

## Happy Holidays from the UWEBC!

Wishing you a season filled with warmth and joy. May this time be an opportunity to reconnect with loved ones, embrace new opportunities, and recharge for the year ahead. **Thank you** for being an important part of our vibrant learning community. We look forward to continuing our journey together in the new year, filled with growth, inspiration, and success!



As we look back on the year, we're excited to reflect on one of our biggest milestones: the launch of our revamped website in January. After months of hard work, our team unveiled a modern, user-friendly platform designed with you in mind.



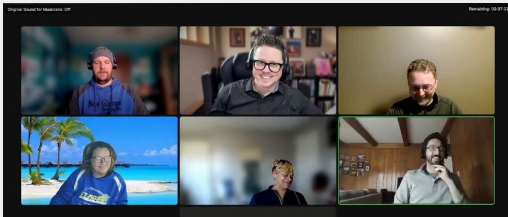
The screenshot displays the UWEBC website's homepage. At the top, there's a navigation bar with links for 'Sign In', 'FAQs', 'Get E-News', 'Location & Parking', 'UWEBI', and 'UW-Madison'. Below this is a secondary navigation bar with categories like 'CUSTOMER SERVICE', 'IT', 'MARKETING', 'SUPPLY CHAIN', 'HUMAN RESOURCES', and 'UWEBC+'. The main content area features a large banner for 'NEW UWEBC WEBSITE COMING IN JANUARY' with sub-links for 'New Website', '2023 Annual Conference', 'Digital Symposium', 'UWEBC+', and 'UWEBC Member Companies'. A featured article titled 'Tech Horizons 2024: Actionable Trends for Tomorrow, Today!' is highlighted, along with a video player. On the right side, there's a 'UWEBC EVENTS' section listing various meetings and conferences for January and February 2024. At the bottom, a 'WHAT WE DO AT THE UWEBC' section describes the organization's focus on peer-to-peer learning and business best practices.

The new site features a cleaner, more intuitive design and enhanced functionality, making it easier than ever for our members to navigate the UWEBC digital space. This transformation marked a significant step forward in our ongoing commitment to providing you with the best possible service. We've loved hearing your positive feedback and look forward to continuing to improve the site in the year ahead!

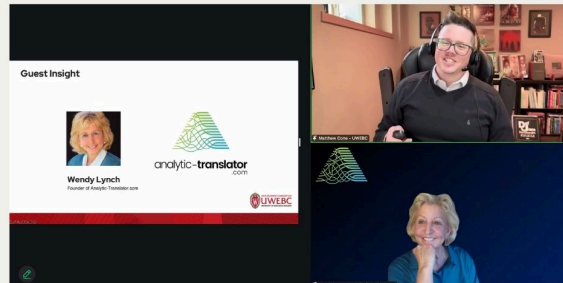
**And now for your 2024 Recap:**



# In 2024 we... welcomed 11 new members!



## Held 81 events



## The Top 5 Most Watched UWEBC Videos of 2024:

1. Building a Culture of Change Management and Strategy Activation
2. Data Storytelling for Business Understanding and Progress: Visualization, Dashboarding, and Beyond
3. Agile Tools for Cross-Functional Collaboration: Enhancing Visibility and Efficiency

4. [How UWEBC Members are Integrating and Garnering Value of Generative AI Today](#)
5. [Customer-Centric Marketing: Strategies to Enhance Engagement, Foster Loyalty, and Drive Retention](#)

Click on the link to view the page with the event recording. All event recordings are available for members to view any time on [our streaming platform UWEBC+](#). *Note: A login is required to view the videos.*



**Celebrated an incredible  
Annual Conference in the fall**



**Saw 2,214 of you at our events  
from over 200 unique companies  
and had an average event rating of  
4.7 out of 5**

**From all of us at UWEBC, Thank You!**





**HAPPY  
HOLIDAYS**

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