



400 Business Leaders Gathering in Madison June 6-7 to Disrupt Workplace Culture

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Madison, WI---Nearly 400 business and thought leaders will gather in Madison on June 6-7 for the inaugural [CultureCon](#), a one-of-a-kind conference dedicated entirely to company culture and employee engagement.

“The workplace is broken, and CultureCon is the catalyst for change,” said Zach Blumenfeld, Founder/Executive Director of CultureCon. “We’re starting a dialogue about organizational culture and giving attendees actionable steps to create meaningful change within their own organizations.”

Top executives from some of Madison's largest and fastest-growing companies will lead 26 breakout session, workshops and panels on how to build the workplace of the future. Keynote speakers include: Dr. Darin Eich, CEO of Innovation Learning LLC; Scott Lesnick, Professional Speaker and Author; Samantha Slade, Founder & Co-Director of Percolab; Renee Moe, President and CEO of United Way Dane County; and Christian Rosenstock Executive Vice President of Business Development at TASC.

Nearly 70% of employees are disengaged at work, and it is estimated that more than \$550 billion is lost annually due to employee disengagement. Millennials--who make up more than a third of the workforce--are willing to give up \$7,600 in yearly salary to work for an employer with good company culture.

“CultureCon 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,” said Blumenfeld.

CultureCon Organizers chose to hold the inaugural conference in Madison because it is consistently ranked as one the best places to live, work and play. A keynote panel moderated by Neil Heinen of WISC-TV and Madison Magazine on June 7 at 12 p.m. will discuss "**Culture: The Madison Way**" with executives from American Family Insurance, CUNA Mutual Group, Greater Madison Visitors & Convention Bureau, Widen Enterprises, & Epstein Uhen Achetics.

“We’re so excited to showcase all of the great things happening within Madison’s business community,” said Blumenfeld.

All events will be held at the Madison Concourse & Governor’s Club in downtown Madison. CultureCon tickets are available on [cultureconusa.org](#).

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