

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

Social Media for Utilities Conference

May 7-8, 2018
B Ocean Hotel
Fort Lauderdale, FL



How Does Your Social Media 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.

You are invited to attend our FOURTEENTH event on this topic. **Learn actionable advice** to 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. Experience first-hand case study presentations by:



Schedule

Two Day Conference: \$1895 (Early Bird \$1695 Register by April 13th)

Deep Dive: Master Class on Utility Social Media

Monday, May 7, 2018 8:30 am – 12:00 Noon

Conference Day One: Monday, May 7, 2018 1:00 pm – 5:00 pm

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

Conference Day Two: Tuesday, May 8, 2018 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

- Priscilla Akuoko, Analyst, Social Media & Web Engagement, Baltimore Gas & Electric
- Sidney Alvarez, Media Relations, Con Edison
- Ashley Baptiste, CEO, Conferences Connect
- Jessica Fitzgerald, Manager, Social Care and Process Improvement, Eversource Energy
- Theresa Gilbert, Senior Director, Communications, Global Strategy Group
- Sabrina Potirala, Senior eChannels Program Manager for Social Media, ComEd
- Isaac Pigott, Communications Strategist, Alabama Power
- Alfonso Quiroz, Media Relations, Con Edison
- Joseph Szafran, External Affairs Manager, American Water
- 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
- Digital Engagement
- Customer Communications
- Corporate Communications
- Contact Center Management
- Customer Service
- Marketing
- Self-Service Management
- Web and Mobile Services
- Customer Measurement
- Billing & Payments
- Strategy & Planning
- IT
- 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 14th Social Media for Utilities** event offers you excellent exposure to maximize your 2018 marketing budget through these opportunities:

- Program Sponsorship
- Welcome Reception Host
- Luncheon Host
- Breakfast Host
- Networking Break Host
- Table Top Exhibits
- Lanyard Sponsorship
- 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.

Lunch Sponsor



Participating Sponsor



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

Why Should You Attend?

What sets us apart?

Case Study



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?



Quality
Accept No Imitations!

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 Fort Lauderdale

Fort Lauderdale is famous for its beaches, arts, culture and events. From shopping on Las Olas Boulevard, to gondola rides on the canals, to a historic riverfront. Just two miles north of Port Everglades, you can experience Fort Lauderdale's landscaped beachfront promenade, with its signature white wave wall and brick paved path. Across the street, visit luxury hotels, and enjoy Fort Lauderdale shopping or dining or a narrated 90-minute amphibious tour of quaint Las Olas Boulevard, historical districts, and the mansions and yachts dotting Millionaires Row. Stop at the Stranahan House, a preserved 1900s home furnished with antiques of the era. Or "follow the red brick road" of the Fort Lauderdale Riverwalk, the landscaped park, to the Arts and Entertainment District. Trying to stay fit? Dive into the Atlantic, hike into the Everglades or enjoy a workout and healthy fare at a resort spa. Learn more at <http://www.visitflorida.com/en-us/cities/fort-lauderdale.html>

Conference Location

The Social Media for Utilities event is located at the B Ocean Fort Lauderdale, 1140 Seabreeze Boulevard, Fort Lauderdale, FL 33316. It's **ON THE BEACH!** No busy road to cross – sink your toes into the sand right before or after the meeting! We have secured a rate of \$194 (includes room rate and resort fee) for a limited block of rooms for the nights of Sunday, May 6 through Tuesday, May 8.



Our Group Guest Rooms include:

- Two bottles of B Hydrated Water in-room daily
- Two lounge chairs daily on the beach
- Domestic and Toll-free calls
- Participation in the B Borrowing program (which includes: beach cruiser bicycles, board games, children sand toys, beach sports equipment.
- Complimentary Wireless Internet

To reserve your Rock Star Room, [CLICK HERE](#) to book online, or call the hotel directly at 954-564-1000 and ask for the Conference Connect rate. Book early, Rock Star.

Don't Miss a Moment of Conferences Connect's Social Media for Utilities Event, May 7-8, 2018!

Monday, May 7, 2018

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

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!](#)

1:45 Capture and Communicate Stories to Connect with Customers



Alfonso Quiroz and Sidney Alvarez traveled to San Juan, Puerto Rico in November 2017 to capture stories of Con Edison crews restoring power to the hurricane-ravaged island. More than 100 power line workers, technical specialists, and support personnel headed to Puerto Rico to help the island's power recovery. Hear first-hand how they captured stories, used social media to broadcast those stories, and how they gauge results and metrics.

