



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, November 7, 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/uoqjv2ij1gtbledqf6kj>
Call in [1-800-655-1109](tel:1-800-655-1109) with passcode 875-8697

Agenda

1. Introductions & Review Agenda
2. Update on current activities of Joint Marketing Services Committee (MSC)
 - Update, coordination, and schedule for Phase 2 and Phase 1 deliverables
 - Energize CT Website: update on content population, responsibilities, and status
 - Initiative descriptions, use of Energize CT brand, online guidelines
 - Follow up: use of Energize CT for sponsorships and branding
 - Full launch of Energize CT brand: discussion of PR activities, PR plan, and timing
3. Discussion of Fall/winter 2012 EE program marketing
 - Coordinated fall/winter 2012 program marketing implementation by the utilities
 - Energize CT role in EE program marketing activities
4. Review companies' current EE program marketing activities and effects
5. Other business