



### Customers want energy efficient homes

It's no secret that energy efficiency is important to customers. In fact, research shows that 56% of consumers find it "very important" to have an energy efficient home. However, only 9% think their home is energy efficient.<sup>1</sup>

**To encourage energy efficiency adoption, it's essential to promote your programs in a way that matters to customers.**

Join us for our next Plugged In webinar, "Energy Efficiency Adoption Solutions" on **September 23 at 1 p.m. EST** to learn how to promote energy efficiency solutions to your customers.


**In this webinar, we'll discuss:**

- Why energy efficiency adoption can be difficult to promote
- How to promote EE adoption by listening to customers
- Using segmentation to showcase residential and business customer benefits
- Examples of effective EE program promotions


#### Our Speakers



**Laurel Gardine**  
Head of Client Marketing  
Franklin Energy



**Mary Medeiros McEnroe**  
Manager - Public Benefits Program  
Silicon Valley Power



**Colleen Bullett**  
Account Supervisor  
Questline

**Energy Efficiency Adoption Solutions**  
Thursday, September 23, 2021 – 1:00 p.m. EST  
*Duration: 1 hour*

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<sup>1</sup> [Energy Central](#)

There is no charge to participate. This event requires registration and space is limited. If you have problems with registration or need additional assistance, please contact us at [webinars@questline.com](mailto:webinars@questline.com).

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