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▶ 2019 CONSUMER SYMPOSIUM  
**EXPLORING THE EVOLVING  
WORLD OF ENERGY**  
New Orleans, LA | February 4, 2019

**2019 Consumer Symposium** | ERNEST N. MORIAL CONVENTION CENTER

### **9:00 Registration**

### **9:30 Welcome**

SECC'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 smart energy consumers.

### **9:45 2019 State of the Consumer Report**

Hear findings from SECC's annual State of the Consumer research as 2019 gets into gear. **Patty Durand** – President & CEO at Smart Energy Consumer Collaborative, **Gomathi Sadhasivan** – Lead, Customer Decision Sciences at DNV GL & Research Committee Chair at SECC and **Bridget Meckley** – Research Coordinator at Smart Energy Consumer Collaborative will respond to the findings and discuss how to use these insights to effectively drive consumer engagement.

### **10:30 Coffee Break**

### **10:45 Keynote Address: Tracie Boutte**

**Tracie Boutte**, Vice President Customer Experience at Entergy, discusses Entergy's journey towards building customer engagement strategies.

### **11:30 Consumer Values: The Journey from Interest to Participation**

Consumers often express interest in utility offerings and energy efficiency programs but enrollment rates don't always show results. This panel will use customer personas developed in SECC's Consumer Values research to examine how selectively engaged consumers define smart energy and the underlying values that drive their decisions. Attendees will gain new insights on ways to address the frustration these consumers express while identifying ways to more effectively engage them in building a smarter energy ecosystem.

### **12:30 Lunch**

Enjoy a power networking lunch with other attendees

### **1:30 Environmentally Beneficial Electrification: Why should Consumers Care?**

With a focus on emissions efficiency, rather than just on conventional energy conservation, promoting beneficial electrification can help meet greenhouse gas reduction goals while providing a wide variety of other economic and environmental benefits. This panel will discuss consumer educational opportunities and how to explain the benefits of electrification.

### **2:15 Best Practices Awards**

For our 2nd annual Best Practices Awards, SECC will recognize leadership from electricity providers in today's increasingly customer-centric energy ecosystem by honoring best practices of different electricity providers across five distinct categories including: Consumer Education, Consumer Engagement, Culture Transformation, Smart Energy Innovation and Underserved Markets.

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### **2:45 Unlocking the Consumer Value of Data Analytics**

With the advent of smart meters, the amount of data that is available to consumers and industry stakeholders has exploded. Energy use patterns the day are available at the click of a button, appliance-level details are available through the use of algorithms, monitoring devices and disaggregation software. All of this detail creates a mountain of data that is daunting to analyze and apply. **Radha Iyengar Plumb** – Head of Product-Policy Research at Facebook, **Tegan Knifton** – Supervisor, Commercial Delivery at Sacramento Municipal Utility District, **Chris Lefaiivre** – Director of Sales at Ecotagious and **Devin Hampton** – Vice President Business Development at Utility API will explore how data can be leveraged to unlock benefits for both consumers and providers. Whether those benefits are ways to save money, energy or to engage consumers in the energy ecosystem, the ability to aggregate, analyze and disseminate information from this mountain of data will help drive deeper, more lasting customer relationships.

### **3:30 Afternoon Break**

### **3:45 Making it Simple: Consumer Education through Digital Channels**

Consumers tell us they care deeply about cost and control when it comes to energy. The energy stakeholder community is in a perfect position to empower customers to have control when it comes to energy use and sustainability. However, consumers have limitations around time and attention that can dedicate to these issues. By highlighting consumer education, our industry can inspire consumers to join the dialogue. Consumers are becoming more and more digitally reliant every day which creates an opportunity for us to engage them on many channels. In this presentation **Eric Dresselhuys** – President at Smart Energy Water, **Anne Arquit Niederberger** – Vice President Market Development at Enervee, **Erica Borggren** – Vice President Customer Solutions at Commonwealth Edison, **Kim Shumway** – Executive Vice President Utility Services at Allconnect and **Brad Langley** – Senior Director of Corporate Marketing at Tendril will focus on online and mobile consumer platforms that serve to educate, guide, and reward consumers along their energy journey.

### **4:30 SECC Showcase**

Learn about the new tools SECC has created to assist industry stakeholders in communicating with consumers. We will highlight our recently released Electric Vehicle Guidebook and video, The Evolving World of Energy toolkit, State of the Consumer Actionable Takeaways and more.

### **5:00 Concluding Remarks**

President & CEO **Patty Durand** will end the day providing you with information about SECC's plans for consumer research and consumer education in 2019.

### **5:10 Cocktail Reception**

Come network with old friends and new connections.