

Meet the Pioneers, Rock Stars, and Practitioners of Utility Social Media!

## Social Media for Utilities Conference

May 8-9, 2017  
The Hard Rock Hotel  
Chicago, IL



*How Does Your Digital Communications Strategy Compare with Other Utilities?*

**This two-day event connects utility professionals with the knowledge, experience, and connections to improve your social media strategy, policy, governance and practical use.**

Attend our THIRTEENTH event on this topic, **learn actionable advice** on how you can optimize your current social media channels to support your utility's business goals with minimal time and resources. You will meet industry game changers here. **Register today.**

**Meet Social Media Managers and Digital Communications Professionals from Utilities across North America. Learn first-hand from case study presentations by:**



### Schedule

**Two Day Conference: \$1895 (Early Bird \$1695 Register by April 15<sup>th</sup>)**

**Deep Dive: Master Class on Utility Social Media**

Monday, May 8, 2017 8:30 am – 12:00 Noon

**Conference Day One:** Monday, May 8, 2017 1:00 pm – 5:00 pm

**Networking Happy Hour:** 5:00 pm – 6:00 pm

**Conference Day Two:** Tuesday, May 9, 2017 8:00 am – 4:00 pm

[Register now](#) for the most original, informative, and interactive conference on the market of its kind!

## Rock Star Speakers

- Ashley Baptiste, CEO, Conferences Connect
- Amy Jahns, Senior Communications Specialist, We Energies
- Luke Partridge, Manager, Global Strategy Group
- Sabrina Potirala, Senior eChannels Program Manager for Social Media, ComEd
- Isaac Pigott, Communications Strategist, Alabama Power
- Cathy Schulze, Media Spokesperson, We Energies
- Daniel Séguin, Manager, Media and Public Affairs, Hydro Ottawa
- Franchesca Thompson, Digital Communications Manager, DC Water
- Chelsea Watt, Manager, Social Media and Digital Content, BC Hydro
- Dana Yeganian, Senior Vice President of Communications, Global Strategy Group

## Who Should Attend? And Who Will You Meet?

Attendees are from the utility industry (gas, electric, water and diversified, investor-owned and independent) with responsibilities in:

- |                             |                           |
|-----------------------------|---------------------------|
| • Social Media              | • Self-Service Management |
| • Digital Engagement        | • Web and Mobile Services |
| • Customer Communications   | • Customer Measurement    |
| • Corporate Communications  | • Billing & Payments      |
| • Contact Center Management | • Strategy & Planning     |
| • Customer Service          | • IT                      |
| • Marketing                 | • Regulatory Policy       |

This conference is a must-attend event for companies and consultants that assist the utility industry in developing and implementing social media solutions, technologies, training and strategies.

## Do You Provide Social Media Solutions?

Join us to showcase your products and services to utility decision makers and influencers. **Conferences Connect's 13<sup>th</sup> Social Media for Utilities** event offers you excellent exposure to maximize your 2017 marketing budget through these opportunities:

- |                          |                         |
|--------------------------|-------------------------|
| • Program Sponsorship    | • Networking Break Host |
| • Welcome Reception Host | • Table Top Exhibits    |
| • Luncheon Host          | • Lanyard Sponsorship   |
| • Breakfast Host         | • Special Activity Host |

Feature your company at this event. Confirm your sponsorship/exhibit by contacting Ashley Baptiste at (610) 325-4830 or via email at [ashley@conferencesconnect.com](mailto:ashley@conferencesconnect.com).

### Happy Hour Sponsor



### Lunch Sponsor

**AGENT511**

**Learn How to Manage Your Digital Strategy to Meet Customer Expectations! [Register now](#)**

## Why Should You Attend?

*What sets us apart?*



1) **Case Studies.** Conferences Connect events feature first-hand experience and knowledge by utilities, for utilities. The content is focused on specific energy industry issues and presented by utility representatives. This is how you can truly benchmark against other companies. Learn from your peers at this event.

2) **Networking.** Conferences Connect events feature **facilitated networking and sharing of contact information** so everyone can stay in touch, ask each other important questions, maintain relationships and stay **connected**, well after the conference takes place. At a Conferences Connect event, who will *you* meet?

