

New Marketing Solutions for Public Power Utilities:

*How to Engage Community Networks to
Get More Results for Your Program Time and Money*

August 9, 2011 • Lansing Board of Water and Light

9:00 Introduction: Imagine New Marketing Solutions

9:15 Relationship Marketing: What's New and Still True

Jill K. Cliburn, President, Cliburn and Associates, LLC and Lead Consultant to
Clean Energy Ambassadors

10:00 Q&A/Break

10:15 Hands-on Training with Social Marketing Tools

Stevie Moe, Program Manager, Clean Energy Ambassadors

11:15 Using Low-Cost Tools for Market Research: The LUMENS Example

Graziella Siciliano, Program Manager, Clean and Efficient Energy Program,
Alliance to Save Energy

11:45 Pushing the Market Potential: Some Informal Comments

Martin Kushler, Senior Fellow, ACEEE;

12:15 Lunch



*& thanks to the leadership and staff of
Lansing Board of Water and Light*



New Marketing Solutions Through Our Community Networks

Afternoon Session

1:00 Welcome Community Participants and Introductions

1:15 Diffusion and Persuasion

Christine Geltz, President, Geltz Communications

1:45 Just Do It! Just Don't Do It Alone

Jill K. Cliburn, President, Cliburn and Associates and Lead Consultant to Clean Energy Ambassadors

2:15 Progress and Prospects for Lansing BWL

Sue Warren, Manager, Energy & Eco-Strategies, Lansing BWL

2:45 Q&A/Break

3:00 Social Networks & Solutions

A working session, facilitated by Cliburn, toward participant reports on

- A Bigger and "Stickier" Impact on Residential Energy-Saving Behavior
- Engaging Business and Civic Networks
- Breaching the Rental Gap

4:15 Adjourn

Follow the discussion at www.cleanenergyambassadors.ning.com