

UTILITY BRANDING NETWORK

Bay-Area Workshop

AGENDA

December 5, 2016

Location

Santa Clara Valley Water District
Silicon Valley Advanced Purification Center
4190 Zanker Road
San Jose, CA 95134

On-Site Contacts

John Ruetten (Resource Trends)
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Monday, December 5, 2016

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|----------|--|---------------------------------------|
| 11:00 am | Introductions and Workshop Objectives <ul style="list-style-type: none">• The Branding Journey, Facilitating Change | <i>John Ruetten (Resource Trends)</i> |
| 11:10 am | Utility Challenges <ul style="list-style-type: none">• Environmental, Political, Investment• Public Perceptions and Communications | <i>Discussion</i> |
| 11:30 am | Branding Principles and Utility Progress <ul style="list-style-type: none">• Consumer Branding Fundamentals and Objectives• Brands, Value, Standards, and Transparency• The Utility Brand and Best Practices• Who's Implementing? What are They Doing? | <i>John Ruetten (Resource Trends)</i> |
| 12:00 pm | Lunch - Personal Branding Exercise (Why We Buy) | |
| 12:30 pm | Group Exercise – Identifying Key Standards | <i>Discussion</i> |
| 1:15 pm | “Finger on the Pulse” Communications <ul style="list-style-type: none">• Building Relationships with the Influential Public• Marquee Communication Content, DSRSD Today | <i>Sue Stephenson (DSRSD)</i> |
| 1:45 pm | Making a Compelling Argument for Investment <ul style="list-style-type: none">• New Tool from the Utility Branding Network | <i>John Ruetten (Resource Trends)</i> |
| 2:00 pm | Why Implement Branding? Why Change? <ul style="list-style-type: none">• Urgency? Barriers to Change?• Benefits of Being a Change Agent | <i>Discussion</i> |
| 2:30 pm | Wrap Up – Adjourn | <i>John Ruetten (Resource Trends)</i> |