Customer Experience & Marketing Focus Area

PAST MEETING TOPICS

UW E-BUSINESS CONSORTIUM
UWEBC
UNIVERSITY OF WISCONSIN-MADISON

The Customer Experience & Marketing Focus Area brings together marketing and customer experience professionals to share strategies, best practices, and actionable insights. Through expert presentations, peer discussions, and case studies, members explore topics including digital marketing, customer engagement, service excellence, and the evolving customer journey.

Meeting Topics

- Preparing for a Post-SEO Era The Rise of Generative Search
- Breaking Silos to Drive Expansion and Long Term Growth Unified Revenue Strategy:
- Structuring How You Deliver Value Product Operating Models
- Turning Customers into Your Strongest Sellers Post-Close Advocacy
- On the Mission and Value of Marketing Leadership Alignment
- From Support to Strategic Value Driving Growth Through Service
- Moving from Metrics to Meaningful Outcomes Measuring What Matters
- Building Transparency and Explainability into Agent and Customer Interactions AI You Can Trust
- Creating a Single Source of Truth: Strong Knowledge Management Resources in Customer Care
- The Voice of Customer Program in a Post-survey Age: How to Listen When No One is Talking - Customer Service Peer Group Hybrid Event
- Strategies to Reduce Customer Effort and Increase First Contact Resolution
- Approaches to Developing Leadership Skills in Frontline Supervisors and Managers
- Automating Customer Service Processes
- Strategies for Managing Change in Customer Care Organizations
- Approaches to Providing Proactive Service to Prevent Unnecessary Contacts and Improve Customer Engagement
- Panel Discussion on Google SEO Algorithm Leak
- Technology Innovations in Marketing: The Impact of Generative AI on Modern Marketing Practices
- Customer-Centric Marketing: Strategies to Enhance Engagement, Foster Loyalty, and Drive Retention - Marketing Peer Group Hybrid Event
- The Rise of Video Storytelling: How to Captivate Your Audience and Build Your Brand
- ChatGPT Workshop - A Hands-On Exploration for Marketers to Harness the Power of Generative AI
- SEO Roundtable Meeting – Applying Automation & Addressing Duplication
- The Secret to Agile Marketing to Achieve Marketing Excellence
- Leveraging Employee Ambassadors on Social Media
- Member Persepectives on Improving Website UX

Technology, Data & AI Focus Area

PAST MEETING TOPICS

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The Information Technology Peer Group is designed to provide an in-depth, sophisticated forum for peer-to-peer discussion and member company presentation of key IT strategies, delving into both ongoing IT challenges as well as new and emerging IT technologies for CTOs, directors and senior IT managers.

Meeting Topics

- Intelligent Collaboration and Digital Workflows
- Measuring Business Value, Not Activity
- The Human Side of Data & AI Literacy
- Cyber Incident Resources in Wisconsin When Things Go Wrong
- Reinventing Your Tech Career in the Age of AI
- Augmenting Your Workforce w/ Generative AI
- Continuous Threat Exposure Management - IT Peer Group
- Harnessing Emerging Technologies for Business Innovation - IT Peer Group
- Tech Horizons 2024: Actionable Trends for Tomorrow, Today! - IT Peer Group Hybrid Meeting
- Cloud Economics Mastery: Leveraging Cloud's Speed, Flexibility, and Scale for Business Growth
- Leveraging Sustainability in Tech to Drive Efficiency and Cost Savings
- Understanding the New AI and Data Science Landscape
- Strategies to Combat the Tech Talent Shortage
- Building an Effective Enterprise Technology Roadmap
- A Look Around the Corner: IT Trends for 2023
- Data Engineering for Predictive Analytics
- Cybersecurity Trends to Watch
- Supply Chain Analytics
- Road Trip to Summerfest Tech
- Cybersecurity: A US Department of Defense Perspective for US Industries
- The Future of Work: Strategies for Leading Remote and Hybrid Tech Teams
- DevOps Trends for 2022
- Innovation at Scale
- A Look Around the Corner: IT Trends for 2022
- Building and Maintaining a Composable E-Commerce Platform
- Rebuilding After Crisis Through Automation, Intelligence & Resilience
- IT Talent, Culture & The Future of Work

Marketing Peer Group

PAST MEETING TOPICS

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The Marketing Peer Group's expert presentations and peer-to-peer discussions are designed to provide in-depth, actionable insights on topics such as cross-channel attribution, web team management, the customer-centric promise and digital marketing trends for marketing directors, managers and senior practitioners.

