



## **Energy Efficiency Board Marketing Committee Meeting**

**Thursday, February 5, 2015, 1:00 – 3:00 p.m.**

Commissioner's Conference Room, 10 Franklin Square, New Britain, CT

Call-in Number: (408) 650-3131 | Access Code: 166-733-741

Webinar Link: <https://global.gotomeeting.com/join/166733741>

Meeting Materials Available at: <https://app.box.com/s/100mgwof2jwko39tw3nnop1mc0myxhgb>

### **AGENDA**

1. Introduction and agenda review
2. Social media
  - Update on social media RFP and 2015 social media efforts
3. Energize Connecticut website
  - Update on website usability study, including one-on-one interviews and heuristic report and scheduling of presentation for the EEB Marketing Committee
  - Update on website maintenance RFP
  - Scheduling of 2014 website results discussion (discussion scheduled for February 18, 2015 EEB Marketing Committee meeting)
4. Market research
  - Update on end-of-year survey and message testing, including scheduling of presentation for the EEB Marketing Committee
5. Ensuring timely updates of rebate forms for the new year
6. Impacts of NU/Eversource rebranding efforts
  - Assurances that CL&M funds are not being used for updates to the Energize Connecticut website, collateral, or other deliverables because of Eversource rebranding work
  - Assurances that scheduled Energize Connecticut work is not being delayed because of Eversource rebranding work
  - Links between the Eversource website and Energize Connecticut

- Review of schedule for updates to Energize Connecticut collateral
7. Customer engagement platform updates from NU/Eversource and UIL
  8. Marketing Service Committee meeting update
  9. Review and look back on 2014 program marketing efforts, including performance and effectiveness of the marketing activities
  10. Other business
    - Review of final 2015 EEB Marketing Committee schedule
    - Review of 2015 Statewide Marketing Plan Schedule and coordination on next steps