

May 16

- 9:00 AM **Convergence Study Workshop**
- 1:00 PM **Golf at Monarch Beach Resort & Optional Networking Activities**
- 6:30 PM **Grand Welcome Reception**
- 9:00 PM **Afterglow Reception**

May 17

- 7:00 AM **Breakfast**
- 8:30 AM **Opening & Keynote**
 - Welcome: Carole Barbeau, President - Energy Advisory Americas, DNV GL
 - Remarks: Ditlev Engel, Chief Executive Officer of DNV GL - Energy
 - Forum Keynote: George Blankenship, Former executive at Tesla Motors, Apple Computer and GAP Inc.
- 10:00 AM **Session 1: Your Next Customer: Building a Narrative-Driven Brand Strategy**

Your business strategies and investments will only succeed if they are adopted. Consumers are being blitzed by companies with a rapidly-growing menu of products, services, and tools, requiring consumers to make comparisons and decisions. Will your next customer understand, value, and ultimately adopt your solutions?
- 11:00 AM **Session Keynote**
- 11:20 AM **Session 2: 10-Year Technology Trends**

Sensors, new streams of data, voice activation, and sophisticated platforms to bundle products, services, and decisions are proliferating rapidly in the market. As new technologies, applications, and platforms launch and evolve, what does the 10-year trajectory look like and why? What drivers and signposts will allow you to track that trajectory and what role can you play now to position your company now and over the next decade?



CONTM VER GEN CE 1

AGENDA

May 17

12:30 PM

Lunch

1:45 PM

Session Keynote

2:05 PM

Session 3: CEO Vision- Convergence Strategies

C-Suite leaders from diverse sectors will provide insights into the challenges and opportunities they are navigating in the Convergence landscape to align their strategic visions, adapt their organizations and operations, and evaluate their investments and customer value propositions.

3:05 PM

Session Keynote

3:25 PM

Session 4: Big 5 Retail Energy Providers

Executives from the top competitive retail energy providers share their perspectives on the key signposts and drivers they see shaping their business strategies in an intensely competitive, converging market where what worked in the past may not translate into what is required to be successful in the future.

4:30 PM

Day 1 Wrap-Up

6:00 PM

Cocktail Receptions

7:00 PM

Dinner

Dinner Keynote: David S. Duncan, Senior Partner, Innosight and co-author of Wall Street Journal bestseller "Competing Against Luck: The Story of Innovation and Customer Choice"

9:00 PM

Private Receptions

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May 18



- 7:00 AM** **Breakfast**
- 8:30 AM** **Opening & Keynote**
Dr. Lawrence Makovich, Vice President and Chief Power Strategist, HIS
- 9:15 AM** **Session Keynote**
- 9:35 AM** **Session 5: New Wholesale Dynamics**
Innovation has the potential to unlock barriers in the wholesale markets. Whether it is rethinking how origination is (or should) be migrated, contracting structure, or new applications, this panel will discuss areas of opportunities and considerations that need to be addressed for wholesale markets to be adaptive and flexible in a new landscape of players and market dynamics.
- 10:35 AM** **Session Keynote**
- 10:55 AM** **Session 6: Utility of the Future: Truth or Dare**
Executives will share their perspectives on how they are translating market dynamics, consumer behavior, and data into “truths” that drive how utilities navigate The Convergence. What they dare to place bets on they may not have considered before, and why, may be the cornerstone to a meaningful transformation of old truths.
- 12:15 PM** **Lunch**
- 1:30 PM** **Session Keynote**
- 1:50 PM** **Session 7: Frontier Strategies: Emergence of the SuperCompetitor**
The Convergence is driving a new DNA for what competition will look like. SuperCompetitors will have asked and answered five key questions that you may not have considered - and they will return to those answers to course correct when they correctly interpret signposts.
- 2:50 PM** **Session Keynote**
- 3:10 PM** **Session 8: Mini Moon Shots - Moving Innovation from the Margin to the Center**
Developing and financing innovation in a converging market requires a different perspective on the role that innovation plays in your growth strategies. Evaluating whether and when innovative ideas become a fulcrum instead of an experiment is a critical to shape your future.

CONTM VER GEN CE 1

AGENDA

May 18

- 4:10 PM Day 2 Wrap-Up
- 6:00 PM Cocktail Reception
- 7:00 PM Sponsored Dinners On-site
- 9:00 PM Private Receptions

May 19

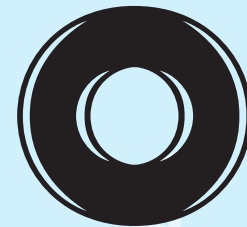
- 7:00 AM Breakfast
- 8:30 AM Concurrent Sessions
 - Special Panel - Building Your Convergence Playbook
 - Special Panel - Energy Storage Strategies
- 9:45 AM Session Keynote
- 10:05 AM Session 9: Collaboration & Networks:
Translating Opportunity to Reality
 - Creating new business strategies requires new thinking and a different lens on what it will take to engage, develop, and adapt. Building and expanding different relationships to cull and swap meaningful insights...an investment you can't afford not to make. How fast, where, when, and how much? Translating your business strategy into reality has more potential signposts, drivers, and contingencies than ever before. Assessing which aspects of your evolving business model can optimize your performance will illuminate some key principles, paths, and pitfalls.
- 11:05 AM Closing Remarks

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