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SPRING 2010 E SOURCE

Utility Marketing Executive Council

APRIL 6, 2010 || HILTON GARDEN INN DOWNTOWN || DENVER, COLORADO

Spring 2010 E Source Utility Marketing Executive Council

April 6, 2010, in Denver, Colorado

Make plans to attend this exclusive gathering of invited utility leaders where you can share best practices, effective techniques, common problems, and possible solutions with residential and business marketing peers from across the U.S. and Canada. Through facilitated discussions held during this intensive one-day meeting, we'll be exploring the key marketing issues that utilities are facing today.

Timely topics will include marketing in a down economy, using social media to reach customers, leveraging social marketing to change behavior and attitudes, creating an optimal marketing organization, and boosting market penetration of demand-side management (DSM) programs. We'll devote the majority of our time to interactive discussions, so you can hear first-hand information from your colleagues.

In this ever-changing industry, your peers are your best assets. You won't want to miss the insights and best practices that are revealed during our rich discussions.

Top 3 reasons you should attend

1. It's the only industry event dedicated to a closed-door dialogue with the top utility marketing leaders in North America.
2. The council discussions are designed to provide numerous opportunities to share best practices and perspectives on challenges related to residential and business marketing.
3. You'll leave with tools, knowledge, and insights that will help you increase participation in your DSM and renewable programs.

Because the Utility Marketing Executive Council is being held in conjunction with [Let's Get Social: Marketing and Social Media for Utilities](#), you'll get more content and more networking opportunities but only have to make one trip.

Who should attend the Spring 2010 E Source Utility Marketing Executive Council?

The Utility Marketing Executive Council is a closed-door session and participation is limited to individuals who meet all of the following criteria:

- You must be a member of the *E Source Business Market, Residential Market, Small & Midsize Business, or Managed Accounts Services*
- You must be a selected leader with responsibility for the utility marketing function
- You must have received a personal invitation for your utility from E Source to attend the council

If you aren't sure whether you meet the participation criteria, please [e-mail Matthew Burks](#) or call him at 303-345-9173.

Not a member?

Please [contact us](#) if you would like more information about the Utility Marketing Executive Council.

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