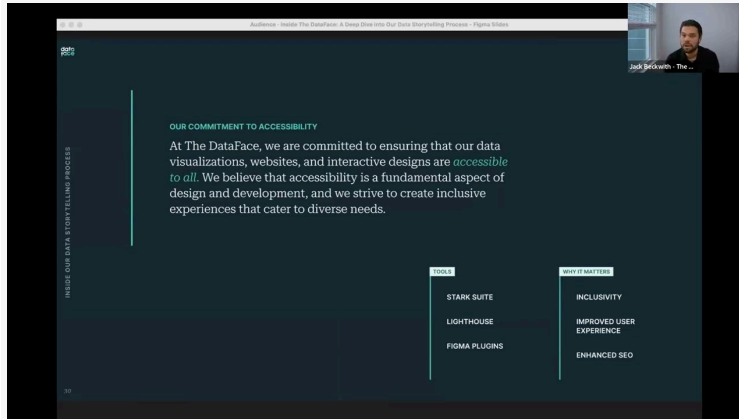**UPCOMING EVENTS**

**August 2024**

## Data Storytelling for Business Understanding and Progress: Visualization, Dashboarding, and Beyond



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

Data can be gathered and shared from virtually any source, but mastering the art of interpreting, communicating, and leveraging this information is essential for fostering business growth, understanding, and advancement. At our recent Data & Analytics Interest Group event on July 25th, we delved into techniques for creating compelling data presentations. The focus was on transforming raw data into powerful narratives that maximize impact and effectively engage audiences, and featured incredible speakers from DataFace, UW Health, Rockwell Automation, and Brunswick.

**Read the full story**

## 26th Annual UWEBC Conference Track Sessions



We are proud to announce that we have finalized an exceptional lineup of speakers for our customer service, human resources, informational technology, marketing, and supply chain tracks at this year's UWEBC Annual Conference!

Our speakers bring diverse perspectives and practical insights that promise to enlighten and empower. You can expect an enriching experience and discussions at our conference, where innovation, collaboration, and knowledge converge. Whether you're seeking cutting-edge strategies or looking to deepen your understanding of industry trends, our conference promises to inspire, educate, and equip you for success in today's dynamic business landscape.

Join us for a unique opportunity to learn from these leaders and gain actionable strategies to elevate your expertise and drive success in your respective field! There is something for everyone at this year's UWEBC Annual Conference!

**Registration is now open.**

**Learn more and register now!**

## Unlock the Power of Experience Management with Isabelle Zdatny
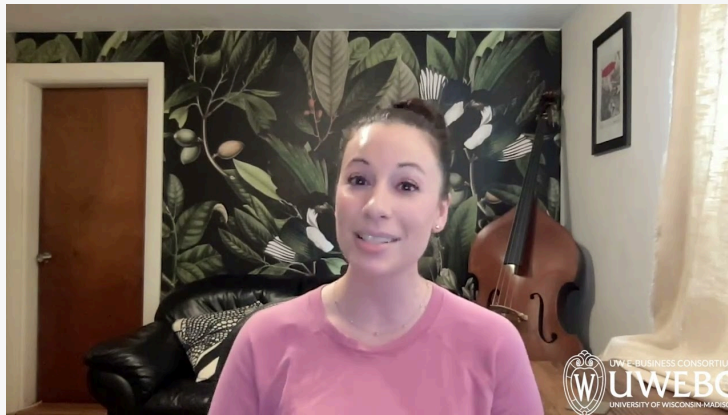

*Click on the image above to play the video.*

We are excited to announce that **Isabelle Zdatny**, Head of Thought Leadership at Qualtrics XM Institute, will lead the **UWEBC Experience Management virtual boot camp** from **October 21-23 from 9:00am–12:30pm**.

In these three days, participants will dive deep into:

- Cognitive heuristics, behavioral biases, experience design strategies
- How to create value through Experience Management
- Constructing an XM program roadmap

The boot camp will also come with three virtual follow-up sessions to review for XM Fundamentals Certification and share and discuss expeåriences around applying class concepts with classmates, all facilitated by UWEBC Customer Service Practice Director Matthew Cone. All days and times can be found on our website.

**This opportunity is open to all UWEBC members and friends (non-members)!** Make sure to spread the word and register for this fantastic opportunity to learn from an industry leader!

Can't wait to hear from Isabelle? She will speak at the 2024 UWEBC Annual Conference in the Customer Service Track on October 1!

**Learn more and register now!**

## Wisconsin Digital Symposium Videos Now Available



The video recordings from this year's Wisconsin Digital Symposium, held in May, are now available for your viewing pleasure! All UWEBC members can access these insightful sessions 24/7 via our dedicated video hub UWEBC+. Revisit the engaging presentations by David Rogers, Martina Lauchengco, and distinguished panelists from the event or see them for the first time.

**See videos now!**

## 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.

**Join us at our fall session:**

**Cybersecurity Bootcamp** - **November 5 – December 10, 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.

## Upcoming UWEBC Events

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

**August 2: Strategic Reskilling: Aligning Talent Development with Business Goals**
*Human Resources Executives Group*
Explore strategic reskilling, upskilling, expert insights, and real-world examples
More information and register »

**August 7: Reinventing Trade Compliance**
*Trade Compliance Special Interest Group*
Discuss innovations in trade compliance teams and priorities.
More information and register »

**August 9: Marketing Analytics: Using Real-Time Data to Optimize Campaigns and Measure ROI (Hybrid Event)**
*Marketing Peer Group*
Join us for an engaging session where we explore the power of real-time data in driving marketing success. This event is designed for marketing practitioners eager to stay ahead of the curve and enhance their campaigns' effectiveness.
More information and register »


HYBRID EVENT

**August 15: Employee Experience: The Edge to Creating Enriching Customer Experiences (Hybrid Event)**
*Customer Service Peer Group*
Join us to discover actionable strategies for transforming your workplace culture and driving exceptional customer satisfaction.
More information and register »


HYBRID EVENT

**August 21: AI Governance: Establishing Internal Frameworks for Ethical and Compliant AI Use**
*Predictive Analytics Special Interest Group*
Engage in an interactive experience led by Gokula Mishra, former Head of Data Analytics and Supply Chain for McDonald's, as he shares insights and leads a community conversation on establishing effective AI governance frameworks within organizations, focusing on ethical deployment and regulatory compliance.
More information and register »

**August 28: Mastering Agile Estimation Techniques**
*Agile IT Special Interest Group*
Join us for an engaging session with the IT Agile Special Interest Group, focusing on mastering estimation techniques crucial for Agile success.
More information and register »

**September 4: The Impact of Career Management and Internal Mobility on Development and Organizational Competence (Hybrid Event)**
*Leadership, Change and Activation Interest Group*
Explore the impact of career management and internal mobility across diverse industries, tackle challenges, and collaborate cross-functionally for organizational competence.
More information and register »


HYBRID EVENT

**September 6:** **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 »

**September 17:** **Transportation Industry Update: Capacity, Pricing, and Discussing the Future** **(*In Person Only*, at Schneider's Ashwaubenon innovation center)**
*Logistics & Distribution Special Interest Group*
Join us in Green Bay and learn from member company Schneider where industry analysts anticipate the transportation industry is headed this fall and into 2025 and share insights and trends with other UWEBC members.
More information and register »

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**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.

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### Join a LinkedIn Group and stay connected

UWEBC Customer Service
UWEBC Information Technology
UWEBC Marketing
UWEBC Supply Chain
UWEBC Human Resources Executives