Meeting Topics

- Panel Discussion on Google SEO Algorithm Leak
- Technology Innovations in Marketing: The Impact of Generative AI on Modern Marketing Practices
- Customer-Centric Marketing: Strategies to Enhance Engagement, Foster Loyalty, and Drive Retention - Marketing Peer Group Hybrid Event
- The Rise of Video Storytelling: How to Captivate Your Audience and Build Your Brand
- ChatGPT Workshop - A Hands-On Exploration for Marketers to Harness the Power of Generative AI
- SEO Roundtable Meeting – Applying Automation & Addressing Duplication
- The Secret to Agile Marketing to Achieve Marketing Excellence
- Leveraging Employee Ambassadors on Social Media
- Member Persepectives on Improving Website UX
- Marketing in a Post-Cookie World: How to Prepare in 2022
- Adapting Your Content Marketing Playbook for New Realities
- Marketing Sustainability -- How Far Do You Go?
- Cutting Through the Hype of Influencer Marketing to Harness Influence as a Tool
- Website Usability and User Experience
- Leveraging Analytics to Gain a Clearer Picture of Marketing Effectiveness
- Approaches to Leading and Managing a Marketing Team Today
- Progressing Personalization
- Mastering Your Social Media Strategy
- Search and Acquisition Strategies
- MarTech - Evolving Your Marketing Stack and Technology Capabilities
- Privacy Workshop for Marketers
- Voice and Mobile Micro-moment Marketing
- Modern Data-Driven Marketing
- Content for the Attention Economy
- Design and Conversion Optimization
- Marketing Analytics: Measuring Impact and Assessment

Supply Chain & Manufacturing Focus Area

PAST MEETING TOPICS

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The Supply Chain Peer Group is split into two distinct groups: the Logistics and Distribution Peer Group and the Procurement Peer Group. Both provide a highly interactive forum for member companies to gain insights and discuss supply chain challenges through expert presentations, member discussion, and case-study examples. This list reflects topics in both job functions.

Meeting Topics

- ESG Priorities for a Robust Supply Chain Sustainability
- Optimization and Network Design Supply Chain Analytics
- S&OP Crossfunctional Collaboration Breaking Down Silos
- Invest in People Supply Chain Career Development
- Timely Trade and Tariff Topics
- Smart Manufacturing, Automation and AI Applications Digital Transformation in Manufacturing
- The Procurement Predicament: Balancing Transactional, Relational and Value-Creating Priorities
- Adapting Logistics & Distribution Strategies to Meet Evolving Service Levels and Cost Constraints Last Mile and Customer Delivery Expectations
- Supply Chain Optimization & Network Design
- Re-Skilling Your Supply Chain Team
- AI in Supply Chain - Supply Chain Peer Group Virtual Meeting
- Selling the C-Suite: Evolving Sourcing's Role from Cost Cutter to Revenue Driver
- Supplier Health and Contingency Planning
- Transportation Industry Update: Capacity, Pricing, and Discussing the Future
- Supply Chain Manager to Leader: Upskilling, Re-skilling and Retention
- Lora Cecere on the Supply Chain Response and Metrics that Matter
- Supply Chain Transformation: Planning, Executing and Managing Change
- Lightning Round: Top Supplier Questions of 2022 in 60 Minutes
- Supplier Diversity
- Transportation Industry Update: Capacity, Pricing and Sustainability
- Upskilling Your Supply Chain Team to Solve Tomorrow's Problems
- Risk Mitigation Approaches and Strategies
- Supply Chain Analytics
- Managing International Freight Volatility
- Supply Chain Resilience: Approaches to Balancing Cost vs. Flow

People Focus Area

PAST MEETING TOPICS

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The Human Resources Executives Special Interest Group provides a platform for engaging UWEBC members' in-house HR executives in discussions on strategic issues relevant to their organizations.

Meeting Topics

- Executive Roundtable on Current and Emerging HR Issues (New Year Edition)
- Accelerating Adoption and Transforming the Modern Organization Technology and AI Enabled Change Initiatives
- Invest in People Supply Chain Career Development
- Personalized Learning and Delivery Modes
- Executive Roundtable on Current and Emerging HR Issues
- Reinventing Your Tech Career in the Age of AI
- The Strategic Catalyst for Transformation Change Leadership
- Skills-Based Talent Strategy
- Executive Roundtable on Current and Emerging HR Issues
- Fostering a Resilient Organizational Culture in Hybrid Work Environments - HR Executives Group
- Executive Roundtable on Current and Emerging HR Issues - HR Executives Group
- ChatGPT and HR: A Primer for HR Executives
- Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion
- Executive Roundtable on Current and Emerging HR Issues
- The Success Delta - Crafting Cultures that Work in a Hybrid/WFA World
- Executive Roundtable on Current and Emerging HR Issues
- Intelligent Hiring: How to Recruit and Adapt in the Era of the Open World Workforce
- Impact of Omicron on Workplace, Health and Safety, and Travel Policies
- Applying Technology to Grow Talent Intelligently
- Strategic Workforce Planning
- Sustaining Organizational Culture in a Remote Work Environment
- Diversity and Inclusion: Successful Strategies and Leading Practices
- Building a Reimagined Workforce Experience
- COVID-19: Return-to-Work Considerations and Practices
- COVID-19 and HR: Issues, Challenges and Solution Strategies
- Reimagining HR - The Future of Your Enterprise Demands a New Future of HR
- Reimagine the Future of Work
- Executive Development and Succession Planning