



ADVANCED Demand-side Management

P² – Program Planning & Implementation

AESP's new intensive 2-Day Program Planning and Implementation course delivers all of the comprehensive tools you need for developing detailed DSM/Energy Efficiency programs. This master's level 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.

You will learn specifics on how to select the ideal contractor, coordinate internal and external resources, when and how to launch your program, and how to create practical marketing strategies. Loaded with useful case studies, lessons learned, group exercises and best practices, this course is the next level for those seeking more comprehensive information on DSM portfolio design and implementation.

Who should attend?

Attendees should have at least two years' of experience in the program planning, design, implementation and or evaluation of energy efficiency or demand response programs **OR** two years experience in load forecasting and or market research. A working knowledge of basic statistical terms and energy efficiency industry fundamentals is also required.

Training Options

2-Day Regional – is an ideal opportunity to meet industry peers and share experiences.

2-Day On-Site – provided at your facility and creates a high-impact environment for your employees to learn as a group and to build communications and teamwork among departments .

Visit www.aesp.org for the regional and pre-conference training schedule. Contact Suzanne Jones (suzanne@aespp.org or call 480-704-5900) for more information.

LEARN. CONNECT. EXPERIENCE.

2-Day Training Course Overview

Developing Portfolio & Program Goals

- Setting Goals for Market/Regulatory Environments
- Drivers of the Portfolio Development Process
- Risk Assessment
- Financial Mechanisms

Market Research

- Surveys – residential & commercial
- Using Customer Knowledge
- Data Analysis
- Potential Studies
- Achievable Potential

Program Planning & Design

- Program Theory
- Planning Process
- Role of Trade Allies
- Financial Incentives
- Marketing & Promotion
- Schedule & Milestones

Implementation

- Responsibilities of Implementers/Team
- Organizational Structure
- Develop & Initiate Marketing Plan
- Operations Manual
- Contractor Selection

Tracking

- Tracking Systems
- Managing Workflows & Customer Contacts