

From: Prosper, Terrie D.
Sent: 3/9/2011 1:08:56 PM
To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)
Cc:
Bcc:
Subject: CPUC Hosts Thought Leaders Session on Advanced Customer Engagement
Platforms: CPUC Media Advisory

FOR IMMEDIATE RELEASE

**MEDIA
ADVISORY**

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**CPUC
HOSTS THOUGHT LEADERS SESSION ON
ADVANCED CUSTOMER ENGAGEMENT PLATFORMS**

SAN

FRANCISCO, March 9, 2011 – The California Public Utilities Commission (CPUC) today announced the next topic in its ongoing Thought Leaders Speaker Series: Advanced Customer Engagement Software Platforms.

An executive-level panel will discuss the ways that software platforms and social media may help customers manage their energy usage, cut their energy bills, and save money. The panel will discuss a number of customer engagement platforms that match publicly available data with a customer's own energy usage patterns to offer personalized

information, advice, and rewards designed to enable and encourage customers to make more efficient energy choices. This event is free and open to the public.

WHEN: March 24, 2011, 2 p.m. - 4 p.m.

WHAT:
Advanced Customer
Engagement Platforms:

Will
Rewards, Competition, and Social Networking Motivate Consumers to Conserve Energy?

There will be a moderated question and answer session. In order to facilitate the session, please send your questions in advance of the event to thoughtleaders@cpuc.ca.gov.

WHO:
Moderator
Jenn Mitchell-Jackson of Opinion Dynamics will lead a panel of executives from Efficiency 2.0, RecycleBank, Tendril, Formative Labs, OPOWER, and the Sacramento Municipal Utility District (SMUD).

WHERE: CPUC
Auditorium, 505 Van Ness
Avenue, San
Francisco.

Also available in real time and archived via video webcast
at: www.californiaadmin.com/cpuc.shtml

To register for this event (not required, but appreciated)
and for more information on Thought Leaders, including archived video webcasts
of prior speakers, please visit www.cpuc.ca.gov/thoughtleaders.

The CPUC hosts the Thought Leaders Speaker Series to
stimulate thought and discussion of some of the most pressing challenges facing
California utility regulators and the private sector industries impacted by
state policies. Leading experts from around the world take center stage to offer
their expertise and vision in areas such as communications, energy, water,
transportation, the environment, green jobs, and more. Although a quorum of
Commissioners may
be in attendance, no CPUC action will be taken at this
event.

For more information on the CPUC, please visit www.cpuc.ca.gov.

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Terrie Prosper
Director, News & Public
Information Office
California Public Utilities
Commission

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