



ENERGY STAR

# 2011 ENERGY STAR<sup>®</sup> Products Partner Meeting

November 7–10, 2011 Charlotte, North Carolina





# AGENDA



## Sunday, November 6

5:00–7:00 p.m. Registration Open *Grand Ballroom Promenade*

## Monday, November 7 (Day 1)

7:00 a.m.–6:00 p.m. Registration Open *Grand Ballroom Promenade*

7:30–8:30 a.m. Breakfast *Promenade & Grand Ballroom*

	Plenary & Lighting Sessions <i>Grand Ballroom</i>	Marketing, Communications & IT <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
8:30–9:00 a.m.	Welcome & Opening Remarks		Open
9:00–10:00 a.m.	Lighting Specification Development Update: Luminaires and Lamps		
10:00–11:00 a.m.	Energy Efficiency Program Portfolio Updates		
11:00 a.m.–Noon	Quick Connects: Lighting		
Noon–1:00 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>		
1:00–2:00 p.m.	Lighting Portfolio Planning		Open
2:00–3:00 p.m.		Co-Branding with ENERGY STAR*	
3:00–3:30 p.m.	BREAK		
3:30–4:30 p.m.		Using Social Media to Promote Energy Efficiency*	Open
4:30–5:30 p.m.			

\*Indicates a repeating session

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Lowe’s *Mint Museum Uptown*

## Tuesday, November 8 (Day 2)

7:00 a.m.–6:00 p.m. Registration Open *Grand Ballroom Promenade*

7:00–8:00 a.m. Breakfast *Promenade & Grand Ballroom*

	Plenary Sessions <i>Grand Ballroom</i>	Lighting <i>Providence I</i>	Appliances and Water Heaters	Electronics	Marketing, Communications & IT <i>Providence II</i>	Retailer Summits <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
8:00–8:30 a.m.		Marketing for Lighting—What Works & What Doesn't					Open
8:30–9:00 a.m.					Shaping the Future of the Change the World, Start with ENERGY STAR Campaign—Interactive Feedback Session*		
9:00–10:00 a.m.		Resources for Educating Consumers on Energy Efficient Lighting					
10:00–10:30 a.m.	BREAK						
10:30–11:30 a.m.		Claiming Savings Using a Market Share Approach: Lessons Learned <i>Grand Ballroom</i>			Using Social Media to Promote Energy Efficiency (REPEAT 1)		Open
11:30–12:30 p.m.					Consumer Mindset		
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>						
1:30–2:20 p.m.	Welcome to Charlotte by Guest Speakers & ENERGY STAR Update						Open
2:20–2:30 p.m.	BREAK						
2:30–3:30 p.m.					Co-Branding with ENERGY STAR (REPEAT 1)	Lowe's 2:30 – 3:15 p.m.	Open
3:30–4:00 p.m.	BREAK						
4:00–5:00 p.m.					ENERGY STAR Mobile & the ENERGY STAR App*	Sears Holdings Corporation 4:00 – 4:45 p.m.	Open
5:00–6:00 p.m.					Applying for POY: Submitting a Competitive Application*	Walmart 5:00 – 5:45 p.m.	

\*Indicates a repeating session

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Electrolux *The Lobby Bar, Westin Hotel*



# AGENDA



## Wednesday, November 9 (Day 3)

7:00 a.m.–5:30 p.m. Registration Open *Grand Ballroom Promenade*

7:00–8:00 a.m. Breakfast *Promenade & Grand Ballroom*

	Main Hall Sessions <i>Grand Ballroom</i>	Lighting <i>Providence I</i>	Appliances and Water Heaters <i>Providence II</i>
8:00–9:00 a.m.	Just Do ENERGY STAR—How to Prompt Consumer Action (with Guest Speaker)		
9:00–10:00 a.m.	Quick Connects: Appliances, Water Heaters & Electronics	Overview of the Development of Lighting Test Methods and Standards	
10:00–10:30 a.m.	BREAK		
10:30–11:30 a.m.		For Lighting Manufacturers: Navigating the Product Qualification Process	Specification Updates: Appliances*
11:30 a.m.–Noon		Retailer Perspectives on Energy Efficiency Programs for Lighting & Appliances <i>Grand Ballroom</i>	
Noon–12:30 p.m.			
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>		RAD Partners Working Lunch (Invite Only)
1:30–2:30 p.m.			Responsible Appliance Disposal (RAD) Program Update
2:30–3:30 p.m.			New Initiatives: ENERGY STAR Most Efficient, Approaching Smart Grid, and Emerging Technology
3:30–4:00 p.m.	BREAK		
4:00–5:00 p.m.			
5:00–6:00 p.m.			

