

MEDIA ADVISORY



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SGCC'S Executive Director to Deliver Thought Leadership on Consumers and the Smart Grid at the Grid Modernization Summit

ATLANTA – July 15, 2015 – The Smart Grid Consumer Collaborative (SGCC) will share key research insights from the *Consumer Pulse Wave 5 and Market Segmentation* study at the [Grid Modernization Summit](#). The conference provides smart grid stakeholders the opportunity to cover the latest innovations, the newest concepts and the most recent developments in the industry and take a look at the future of the grid using a case study and data-driven curriculum.

In the presentation, “Opportunity knocks - engaging utility customers to drive satisfaction,” SGCC’s Executive Director Patty Durand will discuss what factors motivate consumer engagement around the smart grid from the *Consumer Pulse* study.

WHAT: Session: “Opportunity knocks - engaging utility customers to drive satisfaction”

WHERE: Savoy Suites Hotel in Washington, D.C.

WHEN: 11 a.m. – 12:15 p.m., Thursday, July 16, 2015

For more information about the Grid Modernization Summit and to download a free summary of the *Consumer Pulse Wave 5* study, please visit: www.smartgridcc.org

About Smart Grid Consumer Collaborative

Smart Grid Consumer Collaborative (SGCC), is a 501(c)(3) nonprofit with the mission of accelerating the adoption of a consumer-friendly, consumer-safe and consumer-approved smart grid. Membership is open to advocacy groups, technology vendors, research laboratories and electric utilities for collaboration in research, best practices and consumer education.

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