



March 9, 2027 – 9:00am – 2:00pm CST

The Wisconsin Customer Experience Symposium returns for its third year, bringing together CX practitioners, business leaders, and UW–Madison faculty. Through practical case studies, peer perspectives, and research-informed ideas, the program helps organizations improve customer journeys and translate customer insight into measurable business results.

Sponsors help UWEBEC keep registration accessible while contributing useful expertise and resources. Each partnership provides meaningful visibility and opportunities to connect with the Wisconsin CX community.

Presenting Sponsorship – \$8,000

Two opportunities available

Benefits include:

- A 10-minute case study within the main program
- Collaboration with UWEBEC to develop an educational, experience-based presentation
- Logo recognition across event communications, signage, and presentation materials
- Recognition during the opening program
- Dedicated exhibit space in the networking area
- Four registrations and 50% off additional registrations
- A post-event engagement summary and contact information for attendees who request follow-up

Presentations should focus on a real customer challenge, the organization's response, and lessons attendees can apply. Product demonstrations are not appropriate for these sessions.



Sponsor Engagement Opportunities

These opportunities may be purchased separately or added to a presenting sponsorship unless otherwise noted.

Executive Conversation Breakfast – \$4,000

One opportunity available

Support a facilitated breakfast for approximately 20–30 invited attendees before the main program.

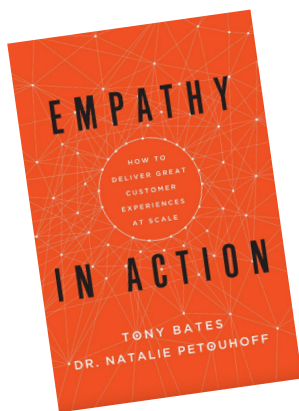
UWEBC will provide the space, catering, invitation management, and facilitation. The sponsor may welcome participants and help shape the discussion topic. Keynote participation will depend on speaker availability.



Recognition includes breakfast naming rights, invitation and signage placement, two sponsor participants, and consent-based attendee follow-up.

Book or Practical Resource Partner – Starting at \$4,000

One opportunity available



Provide attendees with a keynote book, symposium workbook, assessment, or other useful CX resource.

The resource will be distributed during registration, networking, and closing. The partner may include a branded bookmark, insert, or companion resource. A speaker signing may be added when available.

Final pricing will reflect the selected resource, quantity, and fulfillment costs.

Symposium Insight Partner – \$2,000

One opportunity available

Work with UWEBC to develop one relevant audience question for registration, live polling, or an onsite Insight Wall.

Aggregate results will be shared during closing and may appear in a co-branded post-event summary. UWEBC will approve the question and retain editorial control. Individual responses will not be shared without permission.

CX Conversation Table – \$2,000

Available as a presenting-sponsor add-on

Host an optional discussion table during lunch around a practical CX topic connected to the symposium.

A UWEBC facilitator will guide the conversation, with the sponsor contributing relevant experience and examples. The table will remain conversational rather than becoming a formal presentation or product demonstration.

If attendee interest supports it, UWEBC may also offer short post-event CX Challenge Clinics.

CX Challenge Clinic – \$2,000

Available as an add-on to a Presenting Sponsorship

Extend your case study into a facilitated small-group working session after the symposium.

The clinic will bring together four to six attendees, a sponsor subject-matter expert, and a UWEBC facilitator for a practical 25–30 minute discussion. Participants will explore a shared CX challenge, compare approaches, and identify ideas they can apply in their organizations.

UWEBC will manage attendee registration and group formation. Interested participants may separately request follow-up with the sponsor after the symposium.

Program at a Glance

- **Before the program**
Optional Executive Conversation Breakfast
- **Arrival and opening**
Networking, exhibits, resource distribution, and audience insight activities
- **Main program**
Keynote presentations, sponsor case studies, and a cross-industry panel
- **Lunch**
Peer networking and an optional CX Conversation Table
- **Afternoon program**
UW–Madison Lightning Talks, symposium insights, and closing remarks
- **After the program**
Optional resource signing, networking, or CX Challenge Clinics

A detailed agenda and speaker announcements will be released as the event approaches.