\*Indicates a repeating session

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Sears Holdings Corporation *Bentley's on 27*

## Wednesday, November 9 (Day 3 *Continued*)

7:00 a.m.–5:30 p.m. Registration Open *Grand Ballroom Promenade*

7:00–8:00 a.m. Breakfast *Promenade & Grand Ballroom*

	Electronics <i>Providence III</i>	Marketing, Communications & IT <i>Tryon</i>	Retailer Summits <i>Providence I</i>	EXPO <i>Grand Ballroom</i>
8:00–9:00 a.m.				Open
9:00–10:00 a.m.				Open
10:00–10:30 a.m.	BREAK			
10:30–11:30 a.m.	Specification Updates: CE/IT*	Shaping the Future of the Change the World, Start with ENERGY STAR Campaign–Interactive Feedback Session (REPEAT)		Open
11:30 a.m.–Noon				
Noon–12:30 p.m.				
12:30–1:30 p.m.	LUNCH <i>Promenade &amp; Grand Ballroom</i>			
1:30–2:30 p.m.	Successful Energy Efficiency Program Models for CE/IT	Using Social Media to Promote Energy Efficiency (REPEAT 2)		Open
2:30–3:30 p.m.	Marketing CE with ENERGY STAR–What Success Looks Like	Co-Branding with ENERGY STAR (REPEAT 2)	Nationwide Marketing Group 2:30 – 3:15 p.m.	
3:30–4:00 p.m.	BREAK			
4:00–5:00 p.m.		ENERGY STAR Mobile & the ENERGY STAR App (REPEAT)	The Home Depot 4:00 – 4:45 p.m.	Open
5:00–6:00 p.m.		Applying for POY: Submitting a Competitive Application (REPEAT)	BrandSource 5:00 – 5:45 p.m.	

\*Indicates a repeating session

6:30–8:30 p.m. Evening Cocktail Reception, Hosted by Sears Holdings Corporation *Bentley's on 27*



# AGENDA



## Thursday, November 10 (Day 4)

**7:00 a.m.** Registration Opens *Grand Ballroom Promenade*

**7:00–8:00 a.m.** Breakfast *Promenade & Grand Ballroom*

	Main Hall Sessions <i>Grand Ballroom</i>	Appliances and Water Heaters <i>Providence II</i>	Electronics <i>Providence III</i>	EXPO <i>Grand Ballroom</i>
<b>8:00–9:00 a.m.</b>		Focus on Laundry: Residential Clothes Dryer Opportunities	Market Trends for Electronics	Open
<b>9:00–10:00 a.m.</b>				
<b>10:00–10:30 a.m.</b>	BREAK			
<b>10:30–11:30 a.m.</b>		Specification Updates: Appliances (REPEAT)	How to Partner with ENERGY STAR to Promote STBs	Open
<b>11:30–12:30 p.m.</b>		Taking Advantage of New ENERGY STAR Savings Opportunities and Marketing Tools	The Role of Online Research in Marketing CE	
<b>12:30–1:30 p.m.</b>	LUNCH <i>Promenade &amp; Grand Ballroom</i>			
<b>1:30–2:30 p.m.</b>		Residential Water Heater Specification Stakeholder Meeting	Specification Updates: CE/IT (REPEAT)	Closed
<b>2:30–3:30 p.m.</b>				
<b>3:30–5:30 p.m.</b>				

