

CHARLOTTE TMAF

WORKSHOP



THE ROLE OF MARKET RESEARCH IN UTILITY MARKETING AND CUSTOMER RETENTION PROGRAMS

About the Workshop

The 3 hour workshop will cover the role of market research at a utility, critical success factors for research projects, the pitfalls to avoid, the best type(s) of research to use, how to determine accuracy, and how to read and interpret results. In addition, participants will create a plan for a market research project.

Time & Date

The Workshop will take place on Tuesday, February 27th from 8:00am - 11:15am.

About the Presenters

Richard Groom is the CEO of Sparks Research which since 1971, has translated marketing research findings into marketplace solutions for its clients, which include Fortune 100 global companies and leading national and regional companies in such industries as retail, professional services, utilities, manufacturing and general services industries.

Gary Rehm is an independent marketing consultant that recently retired as Vice President of Marketing at Atmos Energy, and is a former Chairman of the Energy Solutions Center board of directors.