Become a Sponsor

Your partnership helps strengthen the practice of customer experience while keeping the symposium accessible to professionals across Wisconsin and beyond.

UWEBC will work with you to create a sponsor presence that reflects your expertise, supports the program, and provides clear value to attendees.

Learn more: go.wisc.edu/cx-symposium

Contact: Matthew Cone, Customer Experience & Marketing Practice Director,
matthew.cone@uwebc.wisc.edu to get started.

Leaders Who've Taken the Stage



Jeff Toister

Bestselling author of
*The Service Culture
Handbook*



Ty Givens

Founder & CEO of CX
Collective and CX Collective
Advantage



Tom DeWitt, Ph.D.

Author & Educator



Michelle DiTondo

Former CHRO and
Principal Consultant, Avion
Consulting



Dr. Natalie Petouhoff

Author & Thought Leader



Siva Balu

Chief Information & Digital
Officer, Sr. VP, Quartz
Health Solutions



Nicole Joraanstad

Director of the IT
Customer Engagement
Center of Excellence, TDS
Telecommunications



Christopher Neuharth

Chief Experience Officer,
Children's Wisconsin



Lisa Pavelski

Director of Digital
Capabilities, TruStage



Michelle Dauchy

VP of Customer Experience,
Mercury Marine



Carrie Toth

VP of Customer
Experience, Generac



Alex Paez-Gerstenhaber

Global VP of Client
Experience, Hy Cite



Katie Gaertner

Business Analytics Lecturer,
UW-Madison



Xiaoyang Long

Professor, Wisconsin School
of Business



Giustina Parisi

Marketing Teaching Faculty,
UW-Madison

Roles Registered for Previous CX Symposia

Associate Director - Consumer Experience	Director, Digital Capabilities
Asst Director, Client Service Transformation	Director, Digital Experience & Design
AVP Member Service Team	Director, Digital Transformation & Data Services
AVP Shared Service Operations	Director, eCommerce
AVP, Member Solutions Center	Director, Global Digital Product Management
AVP, Senior CX Data & Reporting Analyst	Director, Global Service Growth
B2B Ecommerce Experience & Product Manager	Director, MarTech and Digital Channel Strategy
Bureau Director - Member Services	Divisional Merchandising Manager
Business Development Manager	Executive Director, Non-Food Merchandising
Business Director - Parts & Customer Care	Founder & CEO
CEO	Global Director, Commercial Excellence
Change Management Assistant Director	Head of Network Development and CX
Chief Change Accelerator	IT Manager/Product Owner
Chief Experience Officer	Journey Manager
Chief Information & Digital Officer, Senior	Key & Strategic Accounts Team Manager
Chief Marketing Officer	Learning and Development Manager
Chief Research Officer & Partner	Manager CX & Business Initiatives
Consumer Experience Strategist	Manager of Client Experience
Customer Care Operations Manager	Manager of Customer Support Services
Customer Service Manager	Manager, Consumer Experience & Operations, Individual/TPA Team
CX Director	Manager, Consumer Relations
CX Manager	Manager, CX & Operations
CX Manager, Industrial/OEM	Manager, Digital Platform - CSM
CX Officer	Manager, Digital Products
CX Project Manager	Manager, Experience Management
CX Transformation Manager	Manager, Integrated Marketing Services
Digital Product Manager	Manager, Order to Cash
Director - IT Customer Engagement COE	Manager, Product Campaign Marketing
Director - Marketing and Creative Strategy	Market Research Analyst
Director - Marketing and CX	Marketing Director
Director of Aftermarket	Marketing Manager
Director of Marketing Technology	Marketing Manager - Experiential
Director of Merchant Experience	Marketing Operations Manager
Director of Product Marketing	Merchant Experience Manager
Director of Sales Operations and CX	Network Development, CX & DX NA
Director, Business Solutions - CX	Non-Food Merchandising Division Manager
Director, Customer and Enterprise Apps	Operations Manager, Customer Care & Warehousing
Director, Customer Insights & Research	President & CEO
Director, Customer Service	
Director, CX Design and Strategy	

