



ENERGY STAR

2011 ENERGY STAR® 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 & 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*



AGENDA



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

5:30 p.m. Adjourn



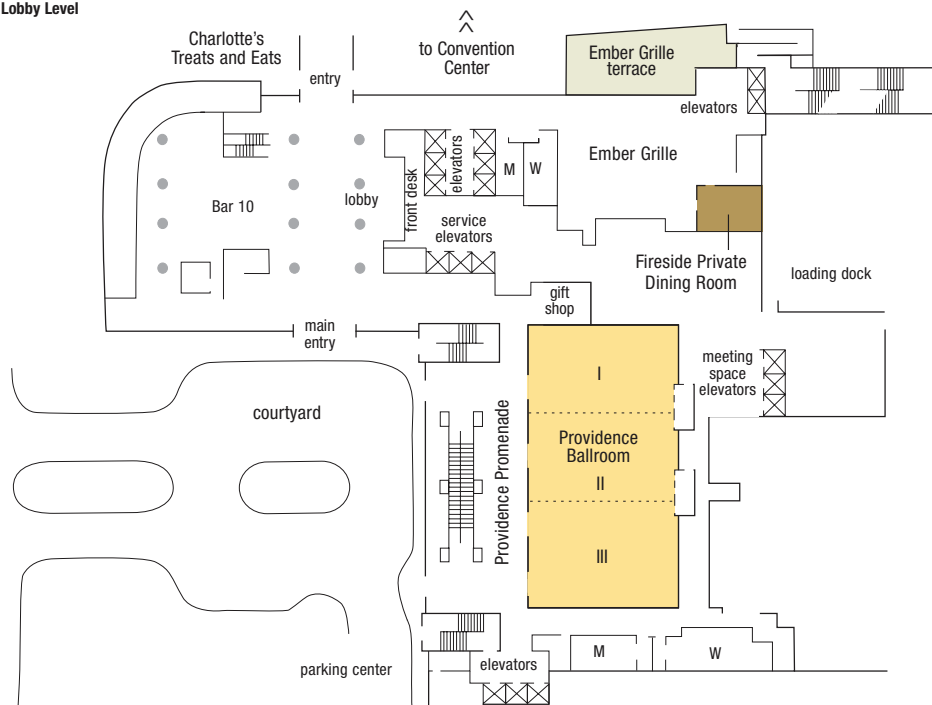
AGENDA



Level Two



Lobby Level



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