3) **Quality.** Our events feature a single-track, general session agenda. Why does that matter? When all attendees participate in the same conversation, their learning, experiences and knowledge are shared more among participants. A single-track general session experience offers you the most learning and engagement.

4) **You are a ROCK STAR!** An intimate setting of utility professionals sharing the good, the bad and the ugly allows you to learn what really happened well beyond the press release. Be on the inside. Consider this two-day event your “Back Stage Pass” to live conversations about strategies and tactics that will move you.

## About Chicago

Aside from being a convenient spot to meet, Chicago is a GREAT city. Innovative architecture, phenomenal shopping, world renowned restaurants and bustling commerce meet in this fashionable, approachable and hospitable city. Take a cruise along the Chicago River, a sunset ride along Lake Michigan, and experience its famous Architecture tour (by boat, of course). Join us to experience its energy and discover what's great about Chicago. Learn more at [www.ChooseChicago.com](http://www.ChooseChicago.com)

## Conference Location

The **Social Media for Utilities** event is located at the Hard Rock Hotel, 230 N. Michigan Avenue, Chicago, IL 60601. True Rock Star treatment is at the conference hotel. We have secured a rate of \$199 for a limited block of rooms for the nights of Sunday, May 7 through Tuesday, May 9.

Our Group Guest Rooms include:

- Discounted Valet Parking \$50 (usually \$65 daily)
- Complimentary Wireless Internet (savings of \$13.50 daily)
- Fender Guitar During Your Stay (How cool is this?)

To reserve your Rock Star Room, [CLICK HERE](#) to book online, or call the hotel directly at 312-334-6767 and ask for the Conference Connect rate.

Book early, Rock Star.



*Are you interested to Speak? Sponsor? Attend? Send a Team?*  
Contact: Ashley Baptiste, 610-325-4830, [Ashley@UtilityEvents.com](mailto:Ashley@UtilityEvents.com)

**Don't Miss a Moment of Conferences Connect's Social Media for Utilities Event, May 8-9, 2017!**

**Monday, May 8, 2017**

**8:00 Breakfast**

**8:30 Deep Dive: Resolve Your Biggest Issue at the Master Class on Utility Social Media**

Join us for this unique interactive session where you and your fellow participants become the case study in real-time! In addition to in-depth learning on the “next new things” facing social media in utilities, participants can resolve your most pressing issues.

**Bring your:**

- Problem
- Concern
- Inquiry into best practices

...and this Master Class will help you solve it.

Communications guru and utility veteran Ike Pigott from Alabama Power will lead the discussion. First, he will navigate us through key game changers in the evolution of Social Media. As the ultimate moving target, Ike will help us understand the current landscape and where it's headed. Then, he will help you address your questions with the help of the group. This leverages the knowledge and experience in the room to make us all better. We can work through as many issues for which we have time. It is a unique way to interact and learn and network, and you won't forget it.

Return to your office ready to tackle your biggest challenge, and ready to take on what's next in social media for your utility!

**For this interactive and collaborative session, bring your experiences, and prepare to share your best practices and horror stories with others who will be sharing the same.**



*Ike Pigott is Communications Strategist for Alabama Power. He spent 16 years in television news before making the full transition to corporate communications. In addition to private crisis communications consulting, he worked for the American Red Cross where he led crisis and disaster communications for the Southeast. During his tenure there, he pioneered the use of social media tools to tell the disaster response story and helped develop the social media curriculum for training the non-profit's advanced disaster response communications.*

**12:00 Lunch**

**Sponsored by: AGENT511**

**1:00 Conference Round Robin & Key Issues**

First things first - meet everyone in the room! Then, share with the room what you seek to gain from the conference and what your biggest challenges are – now, and what you see coming up in the next few years.

**What are you here to learn?** Who in the room can connect you with the content or resources to help you?

Be sure to participate in what is arguably the most significant session of the event!

