# From the park to the peak: What to expect from Forum 2024

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## From the park to the peak: What to expect from Forum 2024

We're excited to see you in Denver next month for E Source Forum 2024. Every year, we bring you the latest breakthroughs and trends in the utility sector—along with a healthy dose of fun—and this year is no different. With the industry in transition, utilities are facing a mountain of challenges. This year's Forum will be your compass as you scale your way to the peak.

### Save the date for E Source Forum 2025

Forum will take place October 6–October 8 in downtown Denver.

Save the date

So, what can you expect from this year's event? Let's dive right in!

### The E Source 2024 Utility Awards Ceremony with special guest AY Young

Instead of a closing keynote, we're hosting a special awards gala to celebrate superstars in the industry. Walk the red carpet and enjoy live music from singer-songwriter AY Young (who powers his concerts with 100% renewable energy) as we honor the winners of the:

- E Source Utility Ad Awards Contest
- E Source Achievements in Customer and Employee Experience awards
- E Source Website Benchmark awards

Don't worry, the party won't stop there. Our annual tradition of table tennis and libations at Ace Eat Serve will take place Thursday evening to conclude Forum in style.

## Get a sneak peek at our special guest performer, AY Young!

AY is a singer, songwriter, activist, and entrepreneur who uses his music to support global communities without access to electricity, model sustainability in his industry, and inspire global action. We're thrilled to have AY perform at our Utility Awards Ceremony.

## Take a walk in the park at the E Source booth

Make sure to leave time in your week to visit the E Source booth. Meet with experts at the picnic area, pet a puppy in the dog park, lounge by the fire pit, and discover all the ways we can help make your utility's challenges a walk in the park!

**Lifeline Puppy Rescue dog park**. The dog park will have rescues available from Lifeline Puppy Rescue during select hours throughout the event for a puppy pick-me-up when you need a boost of dopamine. Stop by for endless cuddles and kisses to get your tail wagging again.

**The picnic area**. Grab your picnic basket and join an E Source picnic table topic that resonates with you to learn about what's new and get an exclusive look at our offerings—*100% ant-free!*

## Kick off your Forum journey with executive-led panels

After the conclusion of the opening plenary, sessions will begin with panels led by utility executives from ComEd, SMUD, PG&E, Eversource, Avista Utilities, JEA, and others. These track panels will lay the groundwork for your unique learning path at Forum so you can hit the trail strong.

Topics include:

These executive panels will lay the groundwork for your unique learning path at Forum so you can hit the trail strong.

- Building the business case for equity at your utility
- Customer experience: The view from the C-suite
- Executive insights on decarbonization and the role of utility customer DSM programs
- Executive insights on virtual power plants, prosumers, and the grid edge
- Reaching customers in an age of hyper convenience and growing mistrust
- Utility leaders transforming mobility

For a closer look at each session, visit the Forum agenda.

## Immerse yourself in a new cumulative track system

Based on attendee feedback, we've put together a cumulative track system to enhance your learning and networking experience. Each track will give you the tools needed to navigate the trails ahead. You'll get the chance to dive deep into the topic that resonates with you, with sessions building on each other for maximum brainpower.

Be sure to register for your specific track and stick with it throughout the event for the ultimate adventure! This year's tracks include:

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- Affordability and equity
- Customer experience
- Efficient and flexible decarbonization
- Electric transportation
- Marketing and communications
- Storage and distributed energy resources (DERs)

For more information on the tracks this year, explore A comprehensive guide to the Forum 2024 agenda.

## Celebrate your Forum milestones with a capstone workshop

You'll know you've reached the top of the mountain when you roll up your sleeves at an interactive capstone workshop. On the final day of Forum, you'll put everything you've learned into action. There will be one workshop per track, led by our team of subject matter experts.

The capstone workshops will provide a fun space for you to create, innovate, and collaborate—and maybe win a prize or two. We hope you'll share something you plan to do differently at your utility with the help of your E Source membership.

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