

Accelerating EV Adoption:
The Role Utilities Play in Providing Real Value

*Special Guest: David Treston, Sr. Account Planner, KSV
Elizabeth Burroughs, Engagement Manager, Apogee Interactive, Inc.*

Our Speakers:

David Treston, Sr. Account Planner, KSV, Specialized in brand strategy, brand positioning, messaging development, consumer insights, quantitative and qualitative research execution and analysis for energy companies. His clients include New York State Energy Research & Development Authority (NYSERDA), National Grid, and MassSave. He holds a Bachelor of Arts, Communication and Marketing Management from Virginia Tech, and a Master of Science, Communications Strategy from Virginia Commonwealth University.

Elizabeth Burroughs, Engagement Manager, Apogee Interactive, graduated from Georgia State University in 2013 with a BBA in Marketing. Her professional background includes experience with strategic marketing campaigns. As Engagement Manager at Apogee Interactive, her role includes creating and executing outbound communication plans for Apogee's Envoy customers. Elizabeth specializes in digital communications strategies for utilities, and is currently working with more than 20 utilities nationwide. She continues to help energy professionals meet and exceed their customer engagement goals with relevant, personalized, and proactive messaging regarding topics such as rate transformation, high bills, or utility program initiatives. Her proven campaign tactics include sophisticated digital applications that incorporate the utility customer's bill analysis with or without AMI data. Once the customer's data is analyzed the information is then selectively distributed to in the form of video, text, email, and where appropriate, utility social media.

Agenda

- A snapshot of the current and forecasted Electric Vehicle market
- Customer motivators and barriers to adopting EVs
- Opportunities to build trust with customers throughout their EV buying journey
- EV buyer personas
- Engaging Customers with Outbound Communication

Tailored Engagement



Marketing Plans

2018 Analytics

- **Unique Open Rates**

- Mid-cycle Alerts 42%
- Video Bill Explanation 44%
- Summary Report 46%

Industry Average 31%

- **Unique Click Rates**

- Mid-cycle Alerts 3%
- Video Bill Explanation 18%
- Summary Report 14%

Industry Average 3.9%





Coming Soon:

Next Webinar:

August 13th : TECO's Lamb Cam Social Media Campaign

Conferences:

Aug. 21st – 23rd Cooperative Exchange, Williamsburg

Sept. 30th – Oct. 3rd EMACS, New Orleans

Oct. 2nd – 4th Power South, San Destin

Oct. 8th – 10th FMEA, Kissimmee

Oct. 27th – 30th APPA Connections, New Orleans

