



Communications and Marketing Committee Meeting
Fall
Omni Amelia Island Plantation Resort
Amelia Island, FL
Preliminary Agenda

Day 1: October 1, 2015

8:00 – 8:30 am **Registration and Breakfast**

8:30 – 9:00 am **Welcome and Introductions**

Jennifer O'Shea
Vice President, Communications
AGA

Yvonne Low
AGA Communications and Marketing Committee Co-Chairman
Manager, Customer Engagement and Corporate Communications
Southwest Gas Corporation

Chase Kelley
AGA Communications and Marketing Committee Co-Chairman
Vice President, Corporate Communications
Vectren Corporation

9:00 – 9:30 am **Industry Updates**

The AGA team will discuss current activities and share relevant updates.

9:30 – 10:30 am **What are Utility Communicators and Marketers Thinking, Doing and Funding?**

John Egan
President
Egan Energy Communications, Inc.

Utility marketers and communicators are consistently facing new challenges, including reallocating budget dollars, expanding stakeholder outreach and boosting employee engagement. Egan Energy Communications surveyed utility communicators and marketers about their major challenges for 2015. This session will help attendees understand peer communicators and marketers are thinking, doing, finding and funding.



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10:30 – 10:45 am Break

10:45 – 11:45 am Emergency Management: Your response to an incident is only as good as your communications

Brooke Davies
Managing Partner and Chief Legal Officer
Davies Consulting

Colin Shay
Senior Consultant
Davies Consulting

How do you reduce the chances of something bad happening, and when something bad happens, what do you do? Davies Consulting helps utilities answer these questions, assisting with risk management planning and helping prepare and implement emergency management plans. Brooke and Colin will discuss key tactics to help ensure your communications efforts are in line with your emergency management preparations.

11:45 am – 1:00 pm Lunch

1:00 – 1:30 pm Raising Awareness about Energy Efficiency Programs

Julie Maher
Manager - Energy Efficiency Education and Awareness
DTE Energy

Julie will discuss DTE's comprehensive communication strategy surrounding raising awareness about energy efficiency programs and advocating and communicating to make their customers feel that DTE is helping them to manage their energy use and save money.

1:30 – 2:30 pm Micro Targeting Across Generations

JD Whittenburg
Vice President
Ketchum Public Relations

From millennials to AARP members, natural gas utilities serve a broad range of customers. JD will discuss research they've done about how different generations prefer to receive information, and how you can target these groups most effectively.



2:30 – 3:30 pm

Marketing and Communications Best Practices Roundtable: Organizing your Communications and Marketing Departments

This is an opportunity for you to share information and learn from your colleagues about new and innovative projects in the industry.

W. Fred Kuebler
Director, US Corporate Communications
National Grid plc

Keith Stephens
Senior Director, Business Lines & Field Operations, Communications
Pacific Gas and Electric Company

Greg Snapper
Director, Corporate Communications
Pacific Gas and Electric Company

Andrew Ziola
Vice President, Investor Relations and Public Affairs
ONE Gas

3:30 – 4:00 pm

Converting Customers to Natural Gas: “Simply Better”

Anthony Campagioni
Vice-President, Business Development & Government Affairs
Central Hudson

Through emphasizing the cost and environmental benefits of natural gas, along with making financing and rebates available and streamlining the conversions installation process, Central Hudson has developed a successful conversion campaign, Simply Better. Anthony will detail how they have had success in converting customers to natural gas.

4:00 – 5:00 pm

Break

5:00 pm

Reception

5:30 pm

Dinner



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American Gas Association

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Day 2: October 2, 2015

8:00 – 8:30 am Hot Breakfast

8:30 – 9:15 am Improving Customer Satisfaction with Web and Mobile Outage Communications

Rob Gilpin
Regional Sales Director
iFactor

9:15 -10:15 am Content Creation and Marketing

Julie Dixon
Research Director
National Journal Group

Julie will focus on the process and tools for managing an organization's content creation process. She will explore when and how to produce and share distinct types of content, as well as how to create content that is more easily amplified.

10:15 – 10:30 am Break

10:30 – 11:00 am Integration of Video in Communications and Marketing Campaigns

Aleida Socarras
AVP Marketing and Energy Logistics
Florida Public Utilities Company

Nick Meyer
Director, External Communications
Northern Indiana Public Service Company (NIPSCO)



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11:00 am – Noon

Delivering Next Generation Digital Experiences

Yvonne Low

Manager, Customer Engagement and Corporate Communications
Southwest Gas Corporation

Undertaking a corporate website redesign can be an overwhelming process, and in today's digital world websites need to meet the needs of customers and other stakeholders quickly and easily. There are key things to keep in mind regarding strategy, planning and implementation during a redesign project and these speakers will share their insight related to connecting with key audiences through the website and ensuring their needs are met.

12:00 pm

Closing Remarks and Adjourn



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