



**SCHEDULE AT A GLANCE**

<b>SUNDAY, DECEMBER 7</b>						
9:00–5:30	<i>Pre-Conference Workshops</i>					
7:00–9:00 Registration 6–9 PM	<b>KICK-OFF PROGRAM &amp; DESSERT RECEPTION</b> <i>(Independence Ballroom)</i>					
<b>DAY 2 MONDAY, DECEMBER 8</b>						
7:30–8:30	Continental Breakfast & Registration					
8:30–10:00	<b>OPENING PLENARY &amp; KEYNOTE</b> <i>(Independence Ballroom)</i>					
10:00–10:30	Morning Break					
Topic Session 1 10:30–12:00	<b>1A (Room 5)</b> Workplace <i>Lightning Session</i>	<b>1B (Room 1)</b> Core Issues in Behavior	<b>1C (Room 2)</b> Achieving Persistent Savings	<b>1D (Room 3)</b> Telling Richer Stories with Technology	<b>1E (Room 6)</b> Innovations in Evaluating Behavior Programs	<b>1F (Room 4)</b> Next Generation Home Energy Reports vs. Other Interventions
12 noon–1:30 PM	<b>LUNCH</b> <i>(Independence Ballroom)</i>					
Topic Session 2 1:30–3:00	<b>2A (Room 5)</b> Marketing & Communication <i>Lightning Session</i>	<b>2B (Room 1)</b> Activism & Culture Change	<b>2C (Room 2)</b> Increasing the Efficacy of Community-Scale Initiatives	<b>2D (Room 3)</b> Unlocking Behavior- based Energy Savings in Commercial Bldgs.	<b>2E (Room 6)</b> Modeling Energy Savings	<b>2F (Room 4)</b> Getting to Gold Medal Utility Programs
3:00–3:30	Afternoon Break					
Topic Session 3 3:30–5:00	<b>3A (Room 5)</b> Program Evaluation <i>Lightning Session</i>	<b>3B (Room 1)</b> Marketing Lessons in Domains Beyond Energy	<b>3C (Room 2)</b> Challenges & Opportunities Targeting Small/ Medium-sized Enterprises	<b>3D (Room 3)</b> Who Knew! Collaborating with the Arts to Engage People & Inspire Behavior Change	<b>3E (Room 6)</b> Frontiers in Research and Understanding of Behaviors	<b>3F (Room 4)</b> Leveraging Smart Meter Data to Identify Energy End Uses
Free time for Networking and Poster Preparation						
6:30–8:30	<b>POSTER SESSION &amp; RECEPTION</b> <i>(Independence Ballroom)</i>					
<b>DAY 3 TUESDAY, DECEMBER 9</b>						
7:30–8:30	Continental Breakfast					
Spotlights 8:30–10:00 AM	There are People Behind Those Walls—Behavior Makes a Difference in Industry Moderator: Richard Hart, EnerNOC			What If the Prius had Looked Like Every Other Car? How Visual Design Influences Our Behavior and Changes Our World Moderator: Julie Hayes, Milepost Consulting		
10:00–10:30	Morning Break					
Topic Session 4 10:30–12:00	<b>4A (Room 5)</b> Integrating Behavioral Strategies Into Energy- Efficiency Programs <i>Lightning Session</i>	<b>4B (Room 1)</b> Latest in How to Communicate About Climate Change	<b>4C (Room 2)</b> Reaching Low Income and Underserved Communities 1	<b>4D (Room 3)</b> Benefits to Self vs Others - Which Motives More?	<b>4E (Room 6)</b> Automate or Encourage? Behavioral Programs in Commercial Buildings	<b>4F (Room 4)</b> Using Big Data for Evaluation
12 noon–1:30 PM	<b>LUNCH</b> <i>(Independence Ballroom)</i>					
Topic Session 5 1:30–3:00	<b>5A (Room 5)</b> Social Norms & Culture Change <i>Lightning Session</i>	<b>5B (Room 1)</b> Advances in Media / Marketing	<b>5C (Room 2)</b> Reaching Low Income and Underserved Communities 2	<b>5D (Room 3)</b> Leveraging Behaviorally- Focused Technology Solutions	<b>5E (Room 6)</b> Organizational Behavior	<b>5F (Room 4)</b> Is Time On Our Side? Temporal Dimensions of Energy Conservation
3:00–3:30	Afternoon Break					
Topic Session 6 3:30–5:00	<b>6A (Room 5)</b> Feedback and IT to Understand and Enable Behavior Change <i>Lightning Session</i>	<b>6B (Room 1)</b> Segmentation - Marketing	<b>6C (Room 2)</b> Games and Gamification	<b>6D (Room 3)</b> Identifying and Overcoming Barriers	<b>6E (Room 6)</b> Behavioral Economics & Decision-Making in Transportation Sector	<b>6F (Room 4)</b> Using Evaluation Research and Results to Design Better Programs
5:15–6:15	<b>FILM FESTIVAL</b> <i>(Independence Ballroom)</i>					
<b>Dinner on your own</b>						
7:30–9:30	<b>Workshops and Participant-Organized Sessions</b> <i>(Check bulletin board by registration desk for rooms)</i>					
<b>DAY 4 WEDNESDAY, DECEMBER 10</b>						
7:30–8:30	Continental Breakfast					
Topic Session 7 8:30–10:00	<b>7A (Room 5)</b> Results Are In: Savings Are Real	<b>7B (Room 1)</b> Policy Drivers for Research Into Climate and Energy	<b>7C (Room 2)</b> The Secret Sauce: Finding and Activating Your Target Audience	<b>7D (Room 3)</b> Are Smart Thermostats Really That Smart?	<b>7E (Room 6)</b> <i>Transforming Transportation</i>	<b>7F (Room 4)</b> Innovative Community Policy Case Studies
10:00–10:30	Morning Break					
Topic Session 8 10:30–12:00 noon	Closing Plenary <i>(Independence Ballroom)</i>					
1:00–4:00	<i>Post-Conference Workshops</i>					