

Eighth National Green Power Marketing Conference

November 3-5, 2003 · Chicago, Illinois · Hyatt Regency Chicago



(Session Schedule)

Monday, November 3

8:30 AM to 10:00 AM	Opening Plenary	
10:30 AM to 12:30 PM	Green Power and the Future of Renewable Energy	
<i>Group Luncheon</i>		
2:00 PM to 3:30 PM	Green Pricing in the Midwest	Renewable Energy Certificates: Market Trends and New Initiatives
4:00 PM to 5:30 PM	Strategies for Improving Appeal	

Tuesday, November 4

8:00 AM to 10:00 AM	Green Power Leadership Forum	
10:30 AM to 12:00 PM	Marketing Green Power to Business Customers	Environmental Drivers for Green Power
<i>Group Luncheon – Green Power Leadership Awards</i>		
2:00 PM to 3:30 PM	Strategies for Increasing Awareness	Policies and Standards to Support Green Power Markets
4:00 PM to 5:30 PM	Strategies for Expanding Access	

Wednesday, November 5

8:30 AM to 9:15 AM	Roper ASW Presentation	
9:15 AM to 10:30 AM	Targeting Green Power Customers	
11:00 AM to 1:00 PM	Ask the Experts: Utility Green Pricing Programs	Ask the Experts: Green Power Marketing Strategies