



SMART
ENERGY
CONSUMER
COLLABORATIVE

2020

MEMBERS MEETING & Fall Workshop

Bellevue, WA
Oct. 6-7, 2020

HOSTED BY:
 PUGET SOUND ENERGY

PUGET SOUND ENERGY HEADQUARTERS

REGISTER NOW 

DAY ONE

8:30 – 9:00 Registration & Breakfast

9:00 Opening Remarks from SECC Board Chair Lincoln Wood

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

9:10 SECC Year-In-Review: Key Takeaways from Research and Education & Outreach

Find out what projects SECC's committees have been working on this year. This session will provide an overview into two of SECC's many committees: Research and Education & Outreach. Our committee chairs will guide you through some surprising consumer findings and key topics for improving consumer understanding and engagement in SECC's work this year

10:00 Break

10:15 Day One Keynote: Mary Kipp, President & CEO, Puget Sound Energy (To be invited)

Learn about Puget Sound Energy's journey toward building customer engagement strategies.

11:00 Beneficial Electrification: Meeting Consumers' Expectations

As electric utilities and policymakers look for ways to address climate change and decarbonize the economy, widespread electrification is likely on the horizon. This session will address customer interest and possible concerns in electrification and how utilities can effectively communicate meaning of beneficial electrification over electrify everything. The panelists will also discuss which climate change-related messages resonate best with consumers.

12:00 Power Networking Luncheon

Form new connections within SECC's diverse group of members.

1:00 Strategic Dialogues: SECC Committee Breakout Session – Part One

Let your voice be heard and influence the work that SECC will deliver in 2021. This breakout session will provide attendees the opportunity to discuss the ways to collectively understand consumers, grow consumer knowledge around smart energy initiatives and expand SECC's stakeholder engagement efforts.

> Improve our understanding of consumers – Research

> Strengthen awareness and understanding – Education & Outreach

2:15 Meet the Board! Speeches, Election and Installation

The current SECC Board of Directors is introduced, and board candidates share the reasons why they are well-positioned to serve in the organization's leadership; attendees cast their votes, and the elected are formally instated.

2:30 Awarding Those Who Make a Difference – Awards Presentation

Each year, we honor a few select members that stand out in their achievements with SECC.

2:45 Break

3:00 The New Customer Engagement Journey: Finding a New Normal

We are in uncharted waters with today's energy environment and changing consumer priorities. Panelists in this session will be discussing how the COVID-19 pandemic is affecting energy providers, customers and everyone working in the energy industry. Energy providers will be working to meet their energy efficiency goals and consumers will be struggling to maintain their home expenses with higher energy bills and lower incomes. Now that consumers are more reliant than ever on energy and communication services, how does our industry build trust and greater customer satisfaction? Hear about innovative solutions and programs being implemented across the country to address new consumer expectations and attitudes around their energy usage.

4:00 Puget Sound Energy Showcase

4:55 Recap and Preview of Day Two from SECC's President & CEO Patty Durand

5:00 Cocktail Reception

DAY TWO

8:00-8:30 Breakfast

8:30 Smart Energy and Lower-Income Consumers: No One Left Behind

As the energy industry becomes more digital and personalized, there are strong opportunities to better serve all types of energy customers. Ensuring that low-income and underserved populations are not left behind is one of the key benefits we can draw from the wealth of data and information now available to the energy industry. This panel will discuss opportunities for energy providers to take advantage of digital platforms to leverage data and provide sustainable solutions for addressing energy poverty.

9:30 Break

9:45 Day Two Keynote

Hear about Puget Sound Energy's vision and strategy around leveraging data for a more personalized customer experience.

10:15 Strategic Dialogues: SECC Committee Breakout Session – Part Two

We've talked about the strategic possibilities, and now it's time to align on specific actions for the coming year. This session will help committees to set their agendas for 2021 in a fun, interactive setting.

- > Improve our understanding of consumers – Research
- > Strengthen awareness and understanding – Education & Outreach

11:15 Final Thoughts from SECC's President & CEO Patty Durand

11:30 Box Lunch On The Go