



Marketing Segmentation & Targeting User Groups

Wednesday, September 22, 1:30–5:30 p.m.

We'll be holding the inaugural meeting of the E Source Marketing Segmentation & Targeting Users Group at this year's E Source Forum. This content-driven, dialogue-focused session is designed for utility marketing, communications, market research, and utility/corporate strategy professionals. Attendees invited to this closed-door session will get a combination of data-rich analysis from nationally recognized thought leaders, along with truly innovative ideas on how these insights can be pragmatically applied to help your utility better meet upcoming objectives and targets for residential and business markets. You'll benefit from a combination of presentations and direct discussions to ensure that you leave with as much directly useful information as possible.

The session will start with an in-depth preview of the critical national and regional demographic and socioeconomic shifts we're likely to see in the 2010 U.S. Census results. Next, we'll focus on energy-specific insights and discuss what the latest energy market research is telling us about our customers, looking at appliance ownership and purchases, energy attitudes and behaviors, customer satisfaction, and more. Some of our industry's most innovative leaders in segmentation and targeting will then show how to use their cutting-edge segmentation applications to address a myriad of business needs—from increasing the effectiveness of residential DSM marketing to converting gas customers and implementing the most advanced business and customer service segmentation approaches available today. We'll explain how these applications were developed and reveal how to make them a part of your ongoing strategy.

Our speakers will include:

- **Aurelio de Yoanna**, Marketing Manager, National Grid
- **Paul Kowalis**, Marketing Manager, Xcel Energy
- **Bill LeBlanc**, Senior Advisor, E Source
- **Michael Mancini**, Nielsen Claritas
- **Aleana Reeves**, Product Manager, Mass-Market Services, E Source
- **Jan Nelson**, Market Research Analyst, Xcel Energy

For information on how to attend this session, please contact [Matthew Burks](#), Senior Product Manager, E Source Mass-Market Services.