Energy Efficiency Board
Marketing Committee Meeting
Wednesday, April 4, 2012, 2:30 – 4:00 PM
Office of Consumer Counsel
10 Franklin Square, New Britain, CT
Call-in number – 800-655-1109 Passcode – 875 8697

Agenda

1. Review Agenda

2. Follow up on companies’ early 2012 marketing plan
   • Recent and near term planned activities
   • Effectiveness tracking – procedures and examples

3. Summary of website activity on ctenergyinfo.com – Breakdown of searches for EE vs. other topics

4. Update on collaboration with DEEP & CEFIA on joint statewide branding / website / outreach & marketing project –
   • Review pertinent energy efficiency-related issues
   • Next Steps

5. Other business