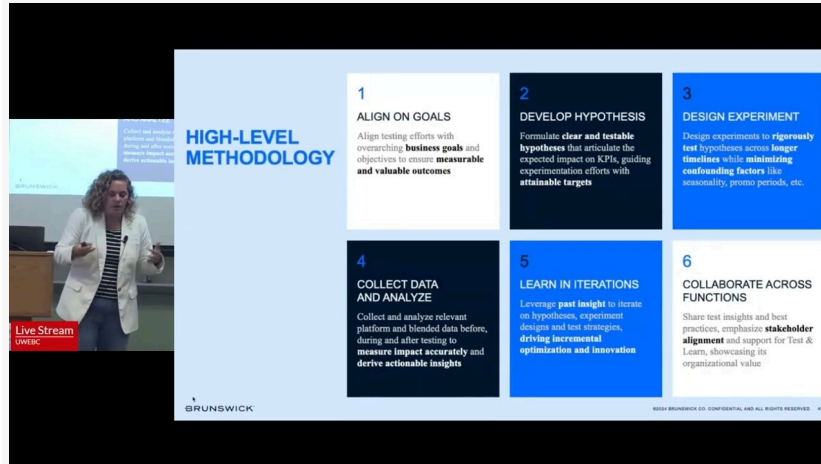


September 2024

Using Real-Time Data to Optimize Campaigns and Measure ROI

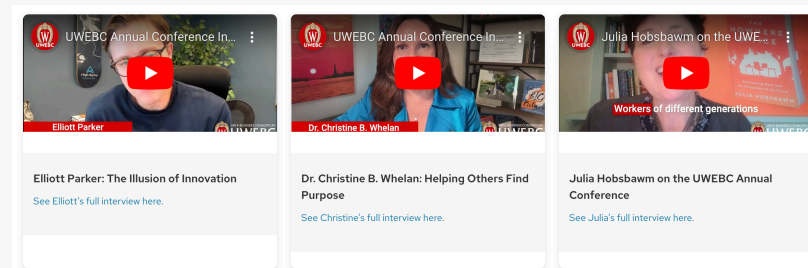


Click on the image above to play the video.

Collaboration across teams and “systems” is a key driver of success, and we were thrilled to hear from our member companies Schneider, Mercury Marine, SAP, and enosix at our Marketing Analytics: Using Real-Time Data to Optimize Campaigns and Measure ROI event on August 9th. Their compelling stories highlighted the power of teamwork and real-time data in achieving remarkable results.

[Read the full story](#)

In case you missed it: Video Sneak Peeks of Annual Conference Speakers Available Now!



Last week, we sent out a message linking to a series of videos we’ve been recording of a variety of our Annual Conference speakers, to give you a sneak peek into what insights and ah-ha moments you will discover at our conference next month! You can [see those videos here](#), and even more [on our YouTube channel](#).

If you haven’t already registered to join us for this unique opportunity to learn from these leaders and gain actionable strategies to elevate your expertise and drive success in your respective field, you can still do so now! There is something for everyone at this year’s UW EBC Annual Conference.

[Learn more and register now!](#)

Mini Boot Camps - Register Individually or as Part of Your Conference Experience

On the day before our annual UWEBC Business Best Practices and Emerging Technologies Conference, we hope you'll join us for an exciting new offering: our Mini Boot Camps!

Join us on **Monday, September 30, 2024**, for these intensive sessions that provide deep dives into a range of crucial business topics. We're delighted to share our Mini Boot Camp speakers and the invaluable insights they'll be sharing:

- Learn how to design effective and strategic customer surveys from Scott Broetzmann President & CEO and Co-Founder of CCMC.
- Hear how to harness analytics & AI for business improvement from John Thompson who is a Bestselling Author, Speaker, and Global Head of Artificial Intelligence at EY.
- Delve into tips for managing in the world of GenAI with Dr. Serena Huang who is an International Keynote Speaker, Corporate Trainer, and Influencer.
- Hear how to create a competitive advantage with memorable marketing from Dan Gingiss from The Experience Maker, LLC
- Learn about the Supply Chain Game (AKA, The Beer Game) with Fitzgerald Akhibi, a Business Consultant at Kinaxis

With an exceptional lineup of speakers and a focus on the most pressing topics in business today, our Mini Boot Camps are the perfect prelude to the UWEBC Business Best Practices and Emerging Technologies Conference. Don't miss out on this unique opportunity to gain practical insights and strategies from industry leaders on Monday, September 30.

