



Energy Efficiency Board Marketing Committee Meeting

Wednesday, May 27th, 2015, 2:30 – 4:00 p.m.

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

Call-in Number: (646) 749-3122 / Passcode: 660-822-653

Webinar Link: <https://global.gotomeeting.com/join/660822653>

Meeting Materials Available at: <https://app.box.com/s/evll0341g5fuofd68zowhmzvruv56r4z>

AGENDA

1. Introduction and agenda review
2. Introduction of the new social media vendor
3. Review and discussion of the Companies' proposed market research plan
4. Discussion on the timeline for the development of the Statewide Marketing Plan and marketing provisions for the 2016-2018 C&LM Plan
5. Update on Energize CT Spring Campaign
 - Discussion of goals and outcomes for 2015 Campaign
 - Update on activities to date
6. Preparation for Customer Engagement Platform presentation on June EEB meeting agenda
7. Report on UI's Energize CT digital campaign
8. Update on the Energize CT Center opening
9. Other business