

**ABSTRACT SUBMITTAL**  
**16<sup>TH</sup> NATIONAL ENERGY SERVICES CONFERENCE**

**Title: Marketing Demand Response to Customers — An Update from the Field**

Brent Barkett, Chair, AESP Pricing and Demand Response Topic Committee and Katherine Johnson, Chair, AESP Marketing Topic Committee

**Primary Contact:** Brent Barkett  
Summit Blue Consulting  
phone: 720.564.1130  
fax: 720.564.1145  
email: bbarkett@summitblue.com

**Presenters/Authors:** Panel session moderated by Brent Barkett with presentations by George Phillips, Kansas City Power & Light; Pravin Bhagat, Comverge, Inc.; and Mark Martinez, Southern California Edison

**Topic Areas:** Marketing and Demand Response/Pricing

**Objective:** Demand Response is one of the biggest buzz-words in the energy industry today. But what do customers really think about this strategy? What do they like, and more importantly, what *would* they like utilities and energy services companies to offer in future program designs?

This panel session will answer these questions and update information presented in the June Brown Bag co-sponsored by the AESP's Marketing and Demand Response Topic Committees. The session is unique in that it will provide perspectives of both the marketing processes that must be understood before developing demand response programs and real-world examples of how these strategies and tactics have actually worked in the field. The session will also provide an update from several of the more successful demand response programs currently in operation, including reports from Kansas City Power & Light and Southern California Edison.

**Concepts:** Key concepts that will be presented in the session include (among other topics):

- Market research regarding customer preferences for demand response program offerings
- Strategies for dealing with marketing challenges and other barriers
- Techniques for developing successful marketing messages for demand response programs
- Innovative enabling technologies that have been embraced by customers

**Why it is worthy:** Demand response is becoming a critical area for electric utilities to consider and enticing customers to participate in these programs is vital to the programs' long-term success. Indeed, the recent AESP membership survey revealed a desire to learn more about strategies that have been successful in marketing demand response programs to customers. Recognizing the importance of this topic to energy service professionals, the AESP's Marketing and Demand Response Topic Committees have joined forces to sponsor this session as a way to work together in bringing valuable information and insights to our members.