



# E SOURCE Marketing Council

September 23, 2008 ■ Denver, Colorado

## Agenda

3:30–5:00 p.m., Tabor Auditorium

Let's dive into the details of marketing! Utility marketing departments across North America report that their strategies and programs are playing an increasingly vital role in the success of their energy-efficiency initiatives. That's why we're convening this Marketing Council—to help our members improve their marketing strategies and techniques in both the residential and business markets. We'll host an informal discussion of various hot-button marketing issues and kick off a discussion about forming a users' group focused on optimizing segmentation methods. We encourage our E SOURCE Residential Market, Small & Midsize Business, and Managed Accounts Service members to come share their insights and best practices as well as to present their most pressing marketing problems for input from their peers. Our role is to bring utility marketers together, orchestrate a meaningful dialogue, and jump-start an ongoing improvement process!

**Doug Karl**, Director, Mass-Market Services, E SOURCE

**Mike Hildebrand**, Director, Commercial, Industrial & Institutional Services, E SOURCE

**Matthew Burks**, Manager, Mass-Market Services, E SOURCE

**Jonathan Drost**, Account Manager, Nielsen Claritas

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### 3:30–4:00 p.m.

#### Welcome and Introductions

- Introduction of E SOURCE Member Services Team and Council Participants
- Council Background and Purpose
- Segmentation Users' Group Discussion

**Facilitated by Doug Karl**, Director, Mass-Market Services, E SOURCE and  
**Mike Hildebrand**, Director, Commercial, Industrial & Institutional Services, E SOURCE

### 4:00–4:30 p.m.

#### Claritas' PRIZM Technology: Segmentation Modeling for Utility Marketing Programs

- Nielsen Claritas Introduction, Technology Overview, and Update

**Facilitated by Jonathan Drost**, Account Manager, Nielsen-Claritas

### 4:30–5:00 p.m.

#### Segmentation Users' Group Session

- Best Practices and Implementation (both residential and C&I)
- Segmentation Pain Session
- The Future of Segmentation

**Facilitated by Matthew Burks**, Manager, Mass-Market Services, E SOURCE

### 5:00 p.m.

Closing Remarks