[Learn more and register](#)

UWEBC Members Explore Innovation at GE HealthCare's State-of-the-Art Labs

On August 22, 2024, UWEBC extended an exclusive invitation to a special senior leadership networking event hosted by member company GE HealthCare in Waukesha. This event was hosted in conjunction with [UW-Madison's 175th anniversary state tour](#).

This unique opportunity brought together UWEBC members from a variety of leadership roles for an afternoon of networking, innovation, and collaboration.

The event kicked off with a general meet-and-greet, which allowed peers to network with each other. Participants then toured the Learning Lab Hybrid workspace, a state-of-the-art facility designed to foster innovation and collaboration at GE HealthCare. During lunch, attendees participated in an insightful presentation on the Learning Lab's capabilities, results on collaborative work, and learnings for future team workspaces.

Later in the afternoon, attendees were able to witness the future of healthcare technology with a guided tour of the Advanced Manufacturing Engineering Lab. GE HealthCare leaders shared project examples of how additive manufacturing saved both time and money, and even improved production functionality.

We want to thank GE HealthCare for hosting this event and all of the attendees who joined.

Join Us for the UW–Madison State Tour in La Crosse County!

Mark your calendars for a memorable evening on **Wednesday, September 11, from 5–7 p.m.** at the Hatchery Riverside, as we celebrate **UW–Madison's 175th anniversary** and its deep-rooted connection to La Crosse County. The UWEBC team will be there to welcome all member companies in the La Crosse area, and we can't wait to celebrate with you!



This event promises an evening filled with fun, networking, and Badger spirit. Enjoy delicious Babcock ice cream, complimentary appetizers, exciting games, and fantastic giveaways, including a chance to win Wisconsin Badgers football tickets! It's a perfect opportunity to connect with fellow Badgers and local businesses while showing your Badger pride. A special shout-out to Dynamic Lifestyle Innovations for being part of our local community—we look forward to seeing you there! However, the excitement doesn't end at 7 p.m.! Stick around for a special Badger Talks presentation from 7:15 to 8 p.m., where UW–Madison's Amaya Atucha will share insights on "Growing Grapes in Wisconsin." Don't miss out on this fantastic celebration of community, tradition, and all things Badger. We look forward to seeing everyone there!

[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.](#)

Have you seen this one?:

Applied AI for Non-Technical Leaders, September 25 – October 9, 2024, Live online. Artificial Intelligence is not a trend. It is a revolutionary development in technology for which all workplaces should be informed and prepared. This course is designed for non-technical managers and professionals seeking to understand and leverage generative AI in their operations.

Upcoming UWEBC Events

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

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 »](#)



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 UWEEBC members.

[More information and register »](#)

October 1: 26th Annual Business Best Practices & Emerging Technologies Conference (Hybrid Event)

Wisconsin's premier learning event for business professionals.

With a diverse range of topics spanning technology, strategy, and leadership, the conference is designed to empower attendees with knowledge that can drive success in the ever-evolving digital landscape.

[More information and register »](#)



October 17: 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 »](#)

October 21-23: Experience Management Boot Camp

This Boot Camp teaches the fundamental competencies required to build and mature your XM, CX, and EX programs. In doing so, it will provide an unparalleled opportunity to look at your business through a new lens, giving you the language and tools to raise the bar on experiences with your brand.

[More information and register »](#)

October 24: S&OP Timely Topics

Sales and Operations Planning Special Interest Group

Roundtable discussion on timely topics and burning questions related to Sales & Operations Planning.

[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

- [UWEEBC Customer Service](#)
- [UWEEBC Information Technology](#)
- [UWEEBC Marketing](#)
- [UWEEBC Supply Chain](#)
- [UWEEBC Human Resources Executives](#)



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