

Customer Engagement Interest Group

Co-Chairs:

Andrea Simmons, Idaho Power Company

Meridith Nierenberg, Orange and Rockland Utilities

Sharyn Barata, Opinion Dynamics

Agenda

12:00 – 12:05 pm

- Customer Engagement Interest Group Welcome by Co-Chairs

12:05 – 1:05 pm

- Expert Panel: Top Five Trends for Utility Customer Engagement

1:05 – 1:50 pm

- Breakout Sessions

1:50 – 2:00 pm

- Wrap Up and Introduction to 36th PLMA Conference

Top Five Trends for Utility Customer Engagement



Krysti Shallenberger
Editor
Utility Dive



Lee Hamilton
Associate Product
Developer
Xcel Energy



Patty Durand
President & CEO,
Smart Grid
Consumer Collaborative



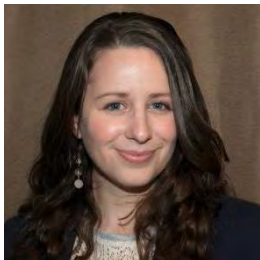
Chris Ashley
VP, Utility Sales
EnergyHub



Judd Moritz
SVP, Solutions
Simple Energy

Breakout Sessions

**Best Practices for
Engaging Customers
through Energy
Marketplaces**



**Enhancing the
Customer Journey**



**How to Measure the
Success of your
Customer Engagement
Strategies**



Report Out

- 3 minutes each group
- Share the general theme(s) of the conversation
- Share two key takeaways

Thank you!



**36th
Conference
Cambridge, MA**

