
Just Weeks Away: Reserve Your Spot by August 15 to Save!



Click on the image above to play the video.

Get ready for a day that **energizes, educates, and inspires**: the **UWIBC Annual Conference** is happening next month on **Tuesday, September 30**, at the Monona Terrace in Madison and livestreamed.

This year's programming is stronger than ever, with an incredible line-up of sessions now fully finalized across **Customer Service**, **Human Resources**, **Marketing**, **Supply Chain**, and **Technology**.

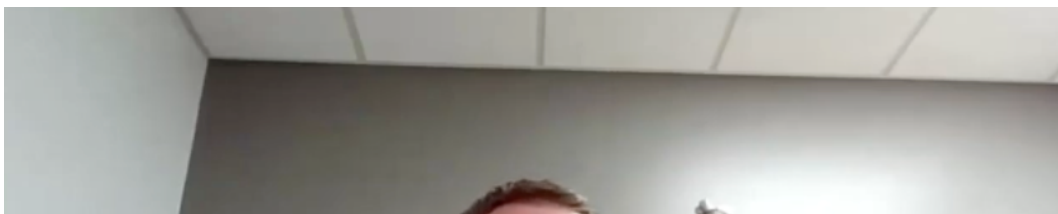
Highlights include sessions on **building stronger supplier relationships in logistics**, **transforming work culture** through HR strategy, **creating connected customer experiences**, rebranding through **purpose-driven marketing**, and exploring the **future of smart products** in tech. Whether you're curious about cutting-edge tech or practical leadership tools, there's something for everyone.

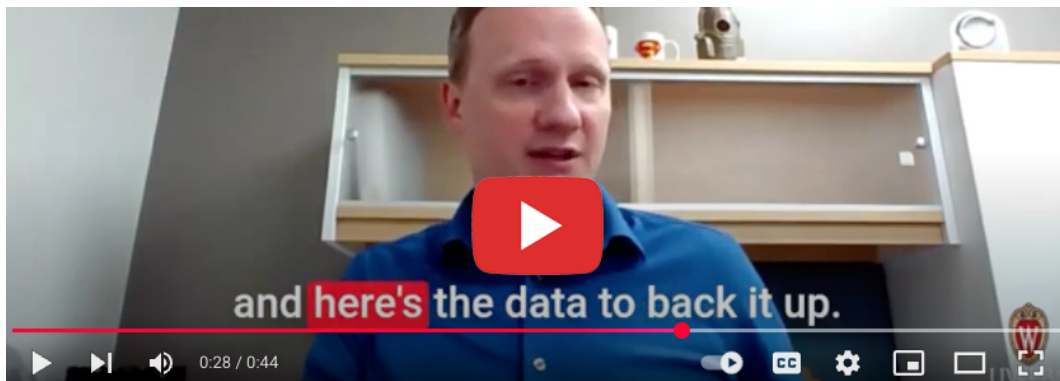
You'll also hear from outstanding keynote speakers **Nancy Giordano** and **Ethan Mollick**, and connect with leaders from Promega, UW Credit Union, GE HealthCare, Kohler Co., Samsung, and many others.

 **Early bird pricing ends August 15.** Don't miss your chance to save! Register now and join us for Wisconsin's premier business and technology event.

Register now!

Connected and Intelligent Products





Click on the image above to play the video.

On July 10, our Product Management Special Interest Group, led by Marketing Practice Director Tom Hershberger, gathered to discuss the implications of turning AI and IoT insights into actionable steps. This event featured a survey introduction led by Peter Commons from the **Wisconsin School of Business**, followed by an outstanding panel discussion with panelists from TXI, AE Business Solutions, KI, Pierce Manufacturing, and CH Robinson.

[Read the full story](#)

Smarter Products, Smarter Business

Connected products are no longer just the future—they're transforming how companies deliver value today. On **Monday, August 19**, from **10:00 AM to 3:00 PM**, join us in person at **Northcentral Technical College in Wausau, WI**, for an engaging session hosted by the **Wisconsin IoT Council**, with UWEBC proudly co-presenting.

This event will explore how organizations across industries are embedding AI and IoT into their products to unlock smarter service models, new revenue streams, and stronger customer connections.

