



2020 CONSUMER SYMPOSIUM
SAN ANTONIO, TX | 01.27.20

Consumers and the Future of Energy

Register Now



2020 CONSUMER SYMPOSIUM | Henry B. Gonzalez Convention Center

9:00 Breakfast & Registration

9:30 Welcome

SECC's Chairman **Lincoln Wood**, Electric Transportation Policy Manager from Georgia Power, will open with a discussion of the next steps in customer engagement with smart energy consumers.

9:45 2020 State of the Consumer Report

Hear findings from SECC's annual State of the Consumer research as 2020 gets into gear. SECC's President and CEO, **Patty Durand** and Customer Engagement Specialist, **Norma McCarthy** from New Brunswick Power 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: Paula Gold-Williams, CPS Energy

Paula Gold-Williams, President & CEO of CPS Energy, discusses CPS Energy's People First philosophy and the municipal utility's journey toward building customer engagement strategies.

11:15 SECC Then and Now: A Conversation with Founding Members

Celebrate SECC's 10th anniversary with a discussion from founding members on how we have kept consumers at the front of the conversation in a dynamic industry. SECC's President & CEO **Patty Durand** will be joined by **John D. McDonald**, P.E., Smart Grid Business Development Leader at GE Grid Solutions, **Scott S. Osterholt**, Director – Grid Modernization at AEP Ohio and **Katherine Hamilton**, Chair of 38 North Solutions.

12:00 Lunch

Enjoy a power networking lunch with other attendees.

1:00 Distributed Energy Resources: How Do We Meet Consumers' Needs?

As distributed energy resources (DERs) become more popular and widespread, what do consumers expect from these resources and how would they like them to be delivered? This panel will discuss residential consumer knowledge, attitudes and expectations around DERs, as well as the processes and policies that govern how DERs are implemented.

2:00 2020 Best Practices Awards

For the third annual Best Practices Awards, SECC will recognize leadership from electricity providers in today's increasingly customer-centric energy ecosystem by honoring best practices of electricity providers across six categories: Consumer Education, Consumer Engagement, Culture Transformation, Product Innovation, Underserved Markets and Small-and-Medium Business Engagement.



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2:30 **Culture Change: What Can We Learn from Other Industries?**

Reinvention has been a necessary lesson learned by many leading companies in the past decade; we've seen companies like Blockbuster and J.C. Penney learn this the hard way. Others, such as Dominos and Southwest, have recognized the importance of keeping up with changing consumer expectations. These changes start internally by shifting to a consumer-centric model. Join **Andres Carvallo** - CEO and Founder of CMG and **Kim Shumway** - EVP of Partner Services and Business Development at Allconnect for a discussion on how to apply these best practices to shift the culture in the energy industry.

3:30 **Afternoon Break**

3:45 **Smart Cities and Renewable Energy Goals**

Strong efforts are being made around the world to hit renewable energy goals, but what does this mean for consumers? Smart cities initiatives could be one avenue to achieve these targets. Partnerships with municipalities, utilities and third parties will be necessary to meet these benchmarks. This panel will discuss consumer expectations and concerns around smart cities and renewable energy goals.

4:45 **SECC Showcase**

Learn about the new tools SECC has created to assist industry stakeholders in communicating with consumers. We will highlight our recently released Inside the Smart Home toolkit, resources for consumer education on renewables, State of the Consumer Actionable Takeaways and more.

5:00 **Concluding Remarks**

SECC's President & CEO Patty Durand will end the day by providing you with information about SECC's plans for consumer research and education in 2020.

5:15 **Cocktail Reception**

Come network with old friends and meet new connections.