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UWBC Newsletter

Features and upcoming events

November 2025

The Wisconsin Customer Experience Symposium Returns—Bigger, Better, and Bolder in 2026!

The Wisconsin Customer Experience Symposium is back and better than ever! Join us on **March 10, 2026**, for a hybrid event that will take place both in person at **Memorial Union** in Madison, WI, and online as a **fully interactive** virtual experience. This one-day session will bring together industry experts, leaders, and CX professionals from across Wisconsin to discuss the **trends, innovations, and tactics influencing the future of customer experience**.

Wisconsin Customer Experience Symposium

March 10, 2026



go.wisc.edu/cx-symposium



Whether you attend on campus or from the comfort of your home, you will become part of a vibrant community of professionals who are focused on making substantial changes in their businesses. Expect to hear from inspiring keynote speakers, engaging panel discussions, as well as lightning talks from UW-Madison programs that are molding the next generation of CX experts. Don't pass up this opportunity to learn, collaborate, and redesign the future of customer service!

Ready to elevate your CX game? Now's the time to register! Click the following link for a quick and easy registration process at our implicit trust price:

Get started with your CX journey!

Have You Taken Our Annual Topic Survey Yet?

Each year, we ask our UWEBC community to share the topics and challenges most important to them, insights that directly shape the events and discussions we host in the year ahead.

If you haven't already, please **check your inbox (and your spam or other folders)** for your **UWEBC Topic Survey invitation**. Not everyone received a link this time, but if you didn't get one, we encourage you to connect with your organization's UWEBC Champions. Not sure who it is? 🙋 [Reach out to us](#) and we'll point you in the right direction.

Ensure your voice helps guide our programming for the coming year, whether through the topic survey directly or through your organization's UWEBC Champions.

Introducing UWEBC's New Advisory Board Chair: Adrienne Hartman



Click on the image above to play the video.

For more than 25 years, **Adrienne Hartman** (Executive Vice President, Marketing, **J.J. Keller**) has been an active member of the UWEBC, attending meetings, building connections, and learning alongside peers from across industries. As she steps into her new role as **UWEBC Advisory Board Chair**, she's excited to give back to the organization that has shaped her career in meaningful ways, while also marking a new chapter as the first woman to hold this position.

Read her story to learn how Adrienne continues to champion collaboration, curiosity, and connection within the UWEBC community.

[Read the full story](#)

Customer Experience Transformation: Embedding CX into Every Stage of Your Marketing Strategy



Click on the image above to play the video.

On October 23, the UWEBC hosted a Marketing Peer Group event that brought together professionals from member companies to explore how customer experience (CX) can be embedded into every stage of a marketing strategy. The session featured speakers **Jason Voiovich** (Voiovich Group), **Wayne Simmons** (Pfizer), and a panel from **Alliant Energy**, and focused on redefining customer relationships, elevating strategic impact, and driving business results through integrated CX. As organizations work to strengthen connections in an era of rapid digital change, this session explored how CX can serve as a unifying lens for marketing strategy.

[Read the full story](#)

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.

Leading Digital Change: Transforming People, Process, and Purpose

November 11-13, 2025, In person in Madison, WI

This course equips leaders and teams with the practical tools to lead successful strategic, operational, and cultural transformation. Through hands-on case studies, strategic planning exercises, and personalized feedback, you will learn to build your capacity for navigating complex change. Designed for both individuals and small teams, this course provides ample time to apply concepts, analyze real-world examples, and develop concrete action plans.

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.

November 6: From Clear as Mud to Crystal Clear: Communicating in Times of Change

Leadership and Change Management Interest Group

Join us for a virtual event designed to help leaders and teams transform their communication strategies, ensuring alignment, engagement, and clarity in even the most complex transitions.

[More information and register »](#)

**November 11: Stepping Confidently into the Future:
CX Innovation Strategies to Chart a New Course
(Hybrid Event)**

Customer Service Peer Group

Unlock fresh CX strategies and drive innovation by collaborating with cross-industry peers; register now to confidently chart your organization's customer experience future!

[More information and register »](#)



November 13: The Hard Truth About IoT – Overcoming Deployment Challenges

Product Management Special Interest Group

From pilot to scale: Confront the tough realities of IoT and learn how you can turn deployment challenges into product success.

[More information and register »](#)

**November 14: Dynamic Talent Management: Harnessing Skills Data for
Workforce Agility and Growth**

HR Executives Group

Accelerate workforce transformation with data-driven talent strategies and adaptive skill frameworks.

[More information and register »](#)

November 18: S&OP Roundtable

Sales and Operations Planning Special Interest Group

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

[More information and register »](#)

**November 19: Tech Trends 2026: Exploring the
Future of Technology, Leadership, and Innovation
(Hybrid Event)**

Technology Peer Group

Tech Trends 2026 brings together technology and business leaders for a forward-looking conversation on how innovation, leadership, and human-centered design will shape the decade ahead. The program is designed to balance big-picture insights with practical takeaways, giving participants a clear view of the forces reshaping their organizations.

[More information and register »](#)



December 2: Partnering for Progress: How Established AI Vendors Accelerate Innovation

Future of Contact Centers Special Interest Group

This interactive session examines the trade-offs between custom-built and vendor-provided AI solutions, highlighting how mature platforms can enable organizations to move faster, mitigate risk, and scale innovation more effectively.

[More information and register »](#)

December 4: Data & Analytics and AI: Navigating Common Dilemmas

Data & Analytics Interest Group

An interactive session on reconciling innovation with responsible governance.

[More information and register »](#)

December 10: AI and the Law: From Document Discovery to Digital Accountability

AI Special Interest Group

AI is transforming the legal world and offering powerful lessons for everyone using intelligent systems. Join us as we explore how law's approach to automation, authorship, and accountability can inform responsible AI practices across every field.

[More information and register »](#)

December 17: Sustainability: ESG Priorities for a Robust Supply Chain

Supply Chain Peer Group

Join fellow supply chain practitioners to discuss their Environment, Social and Governance goals for 2026.

[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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