



Energy Efficiency Board Marketing Committee Meeting

Wednesday, June 17th, 2015, 2:30 – 4:00 p.m.

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

Call in number: (312) 757-3121 Passcode: 786-118-317 Webinar Link:

<https://global.gotomeeting.com/join/786118317>

Meeting Materials Available at: <https://app.box.com/s/x53yddcllhf1lc5i7bh017ptuiqkiw1x>

AGENDA

1. Introduction and agenda review
2. Energize CT spring campaign
 - Continued discussion on campaign goals and outcomes
 - Tracking of campaign performance and reflections on the campaign
3. Website Usability Study results and next steps
4. Development of the Statewide Marketing Plan and marketing provisions for the 2016-2018 C&LM Plan
 - Plan outline discussion
5. Preparation for Customer Engagement Platform presentation on July EEB meeting agenda
6. Update on the Energize CT Center opening
7. Other business