



**Energy Efficiency Board
Marketing Committee Meeting**
Wednesday, April 4, 2012, 2:30 – 4:00 PM
Office of Consumer Counsel
10 Franklin Square, New Britain, CT
Call-in number – 800-655-1109 Passcode – 875 8697

Agenda

1. Review Agenda
2. Follow up on companies' early 2012 marketing plan
 - Recent and near term planned activities
 - Effectiveness tracking – procedures and examples
3. Summary of website activity on ctenergyinfo.com – Breakdown of searches for EE vs. other topics
4. Update on collaboration with DEEP & CEFIA on joint statewide branding / website / outreach & marketing project –
 - Review pertinent energy efficiency-related issues
 - Next Steps
5. Other business