Energy Efficiency Board
Marketing Committee Meeting
Wednesday, December 5, 2012, 2:30 pm – 5:00 pm
Commissioner’s Conference Room, 10 Franklin Square, New Britain, CT
Meeting Materials Available in Box.net Folder
https://www.box.com/s/j7dc73xg9j1ivjvlisi7

Call in 1-800-655-1109 with passcode 875-8697

Agenda

1. Introductions & Review Agenda

2. Public Relations (PR) for Energize CT full launch in January 2013
   • PR activities and timing
   • PR events and priorities for Governor’s appearances

3. Update on current activities of Joint Marketing project and MSC
   • Update on schedule and important dates ahead
   • Working in the content management systems (CMS) – systematic approach
   • Homepage priorities for full launch in January
   • Transition planning; activities deferred to January

4. Discussion of winter 2012-2013 EE program marketing
   • Coordinated winter 2012-2013 program marketing implementation by the utilities
   • Energize CT role in EE program marketing activities

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

6. Other business