

The Wisconsin Customer Experience Symposium returns on **March 10, 2026**, for its second year as a premier gathering dedicated to advancing excellence in Customer Experience (CX). This half-day program, running from **8:30am–1:30pm CST**, builds on the strong momentum of its inaugural year, delivering fresh insights and practical strategies that help organizations strengthen their CX initiatives.

The symposium convenes industry leaders, practitioners, and innovators to explore current trends, proven best practices, and emerging technologies in customer experience management. With sessions spanning **Culture, Competency, and Technology**, attendees will gain a comprehensive perspective on the factors that shape exceptional customer experiences.

Sponsorship makes it possible to keep registration accessible, ensuring an engaged audience of qualified professionals. Your partnership also supports our broader mission to provide ongoing professional learning opportunities and to help organizations across Wisconsin and beyond elevate the practice of customer experience.

Benefits of an \$8,000 sponsorship include:

- Your logo featured on our event website, email messages, promotional graphics, and social media channels
- Recognition in our opening remarks and throughout the event
- Host a 10-minute case study to demonstrate your thought leadership and capture high-value leads
- Exclusive exhibit space onsite: Connect directly with attendees, showcase your brand, and build valuable relationships in a high-visibility setting
- Attendance for two at the previous night's Executive Reception
- Opportunity to interact with attendees as well as provide downloadable promotional materials in a virtual sponsor booth
- Access our pre-event and post-event registration and attendee lists with contact information for post-event follow-up, including leads from on-demand users after the event date
- Attendance for 4 (2 onsite and 2 virtual) and 50% off additional registrants (unlimited)

The event will be recorded and made available on-demand for asynchronous viewing for all event attendees for an additional 120 days.

Your organization would be an excellent fit for our event, and we look forward to discussing sponsorship opportunities with you. Thank you for considering this opportunity to support the Wisconsin Customer Experience Symposium and to help us bring this valuable knowledge to attendees.

Additional Sponsorship Opportunities

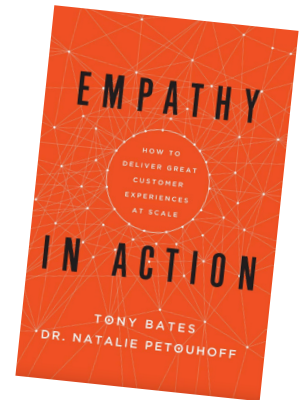
Can be purchased as a standalone or an add-on to the full sponsorship.

Speaker or Keynote Books – \$4,000

Sponsor the book giveaway of a keynote speaker
(*speaker to be determined*).

You can include a bookmark, sticker, or wrap with your logo and company information on it with each book.

Books will be given to attendees, or you can join us and host the giveaway table. *Example image here from the 2025 Symposium keynote speaker Dr. Natalie Petouhoff.*



Speaker Breakfast – \$5,000

Sponsor an early morning gathering with a keynote speaker
(*speaker to be determined*).

We'll provide the space, and food, while you provide the sparkling conversation. We can invite all onsite registrants or you can set parameters for the invites.

Event Agenda:

This half-day program will run from 8:30am-1:30pm, including a luncheon featuring scintillating Lightning Talks by UW-Madison faculty. A more detailed agenda will be available as we get closer to the event date.

Last Year's Speakers:



Dr. Natalie Petouhoff
Author & Thought Leader



Tom DeWitt, Ph.D.
Author & Educator



Michelle DiTondo
Former CHRO and
Principal Consultant, Avion
Consulting



Michelle Dauchy
VP of Customer Experience,
Mercury Marine



Alex Paez-Gerstenhaber
Global VP of Client
Experience, Hy Cite



Carrie Toth
VP of Customer Experience,
Generac



Emma Brandenburg
Assistant Director of the
Kohl's Center for Retailing
UW-Madison



Laura Hensen
Executive Director of the
Kohl's Center for Retailing,
UW-Madison



Trudy Watt
Academic Director for MD+I
Program
UW-Madison



Alan Stoffer
Director of the Marketing
Leadership Institute
UW-Madison

Roles Registered for the 2025 Wisconsin Customer Experience Symposium

Academic Dir for MD+I Program
Aftermarket Technical Support & Training Manager
Application Developer Supervisor
Associate Director - Consumer Experience
Asst. Dir. Client Service Transformation
AVP, Senior Customer Experience Data & Reporting Analyst
B2B Ecommerce Experience & Product Manager
Business Analyst
Business Development Manager
Business Director - Gen Parts & Customer Care
Business Implementation Manager
Business Relationship Manager
Change Management Assistant Director
Channel Manager
Chief Administration Officer
Chief of Staff
Chief Marketing Officer
Classification Specialist
Client Advisor
Customer Care Operations Manager
Customer Content Manager
Customer Experience Analyst
Customer Experience Consultant, Sr
Customer Experience Manager
Customer Experience Officer
Customer Experience Owner
Customer Experience Senior Consultant
Customer Experience Specialist
Customer Experience Transformation Manager
Customer Maintenance Supervisor
Customer Service Manager
Customer Service Quality Manager
Customer Service Supervisor
Customer Support Manager
Customer Value Consultant
CX Consultant
CX Journey Owner
CX Manager, Industrial/OEM
CX Project Manager
CX Strategy Analyst
Data Analyst

