



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, October 3, 2012, 2:30 pm – 4:00 pm
Adjudication Conference Room, 10 Franklin Square, New Britain, CT
Meeting Materials Available in Box.net Folder
<https://www.box.com/s/b4x3fhzjqes48muw1gz>

Agenda

1. Introductions & Review Agenda
2. Update on current activities of Joint Marketing Services Committee (MSC)
 - Update on Phase 2 work plan and Phase 1 revisions for CLEAResult team
 - Energize CT Website: content outline and responsibilities/assignments
 - Sponsorships and branding, approaches in the future
 - Full launch of Energize CT brand: discussion of PR activities and PR plan
3. Discussion of Fall 2012 EE program marketing
 - Energize CT TV & radio campaign, potential opportunity with Governor
 - Coordinated Fall 2012 program marketing implementation by the utilities
4. Review companies' current program marketing activities
5. Other business