



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, December 5, 2012, 2:30 pm – 5:00 pm
Commissioner's Conference Room, 10 Franklin Square, New Britain, CT
Meeting Materials Available in Box.net Folder
<https://www.box.com/s/j7dc73xq9j1ivjvlisi7>

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

Agenda

1. Introductions & Review Agenda
2. Public Relations (PR) for Energize CT full launch in January 2013
 - PR activities and timing
 - PR events and priorities for Governor's appearances
3. Update on current activities of Joint Marketing project and MSC
 - Update on schedule and important dates ahead
 - Working in the content management systems (CMS) – systematic approach
 - Homepage priorities for full launch in January
 - Transition planning; activities deferred to January
4. Discussion of winter 2012-2013 EE program marketing
 - Coordinated winter 2012-2013 program marketing implementation by the utilities
 - Energize CT role in EE program marketing activities
5. Review companies' current EE program marketing activities and effects
6. Other business