



**2017 Consumer Symposium** | SAN DIEGO CONVENTION CENTER | ROOM 28E

**9:00 Registration**

**9:30 Welcome**

SGCC's Chairman **Mark Brown**, Senior Customer Programs Officer from Fayetteville Public Works, will open with a discussion of the next steps in customer engagement with today's connected consumers.

**9:45 2017 State of the Consumer Report**

Hear from **Patty Durand** – President & CEO at Smart Grid Consumer Collaborative, SGCC Research Committee Chair **Gomathi Sadhasivan** – Lead – Customer Decision Sciences at DNV GL, and **Bridget Meckley** – Research Coordinator at Smart Grid Consumer Collaborative about the findings from SGCC's annual State of the Consumer research as 2017 gets into gear, including how to use SGCC research findings to effectively drive consumer engagement.

**10:30 Coffee Break**

**10:45 Keynote Address: Jesse Berst**

**Jesse Berst**, Chairman of the Smart Cities Council, will discuss the marriage of smart grids and smart cities and what this convergence will mean for utilities and customers. We'll look at the shared technologies, the common challenges and opportunities for utilities and cities to partner. With foresight and collaboration, the growing trends of IoT and smart cities could be what is needed to take the smart grid to the next level -- including next-generation business models.

**11:30 The Lightning Round**

Ever wish you could have three minutes to pitch your innovative ideas to the energy industry? Now is your chance—we want to know what the **energy provider** of the **future** should look like. How should the business model change to benefit consumers while still being viable for utilities and innovative providers? Join our contestants **Tanuj Deora** – Chief Strategy Officer at Smart Electric Power Alliance, **Norman Levine** – Director, Government & Regulatory Affairs at Direct Energy, **Russell Ragsdale** – Principal Manager of Strategic Planning at Southern California Edison, and **Lincoln Wood** – Product Manager at Southern Company as they state their case for the future energy relationship between consumer and provider.

**12:15 Lunch & CLEAR Awards**

Enjoy a networking lunch as SGCC recognizes those who serve as role models for making the benefits of smart energy technology clear to consumers. SGCC will honor a utility, technology company and a non-profit organization. You will learn what they did, how they did it and takeaways from their experiences.

**1:15 Consumer Driven Technologies**

SGCC has always led the way with research into what consumers need and want from their energy provider. But in an ever changing energy industry there are new technologies that are beginning to drive the marketplace. This study looks into how PV and EV's will change the energy model and the role of the consumer. Join **Erika Myers** – Sr. Manager of Research at Smart Electric Power Alliance, **David Quin** – Director of Marketing and Customer Strategy at CenterPoint Energy, and **Larissa Koehler** – Attorney, US Climate and Energy Program at Environmental Defense Fund for a look into what's driving the consumer market place in solar and electric vehicles.



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**2:00 Safely Unlocking the Value of Consumer Data**

Understanding the financial and environmental impacts of energy use is one benefit of smart grid. Applications and devices rely on household usage data for personal feedback tools, monetary incentives and predictive analytics while consumers expect their private energy data to be safeguarded. **Judith Schwartz** – President at To the Point, **David Nelson** – Senior Product Manager at WattzOn, **Kristin Munsch** – Deputy Director at Illinois Citizens Utility Board, **Caitlin Hewitt** – Product Marketing Manager at Oracle | Opower, **Barry Haaser** – Executive Director at Green Button Alliance, and **David Steiger** – North American Analytics Leader for Energy and Utilities at IBM will discuss industry practices around the access, sharing and protection of consumer energy use data and how DataGuard<sup>SM</sup>—a voluntary code of conduct developed by industry stakeholders—can reassure your customers that energy data sharing will not compromise their privacy.

**2:45 Consumer Value Proposition**

SGCC has produced a research-based consumer value proposition for grid modernization, an industry wide communications tool for stakeholders to use when conveying grid benefits to consumers. We have partnered with Strategic Communications Firm, Interprose Inc. who will help us share the results of consumer-messaging surveys turned into real world communications. Join SGCC Education Committee Chair, **Bernard Lecours** – Senior Market Intelligence Leader at GE Grid Solutions and **Vivian Kelly** – CEO at Interprose Inc. for the presentation.

**3:15 Afternoon Break**

**3:30 Shattering the Myth of the Digital Divide: Consumer Engagement Accessible to All**

The low-income segment of the population is the hardest to reach. SGCC studies show low-income consumers have the ability and the devices to be engaged but historically have been unmotivated to participate. How do we customize the messaging and empower them? Hear from **Jeffrey Weiser** – CEO at PayGo, **Elizabeth Corrado** – Regional Lead Field Organizer at Elevate Energy, **Liz Coyle** – Executive Director at Georgia Watch, **Christopher Raup** – Director, Distributed Resource Integration at Consolidated Edison and **Jeff Gleeson** – Head of West Coast Energy Partnerships at Nest about real-world examples on what’s working well as well as concerns about barriers.

**4:30 Customer Experience and Expectations**

Uber has changed transportation, Airbnb has changed lodging and now we are seeing a new energy consumer on the horizon looking for a more customized experience from their energy provider. SGCC’s recent report, Customer Experience and Expectations, looks into how the smart grid has changed consumers attitudes toward their energy provider and what they expect moving forward from energy. Join **Brad Langley** – Director of Corporate Communications at Tendril, **Katie Espeseth** – Vice President of New Products at Electric Power Board of Chattanooga, and **Michel Losier** – Director of Customer and Community Engagement at New Brunswick Power Corporation for a conversation on keeping up with tomorrow’s energy consumer.

**5:15 SGCC Showcase and Concluding Remarks**

President & CEO Patty Durand will showcase the new tools SGCC has created over the past year to grow consumer awareness about grid modernization and its associated consumer benefits. Our new Smart Cities fact sheet, Next Innovation Video and Consumer Engagement Success Stories from across the nation are available now to assist industry stakeholders in communicating with consumers. Then conclude the day with information about SGCC’s 2017 plans for consumer research and consumer education.

**5:30 Cocktail Reception**

Join us for an evening of building relationships and making new connections.  
 – Outside at the Center Terrace or in Room 31A (In case of inclement weather)