Digital Analyst
Digital Promotions Specialist
Director
Director - Marketing and Creative Strategy
Director Customer and Enterprise Apps
Director Digital Transformation & Data Services
Director of Customer Care
Director of Customer Experience Design and Strategy
Director of Customer Service
Director of Marketing
Director of Merchant Experience
Director of Purchasing
Director of Sales Operations and Customer Experience
Director, Global Digital Product Management
Director, Commercial Services Process & Project Management
Director, Customer Experience
Director, Customer Insights & Research
Director, Digital Capabilities
Director, eCommerce
Director, Global Service growth
Director, MarTech and Digital Channel Strategy
Director, Practice Area Development
Enterprise Business Development Representative
Executive Director
Executive Director/CEO
Founder/CEO
Global Director Commercial Excellence
HR Manager
IT Regional Leader, USA
IT Solution Architect
Knowledge Manager
L&D Consultant
Lead Data Analyst
Lead Digital Engagement Consultant
Manager - Aftermarket Technical Services
Manager of Claims
Manager of Customer Support Services
Manager, Consumer Experience & Operations
Manager, Consumer Relations
Manager, Digital Products
Manager, Experience Management
Marketing Manager
Materials Specialist Sr
Medical Platform Lead
Member Solutions Center Manager II
Membership Support and Sales Assistant

Mgr Digital Platform - CSM
Network Development | CX & DX NA
Operations Manager
Ops Mgr Customer Care & Warehousing
Performance Analytics Sr. Specialist
Personal Lines Underwriting Support Center GM
Principal Consultant
Principal It Product Manager - Service Experience
Process & Projects Administrator
Product Content Specialist
Product Manager, B2C Platforms
Product Owner
Product Owner - Embedded Lending
Project and Process Administrator
Project Management Team Lead
Project Manager
Purchasing Manager
Resolutions Support Specialist
Sales & Service Care Center Director
Sales and Service Care Center Shared Services
Team Manager
Sales and Services Quality Assurance Analyst
Sales Execution Manager
Senior Commercial Analyst
Senior Customer Experience Specialist
Senior Data Analyst
Senior Director - HR & Organizational
Development
Senior Director - Customer Care Services
Senior Director, Sales Execution
Senior Employee Experience Manager
Senior Manager Customer Service
Senior Manager, Credit, Customer Service and
Social Media

Senior Operations Manager
Senior UX Architect
Senior UX Designer
Service Experience Manager
Software Project Manager
Sr Director, Service Program Management
Sr Manager, Customer Engagement
Sr Mgr, Global Customer Care
Sr. Customer Experience Manager
Sr. Data Analytics Manager
Sr. Director, Global Clinical & Service Training
Sr. Director, Global MarComm
Sr. IT Manager - Commercial Excellence
Sr. Manager Customer Experience
Sr. Mgr. Consumer Insights
Sr. Product Manager
Sr. Vice President, Customer Operations
Sr. Vice President, Global Commercial Operations
& Service
Telecommunication & Mobility Administrator
UX Designer
UX Designer & Systems Analyst II
Vice President - Marketing & Communications
Vice President of Consumer Experience
Vice President, Client Experience
Vice President, Customer Experience
Vice President, Customer Service
Vice President - Business Development
Vice President - HR & OD
Vice President Global Marketing
Vice President of Discovery & Design
Vice President of Marketing
Vice President of HR
Vice President, Consumer Market & Insights

Companies Registered for the 2025 Wisconsin Customer Experience Symposium

Accuray
Alliant Energy
Amcor Flexibles North America
American Family Insurance
Ascension Health
Associated Bank
Avion Consulting
Blain Supply, Inc.
Brady Corporation
Brunswick Corporation
Clarios, LLC
CNH Industrial
Colony Brands, Inc.
Delta Dental of Wisconsin
Dynamic Lifecycle Innovations
Endries International, Inc.
enosix, Inc.
Esker Inc.
Everwise Credit Union
FIS Global
Foremost Farms USA
Functionaire
Generac Power Systems Inc.
Greenheck Fan Corporation
Harley-Davidson, Inc.
Hy Cite Enterprises, LLC
Inpro
ITW Welding
J.H. Findorff & Son
Jemini
Jewelers Mutual Insurance Company
Johnson Financial Group
Kohl's

Kohler Co.
KS & R, Inc
Landmark Credit Union
Lands' End
Lululemon Athletica
Madison Gas and Electric Company
Mason Companies, Inc.
McorpCX
Menasha Corporation
Microsoft Corporation
Milwaukee Electric Tool Corporation
Northwestern Mutual Life Insurance Company
nvisia
ORBIS Corporation
Paper Transport Inc.
Regal Rexnord Corporation
Rockline Industries
Rural Mutual Insurance Company
Sargento Foods Inc.
Schneider
STI Holdings, Inc.
Sub-Zero Group, Inc.
Sunbrella
TDS
The Alliance
TruStage
University of Virginia
University of Wisconsin-Madison
UW Credit Union
Vollrath Company LLC
Werner Electric Supply Co.
Wind River Payments
Wisconsin Center for Manufacturing and
Productivity
Wm. K. Walther, Inc.
Yardzen
Zoetis