**Ashley Baptiste, CEO, Conferences Connect**



*With 15+ years' experience producing conferences, Ashley ensures all participants gain value from her events. She coordinates event production, marketing, sponsorship sales, on-site management and customer service to foster engagement for all participants – not only with the content presented – but with attendees, solution providers, media partners and speakers. Ashley measures her success by the gratitude expressed for the rich learning experiences she facilitates on site and online, and for the network of resources participants take away and leverage for years to come.*

**Ensure you and your colleagues are all on the same page! [Register Your Team Today!](#)**

## 2:00 Is Video the New King of Social Content?



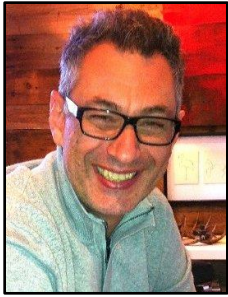
In Vegas, Elvis may still be King, but on social media, video is King.

Thanks to video integration across nearly all social platforms, there is no denying that video traffic is growing globally. The old saying that what happens in Vegas stays in Vegas, rarely holds true anymore. Hydro Ottawa uses video to educate and connect customers to its business, employees and events in a dynamic way. In this session, Dan Seguin, Manager of Media and

Public Affairs at Hydro Ottawa, shares:

- The utility's best practices on how to stand out on social channels
- Visual storytelling strategies at Hydro Ottawa
- How to use the power of video to re-energize your brand

### **Daniel Séguin, Manager, Media and Public Affairs, Hydro Ottawa**



*Dan leads the development and implementation of all strategies and programs to engage and inform Hydro Ottawa's key stakeholder audiences, including the media, internal shareholders, and all external stakeholders. Throughout his career, he has managed, prepared, and implemented strategic communications products; provided advice to senior ministerial staff, senior management, and government officials; managed large-scale events and liaised with stakeholders. Dan has been called upon to quickly analyze communications issues and provide advice, identify issues, and possible outcomes based on response to senior management.*

## 2:45 Networking Break

*"Wonderfully fantastic. The information sharing and storytelling deliver ideas to take home and implement into our social media strategy. Well worth it!" – S. S., Avista*

## 3:15 We Energies Safe Digging Campaign Goes to the Dogs: Call Before you Dig



From playful puppies to cuddly kittens, pictures of animals get plenty of attention. That's no surprise considering more than half of U.S. households have a pet. And most pet owners love sharing photos of their furry family members. We Energies took this simple concept and turned it into the company's most popular social media campaign ever – all to raise awareness about safe digging. Find out how they transformed their typical 811 messaging into a social media contest

to spread an important safety message: Doggone it! Call 811 before you dig.

### **Cathy Schulze, Media Spokesperson, We Energies**



*Cathy is a media spokesperson at Milwaukee-based We Energies - the largest utility in Wisconsin. She spent 15 years as a television reporter and news anchor at stations across the country. She brought her reporting and storytelling skills to We Energies in 2010 and has developed creative and effective ways to convey the company's messages to the media, customers and employees through both traditional and social media platforms. As a key company focus is safety, Cathy uses innovative techniques to raise awareness about using energy safely. Those techniques were on display when she created a We Energies safe-digging campaign which became the company's most successful social media campaign ever by crowning canine ambassadors to spread an important safety message: Doggone it! Call 811 before you dig.*

**Social Media can be tricky! Learn the dos and don'ts here. [Register Today!](#)**



## 2:00 Online Social Media Panels to Understand and Respond to Issues in Real-Time

Many utilities conduct ongoing customer research, using surveys, phone calls, and focus groups to learn more about what customers want and how favorable they feel about a utility's response, services or product offerings. But today more than ever, people's online lives – particularly their social media activity – is an expression of their thoughts and the issues they care about. To date, many utilities have used social media to communicate with their customers, and some are also looking at how customers rate their social media interactions with them. In addition to these methods, **there is a great opportunity to capture customer conversations and understand how they differ between various types of customers**, supplementing traditional research and feedback with a real-time and real-world measure of enthusiasm. **Online social media panels draw from the activity of communities online and help organizations understand and track how and when perceptions are formed.** This presentation provides:

- An overview of how these panels work
- How they can be used to ascertain additional information about sentiment and perceptions among customers and opinion elites
- Examples of how they can be used by utility companies to understand and respond to issues in real-time

