



Promoting Energy Efficiency in Your Community: Communications and Social Marketing

July 14, 2011

WELCOME & INTRODUCTIONS

1. Welcome by Mayor Jim Woodard, City of Englewood
2. Agenda Review
3. Upcoming workshops
4. Introduction of Bill LeBlanc

PRESENTATION AGENDA: 9:00 A.M. – 10:15 A.M.

1. Establishing a Basis for Marketing
2. Social Marketing
 - a) Definition
 - b) Sample non-energy campaigns
 - c) Success factors
 - d) Resources
 - e) Community based social marketing
3. The Power of Social Norms
4. Environmental and Energy Behavior Change Campaigns
5. Barriers to Adoption of Social Change
6. Messaging

BREAKOUT GROUP AGENDA 10:15 A.M. – 11:30 A.M.

1. Define Target Audience (5)
2. Define & Articulate the Desired Action for Target Audience (5)
3. Identify Barriers (10)
4. Compare Barriers to Program Elements & Fill Gaps with Improvements (5)
5. Identify Social and Business Norms & Develop Communications Concepts (10)
6. Identify Channels & Describe Approaches to Channels (10)
7. Develop Top 3 Messages (5)
8. Prepare & Give 3 Minute Presentation with Your Solutions (15)

SPEAKER BIOGRAPHY

Bill LeBlanc is currently serving E Source members as interim director of Mass-Market Services. He previously served as vice president for marketing, vice president for consulting, and vice president for research at E Source. He's also president of the Boulder Energy Group. Bill has more than 20 years of experience in strategic marketing, new product development, pricing, market research, and demand-side management as well as social marketing. He focuses on helping utilities understand the intersection between the customer and the utility's products and services, and specializes in maximizing marketing effectiveness. Before joining E Source, Bill worked for six years as a director at Barakat & Chamberlin, a national consulting firm. He also founded and served for several years as president of the Association of Energy Services Professionals. Bill served as a project manager at EPRI from 1988 to 1991, overseeing projects focused on demand management, rates, marketing, and customer behavior; developing promotional programs for EPRI products and services; and conducting conferences and workshops. He holds a BS and an MS in mechanical engineering from Stanford University and a BA in management economics from Claremont McKenna College.

Save the Dates!

Promoting Energy Efficiency in Your (Small) Community: One Community's Solutions & Success Story on September 7, 2011. This workshop will feature speakers from the City of Rifle and will take place at NREL in Golden, CO. Included in the workshop is a tour of one of the most energy efficient office buildings in the world.

Promoting Energy Efficiency in Your Community: Commercial Finance Tools and Programs on November 16, 2011. This workshop will take place in Aurora.