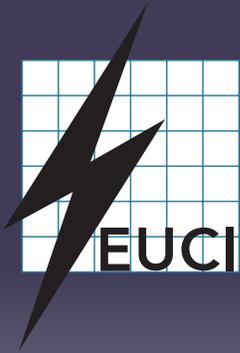


EUCI presents a Web conference on:



SMART METER BEST PRACTICES: PUBLIC RELATIONS AND MANAGING EXPECTATIONS

July 31, 2012 • 2:30 – 4:00 p.m. Eastern Time



EUCI is authorized by IACET to offer 0.1 CEUs for the program.

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OVERVIEW

The smart meter PR war isn't over yet. Utilities are now facing challenges on how to design public relations strategies and manage the expectations and concerns of their service areas regarding meter rollouts. To capitalize on their technology investments, utilities must be prepared to face a potential barrage of public outcry, moratoriums on smart meter installation, and the real possibility of customer revolt over health concerns.

The PR process begins long before the first meter is installed. This webinar will equip utilities with best practices to win the communications and PR battles. From call center employees to compliance managers and executives, utilities must be prepared to address smart meter issues before they arise.

This webinar will examine current requirements imposed by utility commissions across North America and highlight success stories of effective smart meter public relations. Attendees of this webinar will develop proactive and informative strategies to win the smart meter deployment war.

WHO SHOULD ATTEND

- Utility executives and managers
- Call center managers
- Compliance directors
- Utility government-affairs staff members
- Attorneys, general counsels, and legal advisors
- Communication and public relations staff members
- Smart-grid technology vendors and consultants

LEARNING OUTCOMES / PROGRAM AGENDA

- Develop a plan to educate and engage customers
- Examine strategies to gain broad base support for your smart meter program
- Recognize and address privacy issues and health concerns before they arise
- Develop internal privacy policies to address smart-grid data
- Formulate plans to equip and educate your team on the appropriate methods to address customers' concerns
- Analyze techniques and policies to manage third-party data access issues

IACET



EUCI has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 1760 Old Meadow Road, Suite 500, McLean, VA 22102. In obtaining this approval, EUCI has demonstrated that it complies with the ANSI/IACET Standards, which are widely recognized as standards of good practice internationally.

As a result of its Authorized Provider membership status, EUCI is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

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Requirements for Successful Completion of Program

Participants must be logged in to the Web conference for its entirety to receive continuing education credit.

Instructional Methods
Web-based PowerPoint presentation and online interactive question/answer session.

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INSTRUCTORS

Linda Evers, Shareholder, Stevens & Lee, P.C.

Linda Evers is chair of the Energy, Communications and Public Utility practice and a Shareholder at Stevens & Lee. Linda represents public utilities and other companies in matters before governmental and regulatory agencies. Prior to joining Stevens & Lee, Linda served as longtime in-house counsel for FirstEnergy Service Company, a subsidiary of FirstEnergy Corp., one of the largest investor-owned utility companies in the nation. In addition to her significant experience in energy, public utility, and regulatory matters, Linda is also a frequent blogger on energy issues and is editor of the Stevens & Lee Smart Grid Legal News Blog.

Tishekia Williams, Sr. Counsel, Duquesne Light Company

Tishekia Williams is a senior attorney with Duquesne Light Company. Prior to Duquesne Light, Tishekia served as assistant general counsel for Exelon Business Services Corporation where she was responsible for the management and defense of the entire Pennsylvania Public Utility Commission formal complaint portfolio. In addition to resolving over 1,000 formal matters, Tishekia developed a formal legal process for management of customer complaints with defined client support roles. Tishekia also has extensive experience on a variety of issues related to federal and state energy law including POLR filings, FERC affiliate contract requirements and renewable energy portfolio standards. She is a graduate of Rutgers School of Law in Camden, NJ and received her bachelor's degree from Indiana University of Pennsylvania.

LOGGING IN TO THE WEB CONFERENCE

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an e-mail with appropriate login information and more information regarding the event 24 hours prior to its start. To log on, you will need a computer with a broadband connection and audio system.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conference. That connection is open to any number of users in a collaborative setting. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per participant significantly.

By purchasing a site connection, you can invite as many people as you would like to view and participate in the session from a single location. Set up the session in a conference room and project the presentation and chat on a large screen. You also have rights to distribute copies of the presentation materials to everyone involved. Please note that audio is received via the computer sound system and must be broadcast to your group.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way.

If you have any technical or purchasing questions, please contact us at 303-770-8800.

Start Time: 2:30 p.m. Eastern Time

United States Regional Start Times:

11:30 a.m. Pacific :: 12:30 p.m. Mountain :: 1:30 p.m. Central :: 2:30 p.m. Eastern

Use the time zone converter (<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>) to find your correct start time.

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REGISTRATION INFORMATION

Mail or fax this form along with payment. You will receive a confirmation and/or invoice within 48 hours. Make checks payable to EUCI.

MAIL DIRECTLY TO:

Electric Utility Consultants, Inc. (EUCI)
4601 DTC Blvd., Ste. 800
Denver, CO 80237

FAX TO: 303-741-0849 **PHONE:** 303-770-8800 **ONLINE:** www.euci.com

REFUND/CANCELLATION POLICY

All cancellations received prior to July 13, 2012, will be subject to a US \$50 processing fee per Web conference per registrant. Written cancellations received after this date will create a partial credit of the tuition good toward any other EUCI event or publication. This credit will be valid for six months. No refunds will be given after July 13, 2012, in any case. In case of Web conference cancellation, EUCI's liability is limited to refund of the Web conference registration fee only.

PLEASE REGISTER THE FOLLOWING

- Smart Meter Best Practices: Public Relations and Managing Expectations
July 31, 2012
Single site connection: US \$345
Early bird on or before July 30, 2012: US \$295

Additional connection: US \$245

- Early bird on or before July 30, 2012: US \$195 each**
Number of additional connections: _____

Web conference presentations available on CD:

- CDs are available 48 hours after the Web conference is complete. The cost per CD is US \$295 (add US \$50 for international shipments). Upon receipt of order and payment, the CD will be shipped to you via regular USPS mail.
NOTE: All Web conference CD sales are final and are nonrefundable.

ENERGIZE WEEKLY

EUCI's *Energize Weekly* e-mail newsletter compiles and reports on the latest news and trends in the energy industry. Newsletter recipients also receive a different, complimentary conference presentation every week on a relevant industry topic. The presentations are selected from a massive library of more than 1,000 current presentations that EUCI has gathered during its 25 years organizing conferences.

- Sign me up for *Energize Weekly*.**

How did you hear about this event? (direct e-mail, colleague, speaker(s), etc.) _____

Name _____ Job Title _____

Company _____

E-mail _____ Telephone _____

Address _____ City _____ State _____ ZIP _____

PAYMENT METHOD

Please charge my credit card: Visa MC AMEX Discover Security Code _____
Visa and MC cards have a 3-digit code on the signature panel on the back of the card, following the account number. American Express cards have a 4-digit code on the front of the card, above the card number.

Name on Card _____ Signature _____

Account Number _____ Exp. Date _____

Card Holder Phone Number _____

Billing Address _____ Billing ZIP Code _____

OR Enclosed is a check for \$ _____ to cover _____ connections.