



**Energy Efficiency Board
Marketing Committee Meeting**

Wednesday, June 6, 2012, 2:30 – 4:00 PM

Office of Consumer Counsel

10 Franklin Square, New Britain, CT

Meeting materials available at: <https://www.box.com/s/152e42a7e6936d2bac7e>

Call-in number – 800-655-1109 Passcode – 875 8697

Agenda

1. Review Agenda
2. Update on DEEP/EEB/CEFIA joint marketing collaboration
 - Review revised brand platform development work
 - Preparation for soft launch June 13 at NEEP Summit
 - Marketing Services Committee next steps
3. Discussion of companies' current program marketing activities
4. Other business