**Dana Yeganian, Senior Vice President of Communications, Global Strategy Group**

**Luke Partridge, Manager, Global Strategy Group**



*Dana has more than 20 years of experience at the intersection of policy and communications, working on campaigns, in government, agency and corporate settings, and providing counsel to elected officials and executives. At GSG, Dana co-leads the firm's energy and utilities practice, which works with clients including Con Edison, the New York Independent System Operator, Eversource Energy, Utilidata, Power Options and Connecticut Water. Dana's energy experience also includes leading client engagements with Duke Energy and Ameren Missouri and serving as an in-house media spokesperson on environmental, regulatory, and policy issues at Progress Energy. She also worked in the press and policy offices for North Carolina Governor Jim Hunt. Dana received her bachelor's degrees in journalism and political science from the University of North Carolina at Chapel Hill.*



*Luke specializes in online research, digital advertising, social and website analytics, and the development of monitoring and measurement systems. Since joining GSG, Luke has provided his skills for several clients including Utilidata, The Corix Group of Companies, The Rockefeller Foundation, Airbnb, CONCACAF, and Pershing Square Capital Management. Luke's industry expertise spans the energy & utilities, healthcare, financial, and nonprofit sectors. Originally from England, Luke is a graduate of St Hilda's College at the University of Oxford, where he served as Vice President of the undergraduate body and editor of the Guardian Student Media award winning Oxyoron.*

## 5:15 Happy Hour Networking Sponsored by:



Isn't this the reason you're here? Network with your peers in the industry and fellow conference participants to wind down and continue the day's discussions. Learn what's top of mind for them and how they face similar challenges over a beer, wine and appetizers. Don't miss the most important networking event of the conference.



*"Finally, an event that brings together communications professionals within the same industry. The knowledge transfer and stories – completely invaluable! – S. S., Corix*

**Experience Valuable Lessons Learned in Utility Social Media! [Reserve Your Seat Today!](#)**

**Tuesday, May 9, 2017**

**8:00 Breakfast**

**9:00 Panel: Recognize Negative Social Media Issues Before They Become Viral**



What is a utility social media manager's biggest fear? Having a negative issue go viral. Join Amy Jahns, Senior Communications Specialist at We Energies, as she facilitates this important panel on how to quickly recognize negative social media issues that could become viral. Take away new ways to handle these reputation management issues.

**Topics include:**

- How do you spot the potential and how do you proceed?
- Examples of situations We Energies has faced and how they were handled
- Obstacles
- Examples of situations faced by conference participants and how they were handled

**Amy Jahns, Senior Communications Specialist, We Energies**



*Amy specializes in media relations and social media as senior communication specialist with We Energies, the largest utility in Wisconsin. As a former journalist, she is committed to presenting stories in ways that relate to readers and viewers. That approach, honed over the years in the newsroom, is now in practice at We Energies where she shares informative and positive stories using techniques designed to draw attention to important customer messages. Many of the stories Amy has developed and shared across multiple social media channels also have turned into local media coverage.*

*"Great group of people with a wealth of knowledge. The presentations and discussions offered new ideas, new resources, and reinforced inspiration. The conference schedule was a perfect balance of mingling, networking, and presentations." – M. W., Utilities, Inc.*

**10:00 DC Water Extends Digital Reach with Live/Video Engagement**



Live/Video engagement has transformed the way DC Water interacts with its customers and residents. Over the past 7 months, hear how DC Water launched the @DCwater Snapchat platform to engage with a new demographic, introduced Facebook Live as an educational outreach addition, and has grown @Mydcwater Instagram engagement and following by 49.9%. Franchesca will discuss how using platforms like Snapchat and Facebook live attract a new audience, and extends DC Water's digital reach.

**Franchesca Thompson, Digital Communications Manager, DC Water**



*Franchesca serves as the primary contact in support of the DC Water Authority's digital communications program, including real-time interaction with customers across all social media channels. She implements the social media strategy and coordinate with stakeholders across DC Water to ensure the effectiveness and adoption of relevant social media techniques. She contributes to online advocacy efforts, including writing editorials and supporting community outreach efforts and promotions. She also manages the Authority's presence on social networking sites including Instagram, Facebook and Twitter, and Snapchat, as well as other similar community sites and seed content across these channels as needed.*

**Facebook, Twitter, Instagram, YouTube – Reach Customers Where They Are! [Register Your Team Today!](#)**

## 11:00 How to Get Invited to the Cool Kids' Table: BC Hydro Uses Social Media to Engage Customers



Utilities aren't exactly known for being on the cutting edge of technology and customer service – but our customers' expectations are rising every day. As a regulated utility, it's not always easy to keep up with the proverbial "Joneses." So, how does your utility get invited to the "cool kids' table?"

