



Energy Efficiency Board Marketing Committee Meeting

Monday, November 17, 2014, 2:30-4:00 p.m.

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

Call-in Number: (267) 507-0016 | Access Code: 399-933-805

Webinar Link: <https://global.gotomeeting.com/join/399933805>

Meeting Materials Available at: <https://app.box.com/s/4rwfnyg736u3anpimrp7>

AGENDA

1. Introduction and agenda review
2. 2015 Statewide Marketing Plan
 - Review and discussion of the third draft plan
 - Coordination on program marketing in 2015
 - Next steps
3. Updates and next steps on 2014 Statewide Marketing Plan and activities
 - Update on website usability study
 - Update on research tasks
 - Update on website enhancements and technical support, including RFP
 - Update on customer engagement efforts
4. Other business