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Reaching Customers through Innovative Community Engagement Programs

Pre-Conference Working Session at 2017 BECC Conference

October 15, 2017 --- 8:30 am-5:00 pm

Hyatt Regency Hotel, Sacramento, CA

Led by:

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(VEIC)

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Workshop Description

Are there particular customer segments that you are having difficulty in reaching? This full-day working session shares tried and true techniques to engage customers through their existing community associations and affiliations. Communities are not only defined as where people live, but also by how people are “in -community” with each other, such as places of employment, schools, non-profit organizations, neighborhoods, and mobile home parks. Community engagement programs meet customers where they are at and provide an ideal mechanism for raising awareness, changing behavior, and driving customers to make efficiency improvements. They embody “word-of mouth” marketing and involve forming partnerships with local organizations, institutions, businesses, and other entities to communicate directly to their members, residents, and through other affiliations.

This hands-on workshop will cover community engagement program design, fundamental elements of successful programs, how to identify and successfully work with local partners, how to leverage behavioral science tools in your program design, and how to cost effectively promote your program to customers. “Human Centered Design” will serve as the framework for the workshop. This workshop is designed for individuals who are directly involved in delivering energy efficiency or renewable energy programs. Participants are encouraged to come prepared with a particular sector that they would like to work on during the workshop. At the conclusion of the workshop, participants will have a prototype of a community engagement program specific to their own service territory and/or community. Potential market sectors applicable for community engagement programs include existing residential homes, new residential construction, small businesses, municipalities and schools, and large employers.

What previous workshop attendees have said about this workshop:

“I appreciated the great mix of speakers, collaboration, and materials”

“I learned about the value of establishing community partnerships and gaining good quality feedback”

“I learned about importance of user feedback in designing and refining programs”

“I learned about the importance of packaging your strategy – words are more important!”

“The workshop leader really tied everything together and wove a great narrative. The group discussion was great.”

“I valued learning about ways of providing feedback to partners to help them feel more ownership/be more motivational.”

“This workshop provided me with fresh ways to think about what constitutes community and partnering with them.”