

December 2024

## Plan Your Year with UWEBC

As we wrap up 2024 and look into 2025, we're excited to bring our members a lineup of incredible events focused on the latest advancements in emerging technologies as well as continuing to connect you with your peers around leading practices you can take back to your organization. From cutting-edge innovations in AI and automation to groundbreaking developments, these events will offer unique opportunities to stay ahead of the curve, connect with industry leaders, and gain valuable insights.



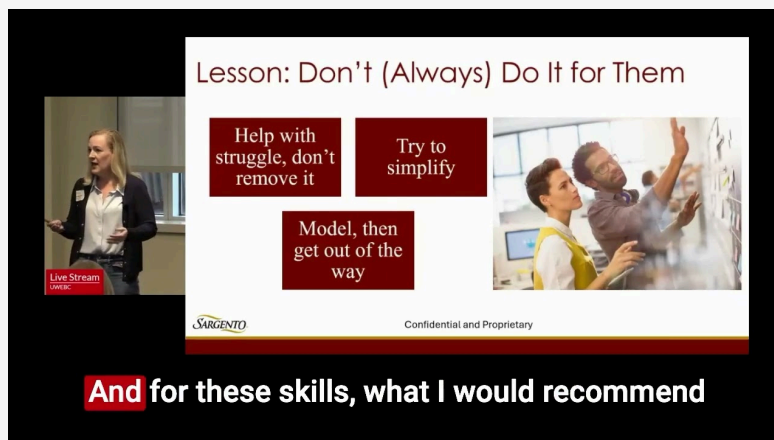
Here are just a few exciting topics we'll be covering in the new year:

- Negotiating With Suppliers
- Committing to "Quality" with Strong Customer Service Operations
- Unleashing the Future: Hyperautomation Meets Agentic AI for Intelligent Transformation
- Building Future-Ready Leadership: Manager and Leader Development
- Customer Journey Mapping: Creating Seamless Experiences in B2B and B2C

Stay tuned for more details as we finalize the topics and speakers! It's going to be an exciting year full of learning, networking, and growth!

[See the event calendar](#)

## Agile Synergy: Integrating People, Processes, and Technology for Organizational Resilience



**Lesson: Don't (Always) Do It for Them**

- Help with struggle, don't remove it
- Try to simplify
- Model, then get out of the way

**And for these skills, what I would recommend**

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

In today's fast-paced and ever-evolving business landscape, organizational resilience has emerged as not just a defensive strategy, but a key driver of success. To thrive amidst uncertainty, companies must learn to adapt quickly, innovate continuously, and align their teams and technologies in ways that create a robust and flexible environment. Our Agile Methodology Interest Group event on November 19 explored how agile methodologies can help organizations not only survive but thrive, and featured incredible speakers from Sargento Foods Inc. and OMRON.

[Read the full story](#)

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## Join us at the first-ever Wisconsin Customer Experience Symposium



Don't miss your chance to be part of the inaugural Wisconsin Customer Experience Symposium on **March 11, 2025, from 8:30 am–12:30 pm CST!** This virtual event will bring together industry experts and CX professionals to share insights, strategies, and innovations that elevate customer experience. With engaging keynote speakers, dynamic panel discussions, and inspiring lightning sessions, you'll gain practical tools to enhance CX strategies and drive business success.

We are currently in our Implicit Trust Pricing period until **December 15**, during which both members and non-members can save over \$100 on registration.

Speakers will be announced during a [special LinkedIn Live event on Monday, December 16, at 10:00am CST](#). If you want to be among the first to know, we hope you'll tune in and hear the announcement!

Whether you're a CX professional, marketing leader, or strategist, this symposium is your opportunity to learn, connect, and lead in the evolving world of customer experience.

**Register now to secure your spot!**

[Learn more and register](#)

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## Fireside Chat Featuring Fiskars CEO Nathalie Ahlström and Deputy Consul General of Finland Keijo Karjalainen



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

On November 18, 2024, the Wisconsin School of Business hosted a captivating fireside chat featuring Nathalie Ahlström, CEO of Fiskars, and Keijo Karjalainen, Deputy Consul General of Finland. The discussion, moderated by Professor Ann Terlaak, delved into sustainability themes, the Nordic business model, and Fiskars' innovative legacy. This event highlighted Fiskars, a UWEBC member company renowned for its 375-year history as a global leader in craftsmanship and sustainable design.

[Read the full story](#)

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## 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.

### **Fundamentals of AI**

*No set start or end dates – learn at your own pace!*

This course is entirely online and self-paced with no live sessions with instructors. You can register and begin this course at any time. It is designed to take the average learner 3-4 hours to complete. This introductory course demystifies artificial intelligence by explaining what it is and how it works. You'll gain a fundamental understanding of Large Language Models (LLMs) and familiarize yourself with various AI tools. Learn how AI tools are commonly applied, as well as their strengths and limitations. Whether you're new to AI or looking to deepen your understanding, this course serves as a solid foundation for subsequent, more interactive coursework. [Learn more.](#)

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## Upcoming UWEBC Events

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

**December 5: Tech Trends 2025 (Hybrid Event)**

*Information Technology Peer Group*

Tech Trends 2025 will showcase cutting-edge technologies with hands-on demos in robotics, virtual reality (VR), and augmented reality (AR), highlighting their transformative business applications. Attendees will also hear from a member company, gaining insights into leveraging these innovations for digital growth.

[More information and register »](#)



**December 10: Building a Data-Savvy Workforce: Assessing and Addressing Skill Gaps in Our Teams**

*Data & Analytics Special Interest Group*

Uncover practical strategies for cultivating a data-savvy culture across all levels of the organization.

[More information and register »](#)

**January 23: Unleashing the Future: Hyperautomation Meets Agentic AI for Intelligent Transformation**

*Technology Peer Group*

Dive into the cutting-edge convergence of hyperautomation and agentic AI, where advanced technologies are transforming business operations and driving significant growth. Explore how these innovations are reshaping industries, enabling organizations to achieve unprecedented levels of efficiency and intelligence.

[More information and register »](#)

**January 28: Avoiding Change Fatigue: Keeping Sight of Humans with Ongoing Change (Hybrid Event)**

*Leadership and Change Management Interest Group*

Discuss with fellow UWEBC members some practical ways to help teams navigate overlapping changes while staying motivated and productive.

[More information and register »](#)



**January 30: Lead Generation and Sales**

*Lead Generation and Sales Special Interest Group*

Ready to take your B2B Lead Generation and Sales strategies to the next level? Join us on January 30th for the next session in this exciting new series! This virtual event is all about helping you and your team bridge the gap between marketing and sales, tackle lead generation challenges, and walk away with practical ideas you can use right away—all from the convenience of your own office.

[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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[UWEBC Information Technology](#)  
[UWEBC Marketing](#)  
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