



Agenda

Monday, September 22, 2008

8:00 a.m. Breakfast

8:30 a.m. Welcome

Doug Karl, Director, E SOURCE Utility Communicators Service

8:45 a.m. Communications Pain Session

Utility communicators are sharing a number of challenges these days, some of which are proving to be quite painful. But not all pain is predetermined! Some can be avoided or lessened using ideas and insights from your colleagues. We start our day by sharing our most pressing communications challenge and identifying resources, in the room and out of it, that could help you meet your challenge.

Facilitated by Mathew Joyce, Associate Research Director, E SOURCE

10:15 a.m. Break

10:30 a.m. Communication Road Map

Let's build a communication road map together! During this session we tackle producing a communication strategy outline for two significant utility events: an upcoming rate case and a major new infrastructure facility. These are events that consume a vast amount of resources for a utility, and the communications group must deliver the appropriate messages to ensure project success. We explore the major components to strategically and effectively manage the communications for these events—using the collective knowledge of the council members to create a planning template. You'll be able to use this template as a guide for your own communications plan the next time you face one of these events.

Facilitated by Doug Karl, Director, E SOURCE Utility Communicators Service

12:00 p.m. Networking Lunch

**1:00 p.m. Energy-Efficiency Communications:
What Works, What Doesn't, What's Ahead?**

E SOURCE is currently tracking 2,500 energy-efficiency programs nationwide. Four years ago we were tracking less than 500. Energy efficiency has arrived, not only as a buzzword but also as a bottom line driver—it has the potential to affect almost every aspect of your business, so you need to align your communications to meet the strategic goals of your utility. During this session we talk energy-efficiency communications and discuss the implications for this energy panacea. Are you going to quote me on that?

Facilitated by Matthew Burks, Manager, E SOURCE Utility Communicators Service

2:30 p.m. Break

2:45 p.m. Mistakes, Missteps, and Lessons Learned

No one's perfect, as your mother used to say, and that goes double for utility communicators! We don't get "do-overs" in our work, but we can learn valuable lessons from our peers who've experienced communications snafus. In this session we discuss, dissect, and debate the lessons from utility communications efforts that didn't turn out as planned.

Facilitated by John Egan, Research Director, E SOURCE

4:00 p.m. Event Wrap-Up and Next Steps

We wrap up the day's discussion with some closing thoughts and invite our council members to share their thoughts on plans for our next council meeting.

Facilitated by Doug Karl, Director, E SOURCE Utility Communicators Service