Just announced! Take a closer look at the Forum 2023 agenda

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Our planning for E Source Forum 2023 is underway, and we have lots in store for you!

Save the date for the E Source Forum 2024

Thanks for another wonderful Forum! We hope to see you next year: October 8–October 11, 2024

Save the date

This year's sessions will cover topics that are top of mind for utilities. They're built around four tracks so you can tailor your agenda to match your interests:

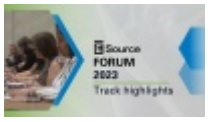
- Customer experience (CX)
- Customer programs
- Distributed grid management
- Marketing and communications

Check out the agenda and start planning your personal Forum experience today.

Without further ado, let's explore each track and learn what's on tap.

What to expect from the Forum 2023 agenda

Watch this video to learn even more about what we have planned in this year's sessions.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Track highlights

Customer experience

We know utilities are faced with the challenge of meeting decarbonization goals and increasing resiliency while trying to provide a great customer experience. This track focuses on strategies to improve CX and help you meet your goals while reducing costs. Look out for topics such as:

- Increasing grid resiliency and improving the outage experience for vulnerable customers
- Creating a smooth customer journey through utility fleet advisory services
- Gathering customer data in the contact center to identify and solve problems
- Implementing new technologies to create internal efficiencies and improve CX

Session spotlight! Equitable outage solutions to help customers bounce back

Wednesday, September 20 | 11:00 a.m. to 12:15 p.m.

As extreme weather and other challenges become more frequent and stress our large, increasingly complex, and often antiquated energy grid, power outages will proliferate and cause ongoing hardship and emergencies. This is bad news for utilities and their customers, but outages will have an outsized effect on vulnerable and at-risk communities, which often have lower-quality infrastructure, less disposable income, and nowhere to go during a prolonged outage. Join us to learn how you can proactively help customers prepare for and get through outages, especially those who are most vulnerable.

Customer programs

This track will explore some of the ways utilities can create or adjust their customer programs to ensure that program uptake remains high while delivering savings, that the programs are pushing the utility toward its decarbonization objectives, and that it’s all being done equitably. Some of our sessions will cover:

- Revamping residential programs to find more savings and reach a larger audience
- Balancing the pursuit of transportation electrification versus building electrification programs
- Helping commercial customers reach decarbonization goals while remaining resilient
- Developing new construction programs with affordability and sustainability as guiding principles

Session spotlight! Find new customers and more energy savings with a program makeover

Wednesday, September 20 | 11:00 a.m. to 12:15 p.m.

Are your programs struggling to find customers and savings? More-stringent building codes are requiring higher efficiency baselines and the energy-efficient technology market is saturated, making it tough to meet your goals. We’ve invited three utility panelists to share how they revamped their programs to reach more customers and claim more savings. You’ll learn program strategies for different sectors and technology types, including redesigning a natural gas weatherization program, expanding outreach to disadvantaged communities and hard-to-serve customers in a residential HVAC program, and filling the gap from commercial and industrial lighting savings.

Distributed grid management

Utilities are navigating a wave of electrification—both from buildings and transportation. As they move forward, utilities are also tasked with continuing to deliver safe, reliable, low-cost energy to customers. This track will focus on approaches you can take to help support the grid in the face of electrification, such as virtual power plants and even energy efficiency. Explore topics such as:

- Improving EV demand forecasts using collaborative, data-driven approaches
- Using distributed energy resources such as batteries, EVs, and other flexible resources as virtual power plants
- Funding grid upgrades
- Saving energy and managing the reliability and cost implications of electrification by putting customers on a “watt diet”

Session spotlight! Improve EV demand forecasting and planning by reimagining data-sharing practices

Thursday, September 21 | 10:30 a.m. to 12:00 p.m.

As EVs and other electric technologies continue to take up increased market share, it’s imperative that utilities bring together the best available mapping of capacity and demand to support this transition. Current forecasts are often proprietary and not shared widely or transparently, and utility capacity info is often confidential or outdated. The EV landscape involves many stakeholders—from utilities and OEMs to technology providers and charging vendors. Having access to this information will allow for thoughtful and consistent planning and forecasting. Come learn some new strategies for sharing data across groups and industries, building and maintaining maps for planning purposes, and using those maps to support utility and industry efforts related to electric mobility.

Marketing and communications

This track will focus on helping utilities and municipalities engage with customers to meet their goals, improve customer satisfaction, and improve awareness of utility products, programs, and services. With something for gas and electric utilities alike, some of the topics we’ll cover include:

- Using product marketing to advise customers about products, programs, and services
- Building lasting relationships with business customers and communicating value to them
- Understanding the needs and wants of low- and moderate-income (LMI) customers to improve engagement and outreach
- Adopting effective solutions that can win customers’ attention

Session spotlight! LMI customer engagement: Rethinking and tailoring your outreach strategies

Thursday, September 21 | 9:00 to 10:00 a.m.

Is it time to reimagine your outreach strategies for LMI customers and other underserved communities?

These might be customers who participated before but lost interest. Or maybe they showed interest but never enrolled in your program. In this session, we'll discuss opportunities and strategies for engaging (or reengaging) with your most vulnerable customers.

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