



Energy Efficiency Board Marketing Committee Meeting

December 4, 2013, 2:30-4:00 p.m.

Department of Energy and Environmental Protection – Public Utilities Regulatory Authority
Adjudication Conference Room, 10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder: <https://app.box.com/s/r6xcx2ncjot0omeft9ig>

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

AGENDA

1. Introduction and agenda review
2. Update on the Energize Connecticut Joint Marketing Project
 - Website Update
 - Distribution of Follow-up Baseline Survey Materials
3. Continued Discussion on Marketing Metrics
 - Update on Website and Social Media Metric Development
 - Reporting Protocol and Regular Reporting
 - Other Marketing Metrics (in Addition to Website and Social Media Metrics)
4. Company Marketing Resources and Capabilities
 - Company Follow-up on Marketing Staff, Resources, and Capabilities
5. 2014 Marketing Plan
 - Process and Schedule for Development of 2014 Marketing Plan*
 - Input and Discussion on Main Marketing Activities for 2014
6. Other Business

*** Proposed Process and Schedule for Development of 2014 Marketing Plan:**

- *December 4, 2013 – EEB Marketing Committee Meeting: Ongoing Discussion on the main proposed marketing activities for 2014; review of Company marketing resources and capabilities.*
- *December 2013 – January 2014: Continued work on proposed 2014 marketing activities, preparation of draft 2014 Marketing Plan.*
- *January 15, 2014 – Likely date for January EEB Marketing Committee Meeting: Review and discussion of draft 2014 Marketing Plan; continued discussion of Company marketing resources and capabilities of the companies and potential need for marketing consultant and RFP process.*
- *February 5, 2014 – EEB Marketing Committee Meeting: Review final 2014 Marketing Plan, and upon approval/modification, forward to full EEB for review at the February 12, 2014, EEB meeting.*
- *March 2014: 2014 Marketing Plan ready and included as part of the 2014 Plan Update.*