



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, September 5, 2012, 11:00 am – 1:00 pm

Hearing Room 2, 10 Franklin Square, New Britain, CT

Meeting Materials Available in Box.net Folder <https://www.box.com/s/iuh9yy544lptyp56ecl3>

1. To join GoToMeeting webinar click the following link:
<https://www1.gotomeeting.com/join/264762864>
2. To join the conference call: Dial [+1 \(805\) 309-0012](tel:+18053090012) / Access Code: 264-762-864
Audio PIN: Shown after joining the meeting

Agenda

1. Introductions & Review Agenda
2. Review of new website mock-ups – CLEAResult Presentation
 - Discussion with all joint Marketing Services Committee members
3. Update on Phase 2 work plan and Phase 1 revisions for CLEAResult team
4. Discussion of PR activities and PR plan for full launch of Energize CT brand
5. Discussion of fall program marketing
 - Potential targeted Energize CT TV & radio campaign with Governor
 - Coordinated early October program marketing implementation by the utilities
6. Transition activities, review of status and progress
7. Review companies' current program marketing activities
8. Other business