



**Energy Efficiency Board**

**Marketing Committee Meeting**

Wednesday, June 5, 2013, 2:30 – 4:00 pm

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority

10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/t3junwy6tr3bph5nw1ce>

Call-in number: (800) 655-1109 / Passcode: 875-8697

**Agenda**

1. Introduction and agenda review
2. Update on the Energize CT joint marketing / website project
3. Review 2013 EEF Marketing Plan and schedule
  - Status update
  - Review schedule of major events, activities and campaigns
4. Updates on tracking and analysis of marketing activities' effectiveness
5. Other business