Key learnings from the E Source Forum 2022

Rachel Buckley, Jeffrey Daigle, Jesse Hitchcock, Ben Nathan, Angelica Pereira, and Lisa Schulte



POWERING WHAT'S **NEXT**



Today's speakers



Rachel Reiss Buckley
Vice President, Enterprise Strategy and
Product Development
E Source



Jeffrey Daigle
Managing Director, Management
Consulting
E Source



Jesse Hitchcock
Senior Analyst, Customer Energy
Solutions
E Source



Ben NathanLead Analyst, Customer Energy Solutions
E Source



Angelica Pereira
Solution Director, Marketing,
Communications & Account Management
E Source



Lisa SchulteProduct Strategist, Customer Experience
E Source

Agenda

- Introductions
- We'll be providing perspectives on:
 - Utility executives' challenges
 - Undertaking equity initiatives
 - Using data in marketing and communications
 - Prioritizing customer experience as a business imperative
 - Designing innovative customer-facing programs for managing the grid
 - Setting electric transportation up for success
- Next steps
- Actionable recommendations
- Q&A



What is the E Source Forum?

For more than 35 years, the E Source Forum has facilitated learning, networking, and collaboration among utility professionals from across the US and Canada. Our agenda features topics that matter to you, with thought-provoking keynote speakers, market research and data-driven content, customer panels, and insights from your utility peers. In recent years we've hosted more than 800 utility professionals over the course of three days in downtown Denver.

Source

FORUM 2022

September 13-16, 2022

Do you have FOMO?











Our mission

At E Source, we're dedicated to building a sustainable future in partnership with utilities and to helping every utility do the hard work it takes to become the Sustainable Utility. We help our clients succeed by adopting goals that may seem at odds with one another:

- Environmental responsibility: Achieving economy-wide carbon neutrality and eliminating waste
- Reliability and resiliency: Delivering safe, continuous, and consistent service in the face of increasing volatility
- Customer equity: Understanding individual customers to ensure all benefit equitably from new investments and that services are affordable
- Financial stability: Achieving a bottom line that affords capital and operational expenditures while enabling innovation and giving back to our communities

Need more details from sessions?

E Source members can visit www.esource.com/forum2022 to view session descriptions and download slides





Don't miss these additional resources

- A celebration of the Sustainable Utility: The 35th annual Forum
- Achievements in Customer and Employee Experience: 2022 honorees
- What it means to be a Sustainable Utility: Forum 2022 keynote speaker spotlight
- The quilt for a better tomorrow: A metaphor for the Sustainable Utility
- The Sustainable Utility: Data takes center stage

- E Source blog
- E News from E Source



Ask your engagement director how E Source can help you

What challenges are you facing with becoming a Sustainable Utility?



Aleana Reeves



Jordan Tobey



Luke Beckett



Raine Queenan



Spring 2023

Customer Experience Leadership Council

April 3-5, 2023

San Diego, California



Spring 2023

Marketing and Communications Leadership Council

April 3-5, 2023

San Diego, California



Spring 2023

Customer Energy Solutions Leadership Council

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Do you want to present at Forum 2023?

Call for abstracts is now open!

 Please use this form to submit your idea: https://forms.office.com/r/heXp5AJAaA

Requirements for speakers:

- Be prepared to participate in interactive, discussion-based sessions
- Work at a utility and demonstrate their learnings can help peers at other utilities
- Attend in person September 19–22, 2023, in Denver

Contact us



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