



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, January 2, 2013, 2:30 pm – 4:00 pm

DEEP BETP, 10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder

<https://www.box.com/s/qxemu8352wcinndo9qz>

Call in [1-800-655-1109](tel:1-800-655-1109) with passcode 875-8697

Agenda

1. Introductions and review agenda
2. Update on activities and schedule for Energize CT joint marketing project and MSC
 - Schedule and important dates ahead: public relations (PR), full launch, and website
3. Public Relations (PR) for Energize CT full launch in January 2013
 - PR events and priorities for Governor's appearances
 - Other PR events and activities in addition to Governor's appearances
4. Update on Energize CT website development and implementation
 - Update on website schedule and specific dates/deliverables ahead
 - Critical path activities to be completed by full launch date
 - Future web management and MSC coordination
 - Transition plan and hand off from CleaResult Team to MSC organizations
5. Review and discussion of winter 2012-2013 EE program marketing
 - Review companies' current EE program marketing activities and effects
 - Energize CT role in EE program marketing activities
6. Other business