Through expert insights and real-world examples, you'll learn how to identify opportunities, overcome common challenges, and take practical steps toward launching or scaling connected solutions. Whether you're in product development, engineering, innovation strategy, or business leadership, this session is designed to equip you with the knowledge and inspiration to drive meaningful impact through smart product innovation.

[Learn more and register](#)

Partnering for Progress: Join Us for Igniting Innovation, A Women in Manufacturing Experience

On **Wednesday, August 20**, the Women in Manufacturing (WiM) Southern Wisconsin Chapter will host **Igniting Innovation: A Women in Manufacturing Experience** from 1:00 to 4:30pm at Union South, on the UW–Madison campus. This dynamic half-day event features a keynote from Dr. Laura Albert, hands-on lab tours, and expert-led sessions on topics like additive manufacturing, maintenance and reliability, and AI-driven solutions, followed by a networking reception with peers and industry leaders.



While not a UWEBC-hosted event, we're proud to support it and connect with many of our members and partners attending. Registration is just \$15 for WiM members and \$30 for non-members. It's an affordable way to grow your knowledge, expand your network, and help advance inclusive innovation in manufacturing.

[Learn more and register](#)

Partner Offering Spotlight

UW–Madison has a wide breadth of professional development courses offered each year, diving into a variety of topics. Here is one upcoming event in particular that we thought may interest you.

Global Leadership for Technical Teams

August 19-20, 2025, In person at the Pyle Center in Madison, WI, or Live Online

Company leadership, at any level, is today often global in nature. Furthermore, after the COVID pandemic, development teams have been asked to manage these teams with less travel and face-to-face interaction. This course provides the student with all the necessary skills to effectively manage technical teams that span global locations, cultures and languages.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

August 12: Trade Compliance Roundtable

Trade Compliance Special Interest Group

Discuss tariff and trade compliance initiatives and challenges with fellow members and the broader trade community.

[More information and register »](#)

August 14: Lead Generation and Sales

Lead Generation and Sales Special Interest Group

Ready to bridge the gap between marketing and sales and take your B2B lead generation strategies to the next level? Join us for a focused virtual session designed to tackle your biggest lead generation challenges and provide actionable solutions.

[More information and register »](#)

August 15: 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 »](#)

August 20: AI Governance: Ensuring Responsible and Ethical AI Use

Technology Peer Group

Join us to co-develop practical AI governance frameworks including policies, roles, and tools that ensure accountability, transparency, and compliance throughout the AI lifecycle. Learn from peer-driven examples of what's worked (and what hasn't) to build ethical guardrails that empower innovation without compromising trust.

[More information and register »](#)

August 21: Starting at the Source: Building Strong Employee Connections w/ Customer Care Teams (Hybrid Event)

Customer Service Peer Group

Strengthen your customer care from within; join us to build empowered, connected teams that drive exceptional customer experiences!

[More information and register »](#)

**September 9: Optimizing Performance: Creating a Flexible, Data-Driven Marketing Strategy (Hybrid Event)**

Marketing Peer Group

This session equips marketing professionals with the tools, insights, and frameworks needed to build adaptable strategies and achieve measurable success.

[More information and register »](#)

**September 11: Agile 2.0 for AI Innovation: Adapting Frameworks for Rapid Learning and Responsible Delivery**

Agile IT Special Interest Group

Learn how to evolve your Agile practices to meet the demands of AI development by aligning rapid experimentation with responsible governance at scale.

[More information and register »](#)



September 16: Freight Cost, Capacity and Scenario Planning (In-Person Only Event)

Logistics & Distribution Peer Group

This session equips marketing professionals with the tools, insights, and frameworks needed to build adaptable strategies and achieve measurable success.

[More information and register »](#)

September 30: 27th Annual Business Best Practices & Emerging Technologies Conference (Hybrid Event)

Join 700+ leaders to experience a collaborative environment featuring industry case studies, expert panels, and breakout discussions across business functions. Whether you're navigating digital transformation or rethinking workforce strategy, you'll find practical insights, peer perspectives, and new ideas you can act on immediately.

[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

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