

2010 ENERGY STAR® Partner Meeting
Preliminary Agenda -- July 2010

Sunday, October 3

5:00 -- 7:00 PM **Early Registration for Lighting Partners**

Monday, October 4 (Day 1 - Lighting Only)

7:00 AM -- 6:30 PM **Registration Open for Lighting Partners**

7:30 -- 8:30 AM **Breakfast**

	Main Hall Sessions (Lighting Only)	Breakout Sessions (Lighting Only)	Exhibit Hall & Networking Rooms
8:30 -- 9:30 AM	Welcome and ENERGY STAR Updates		Closed
9:30 -- 10:30 AM	Lighting Specification Updates		
10:30 -- 11:00 AM	Break		
11:00 -- 12:30 PM	Regional Efficiency Program Market Status Updates		Open
12:30 -- 1:30 PM	Lunch		
1:30 -- 2:30 PM	Lighting Program Portfolio Planning (Introductory Session)		Open
2:30 -- 3:30 PM		Outdoor Area Lighting	
3:30 -- 4:30 PM	Lighting Manufacturer Marketing Summits*	Lighting Program Portfolio Planning (Advanced Session)	
6:30 PM (end)			

**Note: Lighting Manufacturer Marketing Summits are formal, facilitated sessions for individual lighting manufacturers to discuss plans and strategies for lighting products with potential partners (invite-only)*

4:30 -- 6:30 PM **Early Registration for Appliance and Electronics Partners**

Time TBD **Evening Reception Off-Site, Hosted by Technical Consumer Products (schedule/location tentative, subject to change)**

Tuesday, October 5 (Day 2)

7:00 AM -- 5:00 PM **Registration Open for Lighting, Appliance, and Electronics Partners (Registration also available for water heater partners, but optional this day)**

7:30 -- 8:30 AM **Breakfast**

	Main Hall Sessions (All Partners)	Lighting Track	Campaigns/Communications Track	Exhibit Hall & Networking Rooms
8:30 -- 9:15 AM	Welcome & Orientation, Guest Speaker			Closed
9:15 -- 9:30 AM	Break			
9:30 -- 10:30 AM		Panel: Fluorescent Technology Updates	Effective Branding with ENERGY STAR	Open
10:30 -- 11:30 AM	Retailer Promotions & Partnerships*	Panel: Solid State Technology Updates	Getting Involved with the Change the World, Start with ENERGY STAR Campaign	
12:15 PM (end)				
12:15 -- 1:15 PM	Lunch			
1:15 - 2:15 PM		ENERGY STAR SSL 101 for Manufacturers	Social Marketing -- Shaping the Future of ENERGY STAR's National Campaign	Open
2:15 -- 3:15 PM	Retailer Promotions & Partnerships (continued)*	Expanding Markets: New Construction, Hospitality, Multi-Family, Military and More	IT Energy Saving Opportunities for Your Organization	
3:15 -- 4:15 PM		Lighting Program Portfolio Planning (Advanced Session, Repeat)		
5:00 PM (end)				

**Note: Retailer Promotions & Partnerships sessions are formal, facilitated sessions for individual retailers to present and discuss plans for promotions of ENERGY STAR qualified lighting, major appliance, electronics, and water heater products with potential partners (invite-only)*

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Wednesday, October 6 (Day 3)					
7:00 AM -- 5:30 PM	Registration Open for Water Heater Partners (and all other partners)				
7:30 -- 8:30 AM	Breakfast				
	Main Hall Sessions	Campaigns/Communications Track	Appliances and Water Heaters Track	Electronics Track	Exhibit Hall & Networking Rooms
8:30 -- 9:30 AM	ENERGY STAR Update (Status of the Program and Look to the Future -- New Partnership, Integrity, Testing & Verification, Campaign)				Closed
9:30 -- 10:00 AM	ENERGY STAR New Homes Version 3: Integrating Qualified Products				
10:00 -- 11:00 AM		Effective Branding with ENERGY STAR	Plenary: ENERGY STAR Update on Appliances & Water Heaters		Open
11:00 -- 11:30 AM		Getting Involved with the Change the World, Start with ENERGY STAR Campaign	Appliances: Marketing with ENERGY STAR (for Manufacturers)	Plenary: ENERGY STAR Electronics Update (Specifications, Testing & Verification)	
11:30 -- Noon				Industry Outlook: The State of the Electronics Market	
Noon -- 1:00 PM	Lunch				
1:00 -- 2:00 PM	Appliance Manufacturer Marketing Summits*	Social Marketing -- Shaping the Future of ENERGY STAR's National Campaign		Panel: Efficiency Programs -- From Inspiration to Implementation	Open
2:00 -- 3:00 PM		IT Energy Saving Opportunities for Your Organization			
3:00 -- 3:30 PM	Break				
3:30 -- 4:30 PM	Appliance Manufacturer Marketing Summits (continued)*	Getting Involved with the Change the World, Start with ENERGY STAR Campaign	Water Heaters: Welcome & ENERGY STAR Program Updates	Panel: Perspectives from Industry on Efficiency Program Design	Open
4:30 -- 5:30 PM		Effective Branding with ENERGY STAR			
	<i>*Note: Appliance Manufacturer Marketing Summits are formal, facilitated sessions for manufacturers of major appliances to discuss plans and strategies for major appliance products with potential partners (invite-only)</i>				
Time TBD	Evening Reception Off-Site, Hosted by Sears Holding Corporation (schedule/location tentative, subject to change)				
Thursday, October 7 (Day 4)					
7:00 AM -- 3:30 PM	Registration Open for All Partners				
7:30 -- 8:30 AM	Breakfast				
	Main Hall Sessions	Campaigns/Communications Track	Appliances and Water Heaters Track	Electronics Track	Exhibit Hall & Networking Rooms
8:30 AM -- 9:30 AM	Water Heater Manufacturer Marketing Summits*	Effective Branding with ENERGY STAR	Appliances: ENERGY STAR Specification Updates (Existing & Future)	ENERGY STAR Set-top Boxes -- Program Approaches	Open
9:30 AM -- 10:30 AM		Getting Involved with the Change the World, Start with ENERGY STAR Campaign	Appliances: Scoping New Categories -- Dryers, PTACs, and More		
10:30 AM -- 11:30 AM		Social Marketing -- Shaping the Future of ENERGY STAR's National Campaign	Appliances: Advanced and Emerging Technologies -- Smart Appliances, Top Tier Program Proposal, and More	Panel: On the Horizon -- New Approaches for Managing Plug Load	
11:30 AM -- 12:30 PM		IT Energy Saving Opportunities for Your Organization	Appliances: Testing and Verification		
	<i>*Note: Water Heater Manufacturer Marketing Summits are formal, facilitated sessions for individual water heater manufacturers to discuss plans and strategies for water heater products with potential partners (invite-only)</i>				
12:30 -- 1:30 PM	Lunch				
1:30 -- 2:30 PM			Water Heaters: Topical Session 1 (TBD)		Open
2:30 -- 3:30 PM			Water Heaters: Topical Session 2 (TBD)		
3:30 PM	Adjourn				