

Abstract #: 177

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Abstract Title: Top Ten Best Practices to Engage & Educate Shopper @ Retail

Abstract Text:

Top Ten Best Practices to Engage & Educate Shopper @ Retail All vendors and retailers are competing for consumer's attention at "brick and mortar" stores. For example, shoppers walk into a store and see an interesting new product demonstration or they could be approached by a representative from a solar company asking you 'how much your energy bill?' In addition, retailers offer more education and engagement with shoppers through free interactive workshop in-store that target both children and adults or highly engaging sales associates. Retail is an exciting place to be, but the challenge is simple: how do you break through all the activity in-store to get your energy education message across to busy shoppers and meet the retailer's needs? Energy Upgrade California created a list of the Top Ten Best Practices that are easy to understand, implement and activate no matter if you are working with national, regional or local retailers. Energy Upgrade California® is a state initiative to help Californians take action to save energy and conserve natural resources, help reduce demand on the electricity grid, and make informed energy management choices at home and at work. It is supported by an alliance of the California Public Utilities Commission, the California Energy Commission, utilities, regional energy networks, local governments, businesses, and nonprofits to help communities meet state and local energy and climate action goals. Funding comes from investor-owned utility customers under the auspices of the California Public Utilities Commission.