

EM&V IN SUPPORT OF MARKET ENGAGEMENT

Moderator: Jennifer Meissner, NYSERDA

PAPERS:

Innovative Uses for M&V Data; Focusing the Sales Team

Steven Pak, Con Edison

Lucy Neiman, ERS

Ryan Bossis, ERS

Tapping into Feelings: Upgrading Your Marketing Evaluation Paradigm

Dre Voelkel, ILLUME Advising LLC

Alexandra Dunn, ILLUME Advising, LLC

Getting the Right Ingredients: A Framework for Enhancing Marketing Education & Outreach Evaluation

Alan Elliott, Opinion Dynamics

Hannah Arnold, Opinion Dynamics

Getting Higher in the Tree: Using Customer Journey Mapping to Understand Customer Experience

Latisha Younger-Canon, Navigant

Karen Ehrhardt-Martinez, Navigant

Monica Pagnotta, Navigant

Dennis Mullan, DTE Energy

SESSION SUMMARY:

As programs seek to reach past low-hanging fruit and look for more effective market engagement strategies, enhanced evaluation approaches and new uses for evaluation data can be important contributors to getting to the next level. Authors of the four papers in this session will discuss innovative uses of EM&V data by sales teams, the application of customer journey mapping, and ways of enhancing marketing, outreach, education campaigns through better evaluation.