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Spring 2010 E Source Intelligent Grid Roundtable

April 6, 2010, in Denver, Colorado

How Smart Grid Redefines Utility Customer Relationships

Join smart grid leaders from across North America in Denver, Colorado, to discuss the most pressing issues of 2010 including how to build visible value for customers and how to best communicate with customers to create enthusiastic buy-in rather than opposition. This intense, highly interactive one-day roundtable meeting is designed to enhance your smart grid strategies and your professional network. In this ever-changing industry, your peers are your best assets.

We'll talk about what's worked and what hasn't in smart grid deployments—from planning, building a business case, integrating with demand-side management and demand-response programs, and communicating with customers. You won't want to miss the insights and best practices that will be shared during our rich discussions. The Intelligent Grid Roundtable is a vendor-free zone, designed by and exclusively for members of the E Source Intelligent Grid Service. Join us for this important event.

Top 3 reasons you should attend

1. It's the only industry event dedicated to a closed-door dialogue with the top utility smart grid and advanced metering infrastructure (AMI) leaders in North America. This meeting is not focused on technology but on creating customer value.
2. The roundtable discussions are designed to provide numerous opportunities to share best practices and perspectives on challenges related to smart grid and AMI including how the smart grid is cutting across the utility and creating strategic, planning, and "vision" challenges both within the organization and on the customer front.
3. You'll leave with tools, knowledge, and insights to help you leverage your smart grid investment while meeting your customers' needs.

The Intelligent Grid Roundtable is being held in conjunction with [Let's Get Social: Marketing and Social Media for Utilities](#), so if you're interested in social marketing and social media you can attend both meetings with one trip.

Who should attend the Spring 2010 E Source Intelligent Grid Roundtable?

Participation is limited to members of the *E Source Intelligent Grid Service* and invited guests. If you are managing smart grid or AMI programs, communications, or implementation, then you should plan to attend.

Not a member?

Please [contact us](#) if you would like more information about the Intelligent Grid Roundtable.