

2011 ENERGY STAR® Products Partner Meeting  
Agenda at a Glance

	A	B	C	D	E	F	G	H
1	Sunday, November 6, 2011							
2	5:00 -- 7:00 PM	Registration Open					* Indicates a repeating session	
3	Monday, November 7, 2011	Plenary & Meals	Expo	Networking: Facilitated & One-on-One	Lighting	Appliances & Water Heaters	Electronics	Marketing, Communications & IT
4	7:00 AM -- 6:00 PM	Registration Open						
5	7:30 -- 8:30 AM	Breakfast						
6	8:30 -- 9:00 AM	Welcome & Opening Remarks						
7	9:00 -- 10:00 AM	Lighting Specification Development Update: Luminaires and Lamps						
8	10:00 -- 11:00 AM				Energy Efficiency Program Portfolio Updates			
9	11:00 -- 12:00 PM	Quick Connects: Lighting Manufacturers & Efficiency Programs						
10	12:00 -- 1:00 PM	Lunch						
11	1:00 -- 2:00 PM		one-on-one meetings only		Lighting Portfolio Planning			Co-Branding with ENERGY STAR*
12	2:00 -- 3:00 PM							Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved*
13	3:00 -- 3:30 PM	PM Break						
14	3:30 -- 4:30 PM							Using Social Media to Promote Energy Efficiency*
15	4:30 -- 5:30 PM							
16	Time TBD	Evening Event: Hosted by Lowe's						
17	Tuesday, November 8, 2011	Plenary & Meals	Expo	Networking: Facilitated & One-on-One	Lighting	Appliances & Water Heaters	Electronics	Marketing, Communications & IT
18	7:00 AM -- 6:00 PM	Registration Open						
19	7:00 -- 8:00 AM	Breakfast						
20	8:00 -- 9:00 AM				Marketing for Lighting - What Works & What Doesn't			Co-Branding with ENERGY STAR (REPEAT 1)
21	9:00 -- 10:00 AM				Resources for Educating Consumers on Energy-Efficient Lighting			Using Social Media to Promote Energy Efficiency (REPEAT 1)
22	10:00 -- 10:30 AM	AM Break						
23	10:30 -- 11:30 AM				Claiming Savings Using a Market Share Approach: Lessons Learned			Shaping the Future of the ENERGY STAR Campaign - Interactive feedback session*
24	11:30 -- 12:30 PM							Consumer Mindset
25	12:30 -- 1:30 PM	Lunch						
26	1:30 -- 2:20 PM	Welcome to Charlotte by Guest Speakers & ENERGY STAR Update						
27	2:20 -- 2:30 PM	10 minute break						
28	2:30 -- 3:30 PM	Retailer Summits		one-on-one meetings only				Leveraging EPA's Change the World, Start with ENERGY STAR Campaign: Getting Involved (REPEAT)
29	3:30 -- 4:00 PM	PM Break						
30	4:00 -- 5:00 PM			one-on-one meetings only				Applying for POY & Partnership Refresher*
31	5:00 -- 6:00 PM			one-on-one meetings only				ENERGY STAR Mobile*
32	Time TBD	Evening Event: Hosted by Electrolux						

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	A	B	C	D	E	F	G	H	
	<b>Wednesday, November 9, 2011</b>	<b>Plenary &amp; Meals</b>	<b>Expo</b>	<b>Networking: Facilitated &amp; One-on-One</b>	<b>Lighting</b>	<b>Appliances &amp; Water Heaters</b>	<b>Electronics</b>	<b>Marketing, Communications &amp; IT</b>	
33									
34	7:00 AM -- 5:30 PM	Registration Open							
35	7:00 -- 8:00 AM	Breakfast							
	8:00 -- 9:00 AM	ENERGY STAR at 20 & Guest Speaker: Social Marketing							
36	9:00 -- 10:00 AM	Quick Connects: Appliance/Water Heater/Electronics Manufacturers & Efficiency Programs			Overview of the Development of Lighting Test Methods and Standards				
37									
38	10:00 -- 10:30 AM	AM Break							
	10:30 -- 11:30 AM				Lighting Manufacturer Session: Common Roadblocks to Qualification	Specification Updates: Appliances*	Spec Updates: CE/IT*	Shaping the Future of the ENERGY STAR Campaign - Interactive feedback session (REPEAT)	
39	11:30 -- 12:30 PM				Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances			Using Social Media to Promote Energy Efficiency (REPEAT 2)	
40									
41	12:30 -- 1:30 PM	Lunch					RAD Partners Working Lunch - Invitation Only		
42	1:30 -- 2:30 PM					Responsible Appliance Disposal (RAD) Program Update	Successful Energy Efficiency Program Models for CE/IT		
43	2:30 -- 3:30 PM	Retailer Summits		one-on-one meetings only		New Initiatives: ENERGY STAR Most Efficient, Approaching Smart Grid, and Emerging Technology	Panel: Marketing CE with ENERGY STAR -- What Success Looks Like	Co-Branding with ENERGY STAR (REPEAT 2)	
44	3:30 -- 4:00 PM								
	4:00 -- 5:00 PM							Applying for POY & Partnership Refresher (REPEAT)	
45	5:00 -- 6:00 PM			one-on-one meetings only				ENERGY STAR Mobile (REPEAT)	
46									
47	Time TBD	Evening Event: Hosted by Sears							
	<b>Thursday, November 10, 2011</b>	<b>Plenary &amp; Meals</b>	<b>Expo</b>	<b>Networking: Facilitated &amp; One-on-One</b>		<b>Appliances &amp; Water Heaters</b>	<b>Electronics</b>		
48									
49	7:00 AM -- 6:00 PM	Registration Open							
50	7:00 -- 8:00 AM	Breakfast							
	8:00 -- 9:00 AM					Super Efficient Dryers	Panel: Market Trends for Electronics		
51									
52	9:00 -- 10:00 AM								
53	10:00 -- 10:30 AM	AM Break							
	10:30 -- 11:30 AM					Specification Updates: Appliances (REPEAT)	How to Partner with ENERGY STAR to Promote STBs		
54	11:30 -- 12:30 PM					Taking Advantage of New ENERGY STAR Savings Opportunities and Marketing Tools	The Role of Online Research in Marketing CE		
55									
56	12:30 -- 1:30 PM	Lunch					Residential Water Heater Specification Stakeholder Meeting	Spec Updates: CE/IT (REPEAT)	
57	1:30 -- 2:30 PM								
	2:30 -- 3:30 PM								
58									
59	3:30 -- 5:30 PM								
60	5:30 PM -- Onwards	Evening Activities on Your Own							