

SMART ENERGY SUMMIT:
ENGAGING THE CONSUMER

JAN 24-26, 2011
Austin, Texas

RESEARCH

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DEADLINE EXTENDED!

Early Registration Deadline Extended to **December 20 - Register Now and Save!**

Parks Associates will host the next **Smart Energy Summit: Engaging the Consumer** on January 24-26, 2011, at the **Hyatt Regency Austin - Downtown, On The Lake**. This executive conference examines the market for residential energy management and smart grid technologies.

Topics:

- Current status of Home Area Network (HAN) trials, Smart Meter and Smart Grid deployments, and/or in-home energy management products and services
- Key requirements for successful, customer-facing utility platforms for residential energy management
- Consumer interest and market potential regarding energy management solutions
- Engaging the consumer: Strategies and tactics to communicate benefits successfully
- Utility-based solutions versus "Independent" in-home energy management solutions (i.e., not involving utility management or control)
- Impact of government stimulus and green initiatives
- Technical and business requirements for succeeding in residential energy management
- Business strategies for utilities, manufacturers, installers, and service providers
- State of microgeneration of electricity in the residential market
- Electric vehicles, batteries and charging stations
- Smart appliances: what we can expect and when

For questions on speaking or sponsoring, contact **Parks Associates** at 972-490-1113.
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NEW REM WHITE PAPER

Consumer Attitudes and the Benefits of Smart Grid Technologies - Download

The electric utility industry is undergoing a paradigm shift. Traditionally a one-dimensional business with the sole responsibility of delivering power to consumers, it is transitioning into a dynamic mode of operation through the deployment of AMI.

There are numerous companies with a variety of technologies vying to help utilities achieve their goals. A fundamental question regarding these efforts is, "How motivated are consumers to manage their electricity consumption?"

[Read More](#)



WHY ATTEND?

- Get cutting-edge market research on consumer interest and response to REM solutions as well as perspective from the companies active in this space, from international research firm Parks Associates
- Learn about the opportunities for utilities, service providers, manufacturers, and installers as the grid extends into the home
- See cutting-edge products and systems from our sponsors
- Network with executives from utilities, infrastructure vendors, and consumer product and service market participants

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January 24-26, 2011
Austin, Texas

CONTACT

KEYNOTES



Ron Ambrosio

Senior Technical Staff Member, **IBM Global Research Executive, Energy & Utilities Industry**; Chairman, **U.S. Dept. of Energy GridWise Architecture Council**; Chairman, **U.S. National Inst. of Standards and Tech. SGIP Smart Grid Architecture Committee**; Convenor, **ISO/IEC JTC 1 Special Working Group on Smart Grid**



George W. Arnold, Eng.Sc.D.

National Coordinator for Smart Grid Interoperability
National Institute of Standards and Technology
U.S. Department of Commerce



Andres Carvallo

Executive Vice President and Chief Strategy Officer
Grid Net

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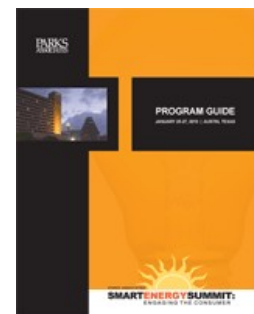
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A blog featuring expert insight and analysis on the latest news and research for the **Smart Energy industry**.

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