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## **Seminars offer expert advice for emerging firms, others during March 19 Tech Summit in Waukesha**

MADISON – Representatives from about 80 emerging companies from many industries will hear from experts on a mix of topics as part of the 5th annual [Wisconsin Tech Summit](http://wistechsummit.com) in Waukesha.

The day-long event will be held **Monday, March 19**, at the GE Healthcare Institute in Waukesha, Wis. It will feature approximately 230 “speed dating” strategic meetings between 18 major companies and emerging firms selected from a larger pool.

**Registration is now closed due to high demand.**

A series of “**Office Hours**” will run throughout the day to address topics of interest to emerging companies and entrepreneurs in Wisconsin. The hosts who will be presenting the information are industry experts. Topics in chronological order are:

- “Building your empire: Five steps to attracting and evaluating talent” *Talentfoot*
- “Cybersecurity for 2018: What you need to know” *Federal Bureau of Investigation*
- “How to tap America’s Seed Fund for your new tech innovation” *Center for Technology Commercialization*
- “Fueling innovation in Wisconsin: Programs designed to help early-stage businesses succeed” *Wisconsin Economic Development Corp.*
- “No nonsense B2B tips for getting the right audience on social media platforms” *Accelity Marketing*
- “State and federal tech policy: How the Tech Council helps” *The Tech Council with Husch Blackwell Strategies*

For details on each session, including exact times, click [here](http://wistechsummit.com) or visit [wistechsummit.com](http://wistechsummit.com).

Participating major firms include **Accuray, American Family Insurance, AT&T, Aurora Health Care, BloodCenter of Wisconsin, Dedicated Computing, DXC Technology, Exact Sciences, Foxconn, GE Healthcare, Johnson Controls, Marshfield Clinic Health System, Northwestern Mutual, Promega, Rockwell Automation, TASC, WEA Trust and WIPFLI.**

The opportunity to meet with executives from these major firms is extremely valuable to emerging companies.

The “speed-dating” exercise will foster possible connections between major firms and selected emerging companies. Major companies will be able to hear from emerging firms with innovative products or services tied to areas such as “big data,” connected devices and data analytics in sectors ranging from health care to information systems, and from power electronics to plastics and advanced manufacturing.

The “speed dating” meetings on March 19 will run about 15 minutes each. Other features of the event will include:

- Presentations by **Erik Iverson**, Managing Director at Wisconsin Alumni Research Foundation and **Phyllis King**, Associate Vice Chancellor at UW-Milwaukee.
- An event overview and opening discussion to help set the stage for emerging companies by allowing major companies an opportunity to talk generally about their goals, needs and emerging markets;
- A continental breakfast, networking lunch and onsite reception.

Sponsors thus far include [American Family Insurance](#), [American Transmission Company](#), [AT&T](#), [Baird Capital](#), [BDO](#), [BloodCenter of Wisconsin](#), [Concordia University](#), [Dedicated Computing](#), [DXC Technology](#), [Enbridge](#), [Exact Sciences](#), [Findorff](#), [Flad Architects](#), [GE Healthcare](#), [Husch Blackwell](#), [IBM](#), [Ideawake](#), [Marshfield Clinic Health System](#), [Northwestern Mutual](#), [Omni Resources](#), [Quarles & Brady](#), [River Valley Bank](#), [Rockwell Automation](#), [UW-Green Bay](#), [UW-Madison Office of Corporate Relations](#), [UW-Milwaukee Research Foundation](#), [von Briesen & Roper](#), [WEA Trust](#), [Wisconsin Economic Development Corp.](#), [Wisconsin Hospital Association](#) and [Zendesk](#).

Visit [wistechsummit.com](http://wistechsummit.com) for more information on the event.

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