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## Let's Get Social

### Marketing and Social Media for Utilities

April 7-8, 2010 | Hilton Garden Inn Downtown | Denver, Colorado



## Let's Get Social: Marketing and Social Media for Utilities

Join us in Denver, Colorado, this spring to learn how to "get social" with your energy customers. Utilities need to be up close and personal with their customers and this conference highlights two of the most important tools for doing that: social marketing and social media.

The first day focuses primarily on social marketing for utilities, looking at how to encourage energy customers to seek out, engage, and embrace energy efficiency and renewables as a new way of life and business. New programs combining commercial marketing techniques with social change approaches are being designed and launched to truly change attitudes and behavior and significantly boost participation in demand-side management (DSM) programs.

Day two complements day one by diving into the emerging social media space. We'll cover the latest market research, its implications for utility communications and marketing, basic strategy, advanced monitoring and analytics, metrics and measurement, workflow and staffing, and engagement strategies. We'll give you everything you need to develop your social media strategy.

Don't miss this one-of-a-kind event where you'll find out how to jump-start your energy-efficiency and renewables programs!

### Top 5 Reasons You Should Attend

1. Discover how to demonstrate the value of social media and social marketing to your boss so you can make the case for using it at your utility.
2. Get insights on building your social media strategy, including how to address goals, measurement, staffing, governance, and message control.
3. See how other utilities and energy organizations are using the power of behavior-change marketing to boost energy savings at low costs.
4. Network and share best practices with your peers from across the country.
5. Learn from the best with unique, knowledgeable speakers who are industry experts. Plus, hear best practices from utilities and nonprofit groups that are already using social media and social marketing.

### Who Should Attend?

Marketing and communications professionals of all levels are encouraged to attend. If your job involves marketing, market research, public relations, communications, DSM programs, or branding, this is the conference for you.

Join us to discover how you can apply social media and marketing to every phase of the marketing and communications process, with an emphasis on helping you exceed your goals, increase program participation, and build better customer relationships!

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