Learn and Apply Essential XM Principles to Help Your Business Thrive

On January 9th, the UWEBC kicked off its newest Boot Camp, elevating the discipline of Experience Management. We did this in partnership with Qualtrics XM Institute, a unit that operates within Qualtrics to offer tools and resources that help people design, deliver, and mature Experience Management (XM) programs. Greg Chase, XM Catalyst and head of the XM Pro network, led participants through the fundamentals of XM, drawing upon his depth of experiences to ground the learnings through real-world examples.

Read the full story.

Save the Date: UWEBC Digital Symposium

Save the Date

MAY 25, 2023
Join us for our second annual UW E-Business Consortium Digital Symposium, a special virtual program open to members and non-members to explore new, proven approaches to address the practical and urgent challenge of digital transformation and volatile business environment. This event is packed with great ideas that help you and your organization transcend the limits that we think we have to realize our potential. It’s a world-class program that is free to attend.

[Learn more.]

Discount Opportunity: Data Analytics for Technical Leaders

Do you want to better communicate analytical results that will drive business decisions and drive action? The Data Analytics for Technical Leaders course is for you! This four-day course will present the use of data analytics to tackle 5 major challenges common in industrial settings. It is focused on providing attendees with the methods to drive more effective decisions and actions through data analytics.

As a UWEBC member, you can enjoy 20% off this course, and other select professional development courses offered by the Department of Interdisciplinary Professional Programs.

[Learn more!]
You’re invited to our early career Master's level Business Analytics Career Fair on March 3 from 10am-4pm at the Wisconsin School of Business. Our 110 Class of 2023 Master of Business Analytics (MSBA) students seek internships and full-time opportunities and are graduating with in-depth knowledge and hands-on skills in cloud computing, data visualization, and machine learning, all anchored in the foundations of business management.

Learn more and register now! The early bird discount expires on February 10.
UPCOMING EVENTS
Note: Attending Peer Group or SIG meetings requires UWEB membership. All are virtual unless otherwise specified.

February 2: CONTACT CENTER WORKFORCE MANAGEMENT SPECIAL INTEREST GROUP MEETING
Connect with fellow practitioners on what is happening in the contact center workforce management space.
More information and register »

February 3: HUMAN RESOURCES SPECIAL INTEREST GROUP MEETING
Executive Roundtable on Current and Emerging HR Issues. Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.
More information and register »

February 9: MARKETING PEER GROUP MEETING
>> Available in person and online! <<
From Boring to Bold: How Generative AI is Helping Marketers Generate Compelling Creative Content. Learn how you can start adopting revolutionary technology before your competitors do.
More information and register »

February 14: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING
>> This event is in person only! <<
Trade Compliance Initiatives and Challenges. Discuss trade compliance initiatives and challenges with fellow members and the broader trade community.
More information and register »

February 15: AGILE IT SPECIAL INTEREST GROUP MEETING
Optimizing Value Stream Management for Agile. Learn how to harness the power of value stream management to enhance innovation, optimally balance resources, and fuel dramatic improvements in delivery.
More information and register »

February 23: CUSTOMER SERVICE PEER GROUP MEETING
>> Available in person and online! <<
Strategies for Managing Change in Customer Care Organizations. Come build additional strength to share with your team on this urgent yet perennial topic.
More information and register »

February 28: PREDICTIVE ANALYTICS SPECIAL INTEREST GROUP MEETING
>> NEW Special Interest Group! <<
Leveraging Data Governance and Ethics to Promote Responsible Data Use. Join us as we launch our new predictive analytics special interest group by taking a deep dive into the topic of data governance and ethics.
More information and register »

March 9: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING
Lora Cecere on the Supply Chain Response and Metrics that Matter. Lora Cecere is the CEO of Celent. Lora is the author of The Front-End of Business: How the Internet Transformed the Supply Chain.


Cecere from Supply Chain Insights will share the results of her recent Supply Chain Response study and her research on the supply chain metrics that matter most. 
More information and register »

March 10: HUMAN RESOURCES EXECUTIVES GROUP MEETING
Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion. Learn how we might integrate the future of hybrid work with the needs of workplace culture, inclusion, and employee flexibility. 
More information and register »

March 14: CONTENT MARKETING SPECIAL INTEREST GROUP MEETING
>> NEW Special Interest Group! Contact Bill for details! <<
Kickoff Planning Workshop for Content Marketing Performance Measurement Special Interest Group. To learn more, e-mail bill.carrier@uwebc.wisc.edu

March 16: INFORMATION TECHNOLOGY PEER GROUP MEETING
Strategies to Combat the Tech Talent Shortage. Learn how to successfully combat the tech talent shortage by developing effective strategies for recruiting and retaining tech talent. Get up-to-date information on the current market conditions and best practices to fill skills gaps. 
More information and register »

October 3: 25TH ANNUAL BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES CONFERENCE
Celebrate 25 years with us at this year’s annual conference, held in person at the Monona Terrace in Madison, or tune in virtually. Hold the date on your calendar! We'll let you know when registration opens.

View the full meeting 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!

Join a LinkedIn Group and stay connected

UWEBC Customer Service
UWEBC Information Technology
UWEBC Marketing
UWEBC Supply Chain Management
UWEBC Human Resources Executives

Please note: You need to be a UWEBC member to join a private group, but anyone can connect with us via our main LinkedIn page.