

[Summary](#)[Agenda](#)[Contact Us](#)[Fees](#)[Location](#)**SPRING 2012 E SOURCE**

# Utility Marketing Executive Council

APRIL 10, 2012 || CHARLOTTE MARRIOTT CITY CENTER || CHARLOTTE, NORTH CAROLINA

## Spring 2012 E Source Utility Marketing Executive Council

April 10, 2012, in Charlotte, North Carolina

[Charlotte Marriott City Center](#)

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

We'll devote the majority of our time to interactive discussions so you can hear first-hand information from your colleagues. Timely topics will include:

- In-depth discussions about the customer of the future
- Product development
- The latest in utility behavior-change programs and partnerships
- Business and residential segmentation implementations
- Third-party data sources and integration
- Evolving brand perceptions and drivers
- Bleeding-edge utility social media
- New channels and challenges
- A review of ad campaigns
- Fresh insights into boosting market penetration of demand-side management programs
- Improving customer relationships

In this ever-changing industry, your peers are your best asset. 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. *You'll get exclusive insights from the top utility marketers.* It's the only industry event dedicated to a closed-door dialogue with the top utility marketing leaders in North America.
2. *We'll cover residential and business marketing.* The council discussions are designed to provide numerous opportunities to share best practices and perspectives on challenges related to both residential and business marketing.
3. *You'll benefit from proven marketing knowledge.* You'll leave with tools, knowledge, insights, and connections with industry peers that will help you increase participation in your programs, improve your utility brand, and enhance your relationships with customers.

Because the Utility Marketing Executive Council is being held in conjunction with the 4th Annual E Source Utility Marketing Conference, you'll get more content and more networking opportunities and only have to make one trip.

### **Who Should Attend?**

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 Residential Market* or *Utility Communicators Services*
- You must be a selected leader with responsibility for the utility marketing function
- You must have received a personal invitation for your utility

### **Not a member?**

Please [contact us](#) if you would like more information about the Utility Marketing Executive Council. If you aren't sure whether you meet the participation criteria, please e-mail [Matthew Burks](#) or call him at 303-345-9173 (office) or 303-868-2440 (cell).

### **4th Annual E Source Utility Marketing Conference**

If you want to learn more about how to innovate your utility marketing programs for residential and small and midsize business customers, plan to attend the [4th Annual E Source Utility Marketing Conference](#).

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