



Exceptional Learning Opportunities!

LEARN • CONNECT • EXPERIENCE

The AESP Institute is AESP's educational and training arm offering a wide range of on-site and regional courses in a variety of energy-related disciplines. From introductory to advanced courses, the AESP Institute delivers practical information, case studies, best practices, lessons learned and group exercises with each training. Professional trainers, with decades of utility-based expertise, are well-versed in engaging attendees for an enriching educational experience.

<p><i>Introduction to the Principles of Demand-side Management (1, 2.5 or 5 day version)</i></p> <p>AESP's most popular training course, Introduction to the Principles of DSM provides the education you need to design and implement DSM programs for effective and substantial results. Elements covered include:</p> <ul style="list-style-type: none"> • DSM Industry Update • Program Planning/Design • DSM Economics • Program Implementation/Management • Program Monitoring and Evaluation 	<p><i>Elements of Marketing your Energy Efficiency Programs (2 day)</i></p> <p>This dynamic training course gives the necessary tools to develop an effective and practical marketing plan from ideation and strategy to implementation and evaluation. This course will help you:</p> <ul style="list-style-type: none"> • Understand the importance of conducting a situational analysis • Set realistic program goals, establish metrics and perform market research • Learn how to identify and market to residential, low-income residential C&I target markets • Determine how to use online media and social media to benefit your programs • Recognize the differences between results-driven and ineffective marketing collateral • Establish methods to evaluate program results
<p><i>Level II Demand-side Management: Economics and Evaluation(2 day) (laptop required)</i></p> <p>This intensive course delves deeply into the economics and evaluation processes of DSM and energy efficiency programs. You will learn comprehensive information on:</p> <ul style="list-style-type: none"> • Applications of Cost-benefit Tests • Cost-effectiveness Metrics • Determining Discount Rates • Integrating DSM Economics and Supply-side Economics • Emerging Environmental Issues 	<p><i>Principles of Research & Evaluation (EM&V)</i></p> <p>This course underscores the importance of research and evaluation, describes different evaluation methodologies and when to use them, and helps you develop an effective evaluation plan.</p> <ul style="list-style-type: none"> • Learn how to conduct baseline studies, develop effective data collection methods and perform sampling strategies • Understand the importance of using logic models and how they can be applied to your programs • Discover the differences between process evaluations, impact evaluations and market transformation • Collaborate with your peers to develop your own sample evaluation program

Level II Demand-side Management: Program Planning and Implementation (2 day) *(laptop required)*

This high-level course delivers all of the comprehensive tools you need for developing detailed DSM and energy efficiency programs. The course shows you how to create an energy efficiency portfolio with effective results-driven goals, how to assess risk, and how to successfully implement, manage and track your programs. Elements covered include:

- Developing Portfolio and Program Goals
- Market Research
- Program Planning and Design
- Implementation
- Tracking

Principles of Demand Response (1/2 day)

AESP's Demand Response (DR) workshop accurately defines DR, its applications and its impact on customers and utilities. Various types of DR programs (Emergency vs. Economic) will be explored and definitions will include dynamic pricing/tariffs, price-response demand bidding, direct load control/cycling and more. Residential and Commercial programs will be discussed and case studies for each segment analyzed and presented. Attendees will also learn how to manage a DR program internally and externally.

Courses are available on-site or on a regional basis and taught by professional trainers with decades of energy-industry experience.

Attention Group members! You may use points to register for training courses.

For scheduling and course information:

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