



SmartGrid
consumer
collaborative

2012 Smart Grid Consumer Symposium January 23, 2012 DistribuTECH 2012 – San Antonio, TX Henry B. Gonzalez Convention Center, River Level, Room 008



12:30 – 1:00 Registration

1:00 – 1:15 Welcome and Introductions, SGCC Board Chair John McDonald

Before getting started on panel discussions, John McDonald of GE Energy – Digital Energy will review the Symposium focus, agenda, and logistics, as well as exploring SGCC's place in the smart grid community

1:15 – 2:20 Unveiling of SGCC's 2012 State of the Consumer Research Report

SGCC Executive Director Patty Durand will present highlights from SGCC's 2012 State of the Consumer Research Report. Patty will reveal big-picture lessons learned, and the panel of industry experts will take a deep dive on questions including:

- > What are the set of best practices that research reveals help drive program enrollment and minimize consumer complaints?
- > What is the SGCC favorability index and how does it help us understand consumer attitudes about the smart grid?
- > What is a segmentation framework, and how can it be used to enhance performance of consumer advocacy efforts?

Presenter and Moderator:

Patty Durand, SGCC Executive Director

Panelists:

Teri Berliner, Director of Consumer Programs, American Electric Power

Jack Lloyd, Vice President, Market Strategies International

Matt Dinsmore, Energy & Clean Tech Practice Lead, Altman Vilandrie & Company

2:20 – 3:15 Consumer Concerns: Privacy

Consumer advocates report that one of the major concerns they hear are that people are afraid about giving up even more of their privacy than they have already. They are afraid the utility will sell their energy data to marketers; they are afraid authorities will use their energy data to spy on them; and they are afraid that a hacker will wreak havoc on their lives by manipulating, stealing, or exposing their personal energy usage data through the new communications pathways being built to form the smart grid. Are these concerns reasonable? We'll discuss the realities of these issues with privacy and data experts, and see what can be done to address these fears, real or not.

Presenter and Moderator:

Jules Polonetsky, Director, Future of Privacy Forum

Panelists:

Christine Wright, Senior Policy Analyst, PUC Texas

Andy Bochman, Energy Security Lead, IBM

Susan Neel, Senior Director, CenterPoint Energy



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3:15 – 3:30 Break

(Consumer Success Story Videos)

3:30 – 4:15 Unlocking the Mysteries of Customer Segmentation

Presenting an overview of a vital tool for utilities, these experts will take an in-depth look into the five different consumer segments – their values, behaviors, motivations, lifestyles, technology adoption, etc. – as they relate to smart grid. Learn twelve questions that you can integrate into your customer research and/or customer service interactions to achieve an 85% statistically accurate segmentation placement for your customer as an initial step. Gain insight on how to appeal to customers in terms that resonate, answer their objections, and make it easy for them to understand and engage with smart grid technology.

Panelists:

Linda Jackman, Vice President of Industry Strategy, Oracle
Jack Lloyd, Vice President, Market Strategies International

4:15 – 5:15 Insights from the Best of 2011 Research

This panel of experts will discuss their organizations' consumer research findings from 2011 and how these findings address known problems in AMI deployments and consumer engagement. Learn how this new research shapes communication initiatives and successful campaign planning.

Panelists:

Jamie Wimberly, CEO, DEFG EcoAlign
EcoPinion's Planning for Smart Grid Communications in 2012

Naomi Manley-Casimir, Director, Accenture Innovation Centre for Utilities
Accenture's The New Energy Consumer

Kris Bowring, Senior Director, Best Buy
Best Buy's Leading with Consumer Curiosity

5:15 – 5:30 Concluding Remarks, SGCC Executive Director Patty Durand

Patty Durand will issue closing remarks, offering a recap of what was learned throughout the day, highlighting SGCC's 2011 achievements, and discussing what's on the horizon for the organization in 2012.

5:30 – 7:00 Cocktail Networking Reception On-Site