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Accelerating Change for Energy Efficiency and Renewables

Using Education, Outreach, and Social Marketing to Move Markets
Register today to attend this innovative conference, where you can learn how to motivate your energy customers and constituents to seek out and embrace energy efficiency, renewables, and even demand response as new ways of living and doing business. With climate change at the forefront of people's minds, the time is right to capture their attention.

Watch this video and don't get fried!

Flash

Why should you attend this conference?

You need to increase program enrollment and you want to discover how to

- Bridge the gap between attitude and action
- Use new marketing techniques to reach residential and business customers
- Evaluate the effectiveness of education and outreach programs to reach your goals

You want to hear unique, knowledgeable speakers

- Richard Earle, author of The Art of Cause Marketing
- John Winsor, author of Beyond the Brand: Why Engaging the Right Customers Is Essential to Winning in Business
- Case studies from innovative utilities, nonprofit groups, and government organization

For the amazing networking opportunities—just look who's coming

- Alabama Power Company, British Columbia Hydro, Chattanooga Electric, Dominion, Pacific Gas and Electric, Xcel, and many more
- Find out what others are doing and what works (and doesn't work).

Because Denver is a great place to visit!

- Join us at the beautiful and centrally located Westin Tabor Center in Denver, Colorado.
- Colorado offers many wonderful activities including skiing, hiking, biking, shopping, and entertainment!

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