Alfonso Quiroz, Media Relations, Con Edison

Sidney Alvarez, Media Relations, Con Edison



Alfonso currently serves as a spokesperson at Con Edison in New York, where he has played an instrumental role in fostering a city-wide energy awareness, as well as in implementing, coordinating a leading social media strategy that has won industry recognitions and national awards. Alfonso has enjoyed a 20-year public relations career in political and corporate communications in New York, Washington, D.C. and Chicago. His notable work in politics and as an activist has enhanced the quality of life in the places he's worked and lived.



Sidney is a multi-E Emmy Award-winning television journalist, with experience at multiple media affiliates throughout the United States for NBC, CBS, FOX, Warner Brothers, Univision and MTV. Currently he is responsible for media relations and social media strategies for Consolidated Edison of New York, Inc. He places positive stories about the company, its programs and employees in local and national media. He also uses his television background to develop cutting-edge videos that entertain, educate, inform and inspire. He created and hosts the company's 30-minute television show called "Plugged In" – featuring wide-ranging energy topics and how it impacts the daily lives of New Yorkers. He also hosts a monthly podcast of the same name.

"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

2:45 Networking Break

3:15 Transition Social Media to a Key Component of Your Public Relations Strategy



What can you get from attending this conference? After the May 2017 Social Media for Utilities conference in Chicago, the team at American Water developed a new strategy, with a renewed emphasis, that transitioned its use of social media from what was once a minor part of what it did externally, to what is now a key component of its public relations strategy. This session discusses:

- The thinking behind its deeper focus on social media
- American Water's new public relations strategy
- How the new strategy helped American Water promote its new customer education campaign
- Metrics that demonstrate American Water's social media success

Joseph Szafran, External Affairs Manager, American Water

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



Joe has more than 15 years' experience in communications and public relations. He is currently the External Communications Manager for American Water. In this role, he is responsible for developing and implementing the external affairs strategy for the company. Previously, Joe worked in internal and external communications for several Fortune 500 companies including DuPont, United Technologies, and Exelon. He also served as a legislative aide for a United States Congressman and Pennsylvania State Senator advising on policy issues that included transportation and infrastructure. Joe holds a B.A. in Business Management from Virginia Wesleyan College and M.A. in Political Science in Villanova University.

4:15 The Social (R)evolution: What Your Customers Expect From You

Social media has revolutionized the communications landscape. But within the past few years, there's also been an evolution in social media – particularly when it comes to effectively communicating with customers. Global Strategy Group (GSG), a communications and research firm with more than two decades advising utilities, presents an exclusive first-look at its new research exploring the social media habits of Americans, their attitudes toward utilities, and engagement with utilities via social media.

Questions we'll tackle include:

- How do customers want to engage with utilities via social media?
- Where are they most engaging with utilities?
- Do customers want issues resolved via social media or do they still want to talk to a live person?

The presentation also includes trend data from 2016 through today and real-world examples demonstrating the continuing evolution of utilities and social engagement.

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

Theresa Gilbert, Senior Director, Communications, 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.



Theresa leads a number of energy and utility projects, helping clients navigate communications, regulatory, and business challenges. For example, she works with the Con Edison team on social media strategy and content development. Prior to GSG, Theresa was a communications and media relations specialist at Eversource Energy, where she launched and managed the company's social media channels in Connecticut. Following back-to-back catastrophic storms in 2011, she also worked with a cross-functional team to revise the company's crisis communications plan.

5:15 Happy Hour Networking



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.

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

Tuesday, May 8, 2018

8:00 Breakfast

8:30 Add Employee Advocacy and Social Advertising in Your Social Strategy



The digital customer journey is changing rapidly. Ensuring your customers find you and your content quickly and accurately, especially during times of crisis, is a goal worth investing in. Employee Advocacy and Social Advertising are two of the most efficient and effective ways to achieve this. This presentation explores both of these options in-depth to help you understand how some of the world's best brands are making this a part of their social strategy.

