

From: Howard, Ted
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Subject: CPUC Thought Leaders Panel: Advanced Customer Engagement Platforms

CPUC
Policy and Planning Division

Presents

A Panel Discussion on
March 24th, from 2 -4 PM, in the CPUC auditorium at 505 Van Ness Ave., San
Francisco.

Advanced Customer Engagement Platforms

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

**Our
Panelists:**

**Tom Scaramellino,
Founder & CEO, Efficiency 2.0**

**Matthew
Tucker, President, RecycleBank**

**Jessica
Alter, Founder & CEO, Formative Labs**

**Bruce
Ceniceros, Principal Program Planner, Sacramento Municipal
Utility
District**

**Ivo
Steklac, Executive VP, Sales & Strategy,
Tendril**

**Sean
Harrington, Senior Director, Client Solutions, OPOWER**

The 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.

The Moderator of this panel discussion will be Jenn Mitchell-Jackson of Opinion Dynamics.

For a brief registration, please go to: <http://www.cpuc.ca.gov/ThoughtLeaders>

The session includes a Question and Answer session. Please send your questions in advance to thoughtleaders@cpuc.ca.gov

FREE AND OPEN TO THE PUBLIC

For questions and comments, please contact:
thoughtleaders@cpuc.ca.gov

Also available via video webcast at: www.californiaadmin.com/cpuc.shtml

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