Principal IT Product Manager - Service Experience
Principal Product Manager
Product Manager, B2C Platforms
RVP, Sales
Sales & Service Care Center Director
Sales Execution Manager
Sr Client Engagement & Events Specialist
Sr Client Experience Manager
Sr CX Specialist
Sr Data Analyst
Sr Data Analytics Manager
Sr Director - Customer Care Services
Sr Director - HR & Org Development
Sr Director, Global Clinical & Service Training
Sr Director, Global MarComm
Sr Director, Sales Execution
Sr Director, Service Program Management
Sr Employee Experience Manager
Sr IT Manager
Sr IT Manager - Commercial Excellence
Sr Manager - IT Infrastructure
Sr Manager Customer Service
Sr Manager, Consumer Insights
Sr Manager, Credit, Customer Service and Social Media
Sr Manager, Customer Engagement

Sr Manager, Global Customer Care
Sr Marketing Analyst
Sr Marketing Manager
Sr Performance Analytics Specialist
Sr Product Manager
Sr Product Owner
Sr Research Manager
Sr UX Architect
Service Experience Manager
Supply Chain Manager
SVP, Customer Operations
SVP, Global Commercial Operations & Service
SVP, Organizational Development
Team Lead Marketing Operations
Trust Fund Supervisor
VP - Information Technology
VP - Marketing & Communications
VP of CX
VP of Discovery & Design
VP of Growth & Strategy
VP of Marketing
VP of Software Engineering and Controls
VP, Client Experience
VP, Consumer Market & Insights
VP, Customer Service
VP, Talent Development

Companies Registered for Previous CX Symposia

Accuray
Alliant Energy
Amcort Flexibles North America
American Family Insurance
Ascension Health
Associated Bank
Badger Meter, Inc.
Blain Supply, Inc.
Brady Corporation
Brunswick Corporation
Charter Steel
Children's Wisconsin
Church Mutual Insurance Company, S.I.
Clarios, LLC
CNH Industrial
Colony Brands, Inc.
Compeer Financial ACA
CROPP/Organic Valley
Delta Dental of Wisconsin
Duffek Construction
Endries International, Inc.
Everwise Credit Union
FarWell
FIS Global
Foremost Farms USA
FTI
Functionaire
Generac Power Systems Inc.
Greenheck Fan Corporation
Harley-Davidson, Inc.
Hy Cite Enterprises, LLC
Inpro
ITW Welding
J.H. Findorff & Son
Jewelers Mutual Insurance Company
Johnson Financial Group
Kohl's
Kohler Co.

KS & R, Inc
Kwik Trip, Inc.
Lake Ridge Bank
Landmark Credit Union
Lands' End
Lululemon Athletica
Madison Gas and Electric Company
Mason Companies, Inc.
Menasha Corporation
Microsoft Corporation
Milwaukee Electric Tool Corporation
Northwestern Mutual Life Insurance
nvisia
ORBIS Corporation
Paper Transport Inc.
Promega Corporation
Quartz Health Solutions
Regal Rexnord Corporation
Rocket Industrial, Inc.
Rockline Industries
Rural Mutual Insurance Company
Sargento Foods Inc.
Schneider
STI Holdings, Inc.
Sub-Zero Group, Inc.
TDS
The Alliance
TruStage
UW Credit Union
Vollrath Company LLC
Werner Electric Supply Co.
Wind River Payments
Wisconsin Dept of Employee Trust Funds
Wm. K. Walther, Inc.
Zendesk
Zoetis