Duncan Acres, Senior Account Executive, Hootsuite

9:30 There When Our Customers Need Us: Integration of Social Customer Care



How are energy companies leveraging social media outside of marketing communications? Hear from Eversource how integrating social media into its customer care organization has increased customer and employee satisfaction. In this presentation, learn how Eversource grew its customer support model to include social, into what is now a 24x7, dedicated Social Care Team, including how the company:

- Expanded customer support channels to include social
- Adapted to early results, growing pains and success stories
- Boosted employee morale with new support channels
- Enhanced company-wide awareness and collaboration to solve customer pain points

Jessica Fitzgerald, Manager, Social Care and Process Improvement, EVERSOURCE



Jessica is Manager, Customer Social Care, Quality and Process Improvement at Eversource Energy, New England's largest energy delivery company. She and her team are responsible for providing Eversource's approximately 4 million customers with responsive, round-the-clock customer support via the company's social channels. An experienced contact center leader, Jessica transitioned to the energy industry in 2012, when she joined the Eversource team. With a strong focus on employee engagement and development, she has spent her entire career dedicated to providing quality customer care and championing progressive support channels to make it easy for customers to do business.

10:30 Networking Break

11:00 How Your Utility Uses Social to Engage its Customers – A BGE Case Study



By moving away from its traditional strategy of sharing stories about what BGE is doing and instead talking about the work of the organizations we support, Baltimore Gas & Electric has expanded its reach and generates new online conversations with its customers and followers. This, in turn, has improved BGE's overall image and customer satisfaction. Driven by the goal of improving J.D. Power and MSI customer satisfaction scores from 2016, BGE set out on a campaign to share the positive work of its company and employees. Through this, it showcased a local organization, Hero Dogs, which changes lives through the training of service dogs for America's veterans. BGE also gave attention to other organizations that matter to its employees and opened the door for future campaigns in 2018 that can highlight even more employees and the causes that matter most to them.

Priscilla Akuoko, Analyst, Social Media and Web Engagement, BGE



Priscilla has been with BGE for five years. She manages the social media platforms and creates daily content to support the company's brand and values. Content includes energy efficiency tips, safety awareness, BGE involvement in the community, and social media contests to raise awareness on relevant subjects. Prior to BGE, Priscilla led the social media efforts at a start-up non-profit organization in Washington, DC where she launched and managed the organization's social media platforms. Priscilla studied International Communications Management in Amsterdam, The Netherlands and completed her Master's Degree in Washington, DC at Georgetown University.

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

12:00 Lunch

1:00 Crisis Communications in Social Media: Taming the Potentially Viral Post



After a politically charged incident occurred in public that was captured by photo and posted on social media, ComEd was concerned the post would very likely go viral. In a quick assessment of its capabilities, this potential crisis moment showed ComEd needed to enhance its social care communications strategy by incorporating several internal groups and by education field employees and contractors.

ComEd added to its existing process by implementing a process flow chart that addresses how to respond to common issues that may arise on social media. It also enhanced its social listening reports to assess for and mitigate any potential social media crisis scenarios in the future. The new processes engaged its social team, including Communications, Legal, Customer Relations, Field Crews and the C-Suite. This was particularly challenging when engaging employees and required several hands-on and soft-skills training sessions.

Results included:

- Better analysis and social media listening,
- Enhancing our crisis communications policy to allow for faster action and engagement by all necessary parties
- A decrease in crew member complaints

The experience helped ComEd's social team to learn, grow, and move forward together as a team. It also allowed them the opportunity to refocus on its key reputational drivers and how ComEd can further tell that story through social customer care.

Sabrina Potirala, Senior eChannels Program Manager, 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.

2:00 Conference Wrap-Up, Conclusion, and Your Homework

Homework? Yes, by now we have met amazing leaders in our industry that have inspired us!. What's next? What are your specific take-aways from what you've learned here? What needs to happen next at your company? As an industry? And who better to make it happen than the inspired group that has gathered for this conference? We'll assign real "to-do" items, complete with accountability, deadlines, and commitments. Participants are encouraged to pair with a new friend from the conference to act as "accountability partner." Plan to join us next year to see how much we "moved the needle" to promote more social media in utilities.

Ashley Baptiste, CEO, Conferences Connect

Follow-Up: Conference Assets and Networking

A few days after the conference, we'll send you a password protected link to access all conference presentations, resources mentioned in the event, and a full contact list of participants. Why? Because we've spent two powerful days together, complete with heartfelt advice to increase your network. Use it to keep in touch, ask questions, network, and connect!

2:45 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!](#)

The 14th
Social Media for Utilities Conference
May 7-8, 2018
B Ocean
Fort Lauderdale, FL



Four Ways to Register!



- 1) Register Online: <https://events.bizzabo.com/SM4UDC2018?promo=Agendapdf&isTracking=true>
- 2) Register by Phone: (610) 325-4830
- 3) Register by Email: 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 7-8, 2018: \$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