



Energy Efficiency Board Marketing Committee Meeting

Wednesday, September 17, 2014, 2:00-4:00 p.m.

Hearing Room 2, 10 Franklin Square, New Britain, CT ***please note new location***

Conference Call number: (773) 897-3000 | Passcode: 648-178-301

Webinar Link: <https://global.gotomeeting.com/join/648178301>

Meeting Materials Available at: <https://app.box.com/s/1o0z35fl75r2m1p7jnz5>

AGENDA

1. Introduction and agenda review
2. Multi-state energy efficiency/renewable energy brand meeting on October 16
3. 2015 Statewide Marketing Plan
 - Review and discussion of timeline, including timeline proposed for program marketing update
 - Review of 2014 Statewide Marketing Plan goals & results
 - Discussion of Company proposed activities for the 2015 Statewide Marketing Plan and coordination with program marketing activities
 - Discussion on goals and measurable targets
4. Updates on 2014 Statewide Marketing Plan and activities
 - Remaining research tasks
 - Wait 'til Eight Campaign
 - Website enhancements and technical support
 - EE Value Campaign
 - Customer Engagement efforts
5. Other business
 - Energize CT statewide brand and the Energize CT Center logo and visual identity