

**Register now to attend a social marketing workshop with One Change in San Diego Jan 26<sup>th</sup>:  
Influencing Customers to Choose Energy Efficiency: A Social Marketing Workshop**

Utilities and demand-side management implementers are being challenged to double and triple the amount of savings they are getting through their customer programs. But raising rebates and adding technologies and programs may not be the best way to boost participation. By carefully developing a behavior change and social marketing campaign, awareness rises and customers start to seek solutions to lower their energy use.

Please consider coming to our half-day workshop, which provides the information and tools you need to take this type of program back to work and get it in the field.

It is being held on January 26<sup>th</sup>, just before the 19<sup>th</sup> National Energy Services Conference in San Diego.

**Attendees of this course will be able to:**

- Understand the benefits of social marketing techniques to enhance DSM success
- Understand how social marketing is different from traditional marketing, but can complement various marketing approaches
- Cite current and relevant examples of social marketing from the field and literature
- Jumpstart a social marketing effort for your organization

The workshop includes Stuart Hickox, Executive Director of One Change, as an instructor. Stuart's award-winning energy efficiency campaign Project Porchlight is one of the most extensive and successful social marketing campaigns in North America, having now expanded from Canada to the U.S. He will provide a start-to-finish case study of their program, including design, mid-stream changes, and results to date.

Our workshop outline will include the following elements:

- **Background on social marketing:** This will include a discussion of how social marketing works; the overlap with traditional marketing as well as why it's different from Public Relations.
- **Planning a social marketing campaign:** We will discuss important items to consider when creating a social marketing campaign. This will include: definition of goals and objectives; selection of specific behaviors to promote; identification of target audience(s); barriers and benefits to behavior adoption; market research; market segmentation; channels and strategies for behavior promotion.
- **Lessons and case studies from the field:** We will review and critique other social marketing strategies from the energy field and other disciplines.
- **Evaluation techniques for social marketing campaigns:** Evaluating programs that are not "hardware installations" creates difficulties in measurement. But creative evaluation techniques can be used, with specific emphasis on market research techniques appropriate for behavior-change measurement.
- **Exercises:** To build the attendees experience in working with social marketing concepts, hands-on exercises will be interspersed throughout.

To register for this workshop, as well as the National Energy Services Conference (which is the THE premier event for DSM professionals), please go to the following link: [www.aesp.org](http://www.aesp.org)

Please pass this on to others that may be interested as well. We hope to see you in San Diego!

Sincerely,

Bill LeBlanc, President, Boulder Energy Group

Patricia Thompson, Sr. Consultant, Summit Blue Consulting

Stuart Hickox, Executive Director, One Change/Project Porchlight