Hear about 3 ways BC Hydro is using social media to keep their customers engaged:

- Hootsuite Campaigns
- Instagram Stories
- Tackling high bills using Facebook Live

### Chelsea Watt, Manager, Social Media and Digital Content, BC Hydro



*Chelsea leads BC Hydro's digital content team, focused on developing and delivering content for owned channels and digital campaigns. Her team manages BC Hydro's industry-recognized social media channels, leads 24/7 emergency and crisis communications response, and writes content for more than 4 million customers. While on the team, Chelsea launched BC Hydro's first corporate Twitter account, managed Facebook during a province-wide smart meter installation, and led the roll-out of a new brand tone. Prior to joining BC Hydro, Chelsea supported public consultation for major capital projects and infrastructure at BC Transmission Corporation. She has a degree in Communications from Simon Fraser University.*

## 12:00 Lunch

*"Great group of people with a wealth of knowledge. The presentations and discussions offered new ideas, new resources, and reinforced inspiration. The conference schedule was a perfect balance of mingling, networking, and presentations." – M. W., Utilities, Inc.*

## 1:15 ComEd Develops Twitter "Report-an-Outage" App



What happens when you don't have power? You tweet about it, of course! In this session, we will explore a multitude of new technologies that enable ComEd customers to partake in the power of self-service via social media channels. From the unique industry-led Twitter Report an Outage application to the AMI integration with its Facebook application and more, we will walk through how ComEd empowers its customers to report outages on the go, in the channel of their preference.

### Sabrina Potirala, Senior eChannels Program Manager for Social Media, ComEd



*Sabrina is a subject matter expert in the fast-moving field of social media and focuses on keeping ComEd in step with innovations and best practices, providing excellent social media customer service, and safeguarding ComEd's brand reputation in the social space. Sabrina leads the ComEd social media team in creating smart, engaging content in alignment with business strategies and goals, managing the 24/7 moderation of the ComEd social media channels, and assisting with emergency response management roles. Her background is strong in the social media and marketing arenas, with over 7 years of direct marketing experience in a variety of different roles. She holds a bachelor's degree in Journalism and Mass Communications from the University of Iowa.*

[Register Today](#) to Learn Simple Yet Effective Improvements to Your Social Media Strategy!



## 2:15 Best Practices for Outage Communications at Alabama Power



Your outage map is not enough!

Your customers have rising expectations when it comes to service – particularly where outages are concerned. They want more information, and they want it faster, and they want it in the channels that are convenient to them. Getting that mix right is a challenge, as you have to juggle the competing needs of the customer, the media, and your own internal operations team.

Alabama Power's Ike Pigott will join us with an exhaustive look at the best practices in the industry.

Learn how to:

- Anticipate customer needs
- Frame your progress for maximum benefit
- Own the tempo of the response

It's all about keeping your customers (and your regulators) happy!

**Ike Pigott, Communications Strategist, Alabama Power**



*Ike Pigott is Communications Strategist for Alabama Power. He spent 16 years in television news before making the full transition to corporate communications. In addition to private crisis communications consulting, he worked for the American Red Cross where he led crisis and disaster communications for the Southeast. During his tenure, he pioneered the use of social media tools to tell the disaster response story and helped develop the social media curriculum for training the non-profit's advanced disaster response communications.*

*"This is my second time attending this conference and it's great to see how other utilities interact with their customers on social media. The knowledge I can take back is of great benefit to our efforts." – S. M., Southwest Gas*

## 3:15 How's Your Rate Case? Using Social Media to Make the Case to Customers



Social Media is one of the clearest examples of rapidly evolving technology driving equally rapid behavior change among people around the world. For utilities, where reliability, consistency and risk avoidance are core values, these platforms offer great opportunities for enhancing outreach and customer service. They also present many challenges as individual social media platforms change their operating rules and new platforms compete for our time. Join us for this timely

discussion on how you can leverage the power of social media and hone your message to make your rate case a little easier.

