



**For Immediate Release**

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### **400 Business Leaders Gather in Madison to Disrupt Workplace Culture**

Madison, WI --- Over 400 business and thought leaders will gather in Madison on July 17-18 for the second annual [CultureCon](#) conference, a one-of-a-kind conference dedicated entirely to company culture and employee engagement.

Considering that nearly 70% of employees are disengaged at work and it is estimated that more than \$550 billion is lost annually due to employee disengagement (Gallup), something has to change.

Top executives from around the country will lead 20+ breakout sessions, workshops and panels on how to change company culture for the better.

“CultureCon is a unique opportunity to hear from business leaders about what strategies they use to attract and retain talent, how they promote employee engagement, and how Madison is transforming into *THE* culture hub of the US,” says Zach Blumenfeld, Founder of CultureCon.

Madison is consistently ranked one of the best places to live, work and play so it was an obvious choice for the CultureCon organizers to host it here. This year, CultureCon is partnering with the City of Madison to allow attendees to have lunch at one of the many outstanding food trucks on the Capital Square.

“Since the inaugural CultureCon conference last summer, we’ve had three other MiniCultureCon events around the country,” Blumenfeld said. “These, together with our online events, have reached over 1,000 culture geeks. There is a yearning to do more to create positive work cultures and I’m excited for year two to see how CultureCon will impact people’s lives and especially those in our local community here in Madison.”

Keynote speakers for this year’s conference include Colby Jenkins, Global Manager at Google and Director of Operations at Defense Innovation Unit, Ted Gurman, Co-Founder of Blueetree Network, Caleb Campbell, Chief of Staff, Blueetree Network, and LaTonya Wilkins, Culture Leader, Founder and CEO at The Change Coaches. Attendees are flying in from all over the country and Canada.

CultureCon will take place at The Madison Concourse & Governor’s Club in downtown Madison. Executives are invited to an exclusive half day pre-conference on leading innovation with your team the day before the conference on July 16. Tickets are now available at [cultureconusa.org](http://cultureconusa.org).

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