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The 20th Annual E Source Forum

September 25-28, 2007

[St. Julien Hotel](#)

Boulder, Colorado

Sharpen your skills and interact with professionals from across the energy industry—join us for this year's E Source Forum & Exhibit. Held exclusively for E Source members and invited guests, the Forum brings together more than 250 representatives from utilities and other energy service providers as well as corporate energy managers, government representatives, and others involved in improving and redefining how energy is delivered, purchased, and used.

Our program will offer insights on innovation in utility marketing and communications, best practices in energy-efficiency and demand-response programs, ways to improve utility customer service, the latest corporate energy management strategies, and our expert assessment of new end-use technologies and trends. In addition to keeping you current on today's critical issues, the Forum continues to foster collaboration and peer networking in a friendly, collegial atmosphere. This year, we'll be offering sessions in five different tracks:

End-Use Technologies. We'll deliver updates on recently commercialized technologies, important research projects, and current trends that will impact the way households and businesses use energy. We'll help you navigate the technical minefields energy users face, separate fact from fiction, and arm you with information that will help you and your customers make the best technology decisions.

Mass Markets. We'll be discussing challenges and best practices related to serving residential as well as small and midsize business customers, looking at effective segmentation schemes, , and developing the right mix of products and services for these market segments. Your utility peers will share their experiences from the field, and you'll learn what does and doesn't work in the real world.

Customer Service. Specifically designed for members of the E Source E-Business and Utility Customer Care Services, these sessions will feature case studies and research findings to illuminate the latest developments in customer service for electric and gas companies. Topics will include best practices for utility web sites and interactive voice response units (IVRUs), the links between employee satisfaction and customer satisfaction and the impact of Time of Use and dynamic pricing tariffs on the call center and web site.

Efficiency & Demand Response. Building on the overwhelming response to our new service in this area, this track will highlight best practices in the design, marketing, and implementation of energy-efficiency and demand-response programs.

Marketing and Communications. We'll tackle best practices in communicating rate increases, social marketing, creative uses of media, and ways for utilities to do community outreach through innovative channels. Back by popular demand, our Big Dogs session will feature a panel of corporate energy managers discussion what they want and expect from their utilities.

As in previous years, all attendees will benefit from the concurrent Exhibit, which will

showcase a selection of energy-related technologies and products while facilitating new and renewed business relationships among attendees and exhibitors.

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