

Schedule at a Glance

SUNDAY, OCTOBER 7						
9:00 am–5:00 pm	Pre-Conference Workshops					
5:30–6:45 pm	Young Professionals Reception (Columbia A)					
7:00–9:00 pm Registration 6:00–8:00 pm	KICK-OFF PROGRAM & DESSERT RECEPTION (Regency A)					
DAY 2 MONDAY, OCTOBER 8						
7:00–8:15 am	Continental Breakfast & Registration					
8:30–10:00 am	OPENING PLENARY & KEYNOTE BY GEORGE MARSHALL (Regency A)					
10:00–10:30 am	Morning Break					
Topic Session 1 10:30 am–12:00 pm	(Columbia B) Lightning Session: Social Marketing and Communications	(Regency D) Energy in Households: Dynamics, Roles, Action!	(Regency B) New Technologies for the Consumer of the Future	(Regency C) Electrification: Industry in Transition	(Hall of Battles) Values, Beliefs, and Culture	(Columbia A) Panel Session: Energy Efficiency: More than Rebates
12:00–1:30 pm	LUNCH (Regency A) / PRECOURT FELLOWS LUNCH (Columbia C)					
Topic Session 2 1:30–3:00 pm	(Columbia B) Lightning Session: Program Design	(Hall of Battles) Methods and Metrics for Divergent Populations	(Regency B) The Roles and Potential of Local Governments	(Regency D) Varied Approaches to Engaging Customers	(Regency C) New Mobility	(Columbia A) Panel Session: Building Political Bridges over Climate Change
3:00 – 3:30 pm	Afternoon Break					
Topic Session 3 3:30–5:00 pm	(Columbia B) Lightning Session: Programs	(Hall of Battles) Measuring the Effect of Radically Different Approaches to Engaging Residents	(Regency D) Customers!—Decision Modes, Messaging, and Satisfaction with Utilities	(Regency C) Time Varying Pricing and Effects on Customers	(Regency B) Renewable Energy Frontiers	(Columbia A) Panel Session: Changing Mobility Patterns, Changing Energy Use
5:00–5:45 pm	Free Time for Networking and Poster Preparation					
5:45–7:30 pm	POSTER SESSION & RECEPTION (Regency A)					
DAY 3 TUESDAY, OCTOBER 9						
7:30–8:15 am	Continental Breakfast					
8:15–10:00 am	Let's Talk Driverless Cars (by the former Governor of the Automotive Capital of the World) (Regency A)			Panel Session: How the Media Covers Climate Change (Regency A)		
10:00–10:30 am	Morning Break					
Topic Session 4 10:30 am–12:00 pm	(Columbia B) Lightning Session: Innovations in Models, Metrics, and Customer Choice	(Regency D) Digital Media for Energy Savings	(Regency B) Stimulating Behavior Change in Homes and Neighborhoods	(Regency C) The Future of Energy is Near: Lessons Learned from Communications Pioneers	(Hall of Battles) New Forms of Program Participation in the Commercial Sector	(Columbia A) Panel Session: Human Sides of Connected and Autonomous Vehicles: What We Already Know and What We Need to Know
12:00–1:00 pm	LUNCH (Regency A)					
Topic Session 5 1:00–2:30 pm	(Columbia B) Lightning Session: Transportation	(Hall of Battles) Machine Learning: Opportunities and Challenges	(Regency D) Opportunities to Educate and Serve Hard-to-Reach Communities	(Regency C) Power from the People: Perspectives for Utility Mass Market Communications	(Regency B) Smart Thermostats	(Columbia A) Panel Session: How Do Renewable Energy and Energy Efficiency Decisions Differ, and Where Do They Find Common Ground?
2:30–3:00 pm	Afternoon Break					
Topic Session 6 3:00–4:30 pm	(Columbia B) Lightning Session: Technology	(Hall of Battles) What Can We Learn from International Case Studies?	(Regency D) Achieving Results with Hard-to-Reach Populations	(Regency C) Incentives to Overcome Financial Barriers	(Regency B) Tangible Efforts to Enhance Electric Vehicle Adoption	(Columbia A) Panel Session: Powerful Public Engagement through Art
4:30–4:45 pm	Move to Regency A					
4:45–5:45 pm	How to Find Common Ground on Climate and Energy Policy: Economic Prosperity and Shared Opportunities Sen. Sheldon Whitehouse and Sharon Burke (Regency A)					
6:00–7:00 pm	Informal Session: How to Get Published (Hall of Battles)					
7:15 pm	Organized Dinners (meet in the hotel lobby at 7:15 pm)					
DAY 4 WEDNESDAY, OCTOBER 10						
7:30 – 8:30 am	Continental Breakfast					
Topic Session 7 8:30 – 10:00 am	(Columbia B) Selecting and Unpacking Behaviors: A Critical First Step in Developing Effective Programs		(Regency B) Public Policy and the Role of Key Stakeholders	(Regency C) Using Schools to Motivate Community Change	(Hall of Battles) Games and Competitions	(Columbia A) Panel Session: Gained in Translation – Overcoming Evaluation Obstacles through International Collaboration
10:00 – 10:30 am	Morning Break					
10:30 am – 12:00 pm	CLOSING PLENARY: Mining Minds for a Better World: Pioneers Talk about Environmental Social Science Research (Regency A)					
Afternoon	Post-Conference Workshops					

Audience Color Coding

Marketing	Industry
Program Implementers	Utilities
Academic	Govt / Policy
Transportation	