## 4:00 Conference Adjourns

**Don't Take Our Word For It – Read Our Reviews from Past Attendees. Then [Register Today!](#)**

## Past Attendees RAVE About This Conference

*"Wonderfully fantastic. The information sharing and storytelling deliver ideas to take home and implement into our social media strategy. Well worth it!" – S. S., **Avista***

*"This is one of the very few conferences that are social media in utility specific and so every piece of information is valuable." – P.A., **BG&E***

*"Great opportunity to network with industry professionals and learn from their best practices. Great variety of topics and speakers." – M.S., **Corix***

*"I've learned that I have so much to learn about our social media strategy or lack thereof. So many resources are now at my fingertips." – T.I., **We Energies***

*"I enjoyed getting to learn about how other utilities operate and which tools they're using to implement their strategy." – L.B., **Peoples Gas***

*"Great group of people with a wealth of knowledge. The presentations and discussions offered new ideas, new resources, and reinforced inspiration. The conference schedule was a perfect balance of mingling, networking, and presentations." – M.W., **Utilities, Inc.***

*"This conference brought together like-minded individuals in a niche industry, which was unbelievably beneficial to me!" – S.P., **Commonwealth Edison***

*"The small group networking and sharing of ideas keep us on our toes and helps us continue to grow. Since social continues to grow." – A.J., **We Energies***

*"Finally, an event that brings together communications professionals within the same industry. The knowledge transfer and stories – completely invaluable!" – S.S., **Corix***

*"This is my second time attending this conference and it's great to see how other utilities interact with their customers on social media. The knowledge I can take back is of great benefit to our efforts." – S.M., **Southwest Gas***

*"Every speaker offered something new and eye opening I hadn't considered. Highly recommend." – B.B., **Hootsuite***

*"Conferences Connect has an amazing network to draw from which results in great discussion, presentations, quality, and networking!" – D.A., **Hootsuite***

*"I always enjoy hearing what others are doing with social media in our industry." – J.P., **AEP***

*"Great opportunity to have one-on-one time with utilities from across the country." – H.F., **Unitil***

*"Great opportunity to connect with peer utilities and share challenges and best practices." – S.E., **Columbia Gas of Ohio***

*"Conferences Connect consistently delivers an excellent environment to learn from the experiences all utilities are having, and then come away with ideas for making it better." – S.T., **Seattle City Light***

*"This conference is a priceless experience to learn new strategies from our colleagues around the U.S. and Canada." – A.J., **We Energies***

**Build Customer Satisfaction with Better Social Media Engagement. Learn How Here. [Register Today!](#)**

# Social Media for Utilities Conference

May 8-9, 2017  
The Hard Rock Hotel  
Chicago, IL



Four Ways to Register!

REGISTER NOW



- 1) Register Online: [https://events.bizzabo.com/sm4u\\_chicago\\_2017/home](https://events.bizzabo.com/sm4u_chicago_2017/home)
- 2) Register by Phone: (610) 325-4830
- 3) Register by Email: [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)
- 4) Register by Mail: Conferences Connect, PO Box 32, Southeastern, PA 19399

Please Register The Following:

- ☐ **Social Media for Utilities Conference**  
May 8-9, 2017: \$1895, Early Bird by April 15: \$1695
- ☐ I Cannot Attend But Please Send Me the Conference Proceedings at \$495.

Please charge my credit card ☐ Visa ☐ Master Card ☐ American Express

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Enclosed is a check for \$\_\_\_\_\_ to cover \_\_\_\_\_ persons

Please Register the Following:

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_ Phone \_\_\_\_\_ Mobile # \_\_\_\_\_

Email \_\_\_\_\_

**Billing Address** \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mailing Address (if different from above)

\_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Email or Mail to:** Conferences Connect, P.O. Box 32, Southeastern, PA 19399 [Ashley@ConferencesConnect.com](mailto:Ashley@ConferencesConnect.com)