



Energy Efficiency Board Marketing Committee Meeting

Wednesday, April 15, 2015, 2:30 – 4:00 p.m.

Commissioner's Conference Room, 10 Franklin Square, New Britain, CT

Call-in Number: (408) 650-3131 | Access Code: 416-426-597

Webinar Link: <https://global.gotomeeting.com/join/416426597>

Meeting Materials Available at: <https://app.box.com/s/reptstyvzm2h5h8dzlkdztc8zpt4bjj>

AGENDA

1. Introduction and agenda review
2. EEB Marketing Consultant – 2015 revised work plan and tasks
 - Revised EEB-approved work plan for EEB Marketing Consultant
 - Shifting of some assignments and tasks to the Companies and MSC partners (CGB, DEEP), particularly for website tasks
 - 2015 expectations for marketing performance – development of performance metrics and reports
3. Update on Energize CT Spring Campaign
 - Overview of 2015 versus 2014
 - Goals and outcomes for 2015 Campaign
4. Message Testing Survey Results
 - Discussion of results and application to 2015 marketing efforts
 - Research plans for 2015
5. 2014 Energize Connecticut performance and next steps with the website usability study
6. 2014 Public Relations Report
7. Other business