



Energy Efficiency Board Marketing Committee Meeting

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

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

Call in number: (224) 501-3412 / Passcode: 225-324-885

Webinar Link: <https://global.gotomeeting.com/join/225324885>

Meeting Materials: <https://app.box.com/s/n89kvnwknvzco5znuc0jr40ewi8bok56>

AGENDA

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| 1. Introduction and agenda review | 2:30-2:35 p.m. (5 min., Jamie Howland) |
| 2. 2015 social media efforts | 2:35-3:15 p.m. (40 min.) |
| <ul style="list-style-type: none">• Presentation on 2015 social media strategy | 2:35-3:10 p.m. (25 min. presentation, 10 min. Q&A, Drink Caffeine) |
| <ul style="list-style-type: none">• Initial thoughts on and timeline for development of social media goals and engagement of social media vendor | 3:10 - 3:15 p.m. (5 min., Ellen Zuckerman) |
| 3. Final goals for statewide brand campaigns | 3:15-3:30 p.m. (15 min.) |
| 4. Next steps on the development of the Statewide Marketing Plan and marketing provisions for the 2016-2018 C&LM Plan | 3:30-3:55 p.m. (25 min., Ellen Rosenthal) |
| 5. Other Business | 3:55 - 4:00 p.m. (5 min.) |