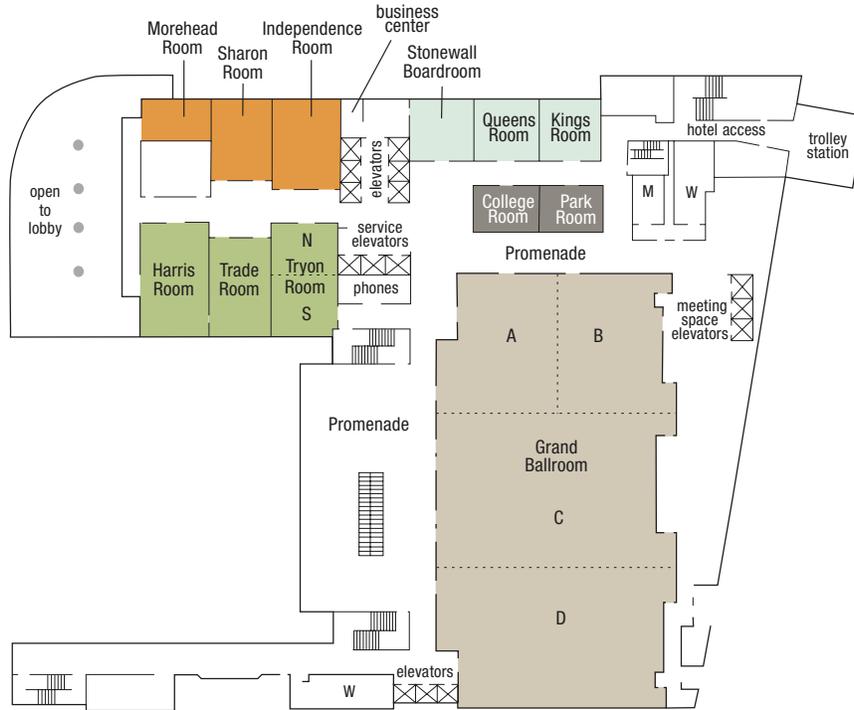
**5:30 p.m.** Adjourn



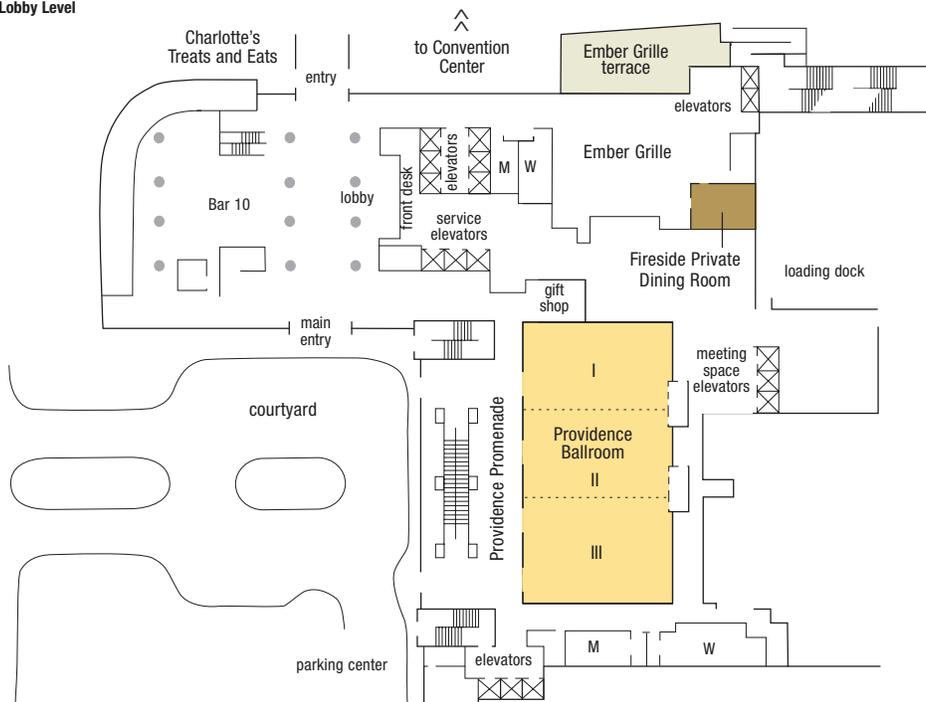
# AGENDA



## Level Two



## Lobby Level



We would like to thank the following partners for their generous support of the 2011 ENERGY STAR Products Partner Meeting:

