

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

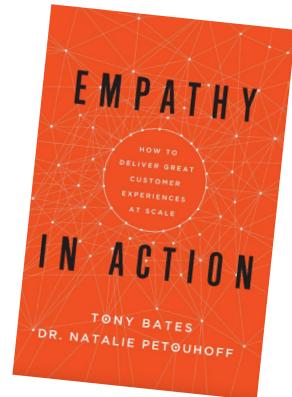
*Can be purchased as a standalone or an add-on to the full sponsorship.*

### **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	Senior Operations Manager
Network Development   CX & DX NA	Senior UX Architect
Operations Manager	Senior UX Designer
Ops Mgr Customer Care & Warehousing	Service Experience Manager
Performance Analytics Sr. Specialist	Software Project Manager
Personal Lines Underwriting Support Center GM	Sr Director, Service Program Management
Principal Consultant	Sr Manager, Customer Engagement
Principal It Product Manager - Service Experience	Sr Mgr, Global Customer Care
Process & Projects Administrator	Sr. Customer Experience Manager
Product Content Specialist	Sr. Data Analytics Manager
Product Manager, B2C Platforms	Sr. Director, Global Clinical & Service Training
Product Owner	Sr. Director, Global MarComm
Product Owner - Embedded Lending	Sr. IT Manager - Commercial Excellence
Project and Process Administrator	Sr. Manager Customer Experience
Project Management Team Lead	Sr. Mgr. Consumer Insights
Project Manager	Sr. Product Manager
Purchasing Manager	Sr. Vice President, Customer Operations
Resolutions Support Specialist	Sr. Vice President, Global Commercial Operations & Service
Sales & Service Care Center Director	Telecommunication & Mobility Administrator
Sales and Service Care Center Shared Services	UX Designer
Team Manager	UX Designer & Systems Analyst II
Sales and Services Quality Assurance Analyst	Vice President - Marketing & Communications
Sales Execution Manager	Vice President of Consumer Experience
Senior Commercial Analyst	Vice President, Client Experience
Senior Customer Experience Specialist	Vice President, Customer Experience
Senior Data Analyst	Vice President, Customer Service
Senior Director - HR & Organizational Development	Vice President - Business Development
Senior Director – Customer Care Services	Vice President - HR &OD
Senior Director, Sales Execution	Vice President Global Marketing
Senior Employee Experience Manager	Vice President of Discovery & Design
Senior Manager Customer Service	Vice President of Marketing
Senior Manager, Credit, Customer Service and Social Media	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  
nvision  
ORBIS Corporation  
Paper Transport Inc.  
Regal Rexnord Corporation  
Rockline Industries  
Rural Mutual Insurance Company  
Sargent 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's, Inc.  
Yardzen  
Zoetis