



Energy Efficiency Board Marketing Committee Meeting

Wednesday December 17, 2014, 2:30-4:00 p.m.

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

Call-in Number: (408) 650-3123 | Access Code: 784-941-205

Webinar Link: <https://global.gotomeeting.com/join/784941205>

Meeting Materials Available at: <https://app.box.com/s/7nlfux97tgbv5ro49n33>

AGENDA

1. Introduction and agenda review
2. 2015 Statewide Marketing Plan
 - Update on the EEB approval of the final 2015 Marketing Plan
 - Review of 2015 Marketing Plan calendar and major 2015 activities
 - Update on customer engagement efforts, including quarterly reviews in 2015 focused on sharing of approaches and lessons learned for data and analytics
3. Coordination on next steps for marketing activities in late 2014/early 2015, with special focus on winter peak energy issues (Utilities)
 - Utility communications to customers and press releases
 - Utility vs. Energize CT messaging and resources
 - Messaging and training for call center personnel
 - Winter prices and EE landing page on Energize CT web site
 - Social media messaging regarding winter prices and EE
 - Promotion of EE on supplier choice page of web site
4. Updates on 2014 Statewide Marketing Plan and activities
 - Update on website usability study and website maintenance RFP
 - Update on research tasks and timing of results
5. Planning Ahead for January 2015 EEB Marketing Committee Meeting
 - Look back on 2014 program marketing, and lessons learned for the future

6. Dates for 2015 EEB Marketing Committee meetings
7. Role of 2015 Marketing Services Committee meetings
8. Other business