Energy Efficiency Board
Marketing Committee Meeting
Wednesday, November 7, 2012, 2:30 pm – 4:00 pm
Adjudication Conference Room, 10 Franklin Square, New Britain, CT
Meeting Materials Available in Box.net Folder
https://www.box.com/s/uoqjv2ji1gtbledqf6kj
Call in 1-800-655-1109 with passcode 875-8697

Agenda

1. Introductions & Review Agenda

2. Update on current activities of Joint Marketing Services Committee (MSC)
   - Update, coordination, and schedule for Phase 2 and Phase 1 deliverables
   - Energize CT Website: update on content population, responsibilities, and status
   - Initiative descriptions, use of Energize CT brand, online guidelines
   - Follow up: use of Energize CT for sponsorships and branding
   - Full launch of Energize CT brand: discussion of PR activities, PR plan, and timing

3. Discussion of Fall/winter 2012 EE program marketing
   - Coordinated fall/winter 2012 program marketing implementation by the utilities
   - Energize CT role in EE program marketing activities

4. Review companies’ current EE program marketing activities and effects

5. Other business