

Valley Clean Energy Alliance

A locally controlled energy provider

Advisory Committee Meeting

September 11, 2017

5:30 pm



Circlepoint: Project Milestones

COMMUNICATIONS PLAN

PROGRAM BRANDING AND IDENTITY

NEW VALLEY CLEAN ENERGY WEBSITE

PRE-LAUNCH MARKETING & PAID MEDIA
CAMPAIGN

PROGRAM OUTREACH

CUSTOMER NOTIFICATIONS

Circlepoint Communications Plan



DEFINE GOALS



IDENTIFY AUDIENCES & ISSUES



DEVELOP MESSAGING



UTILIZE EFFECTIVE CHANNELS



EVALUATE & RESPOND TO INPUT



MEASURE RESULTS & REFINE STRATEGY

Communications Channels



Print Collateral



Earned media



Partnerships



Promotional items



Advertising

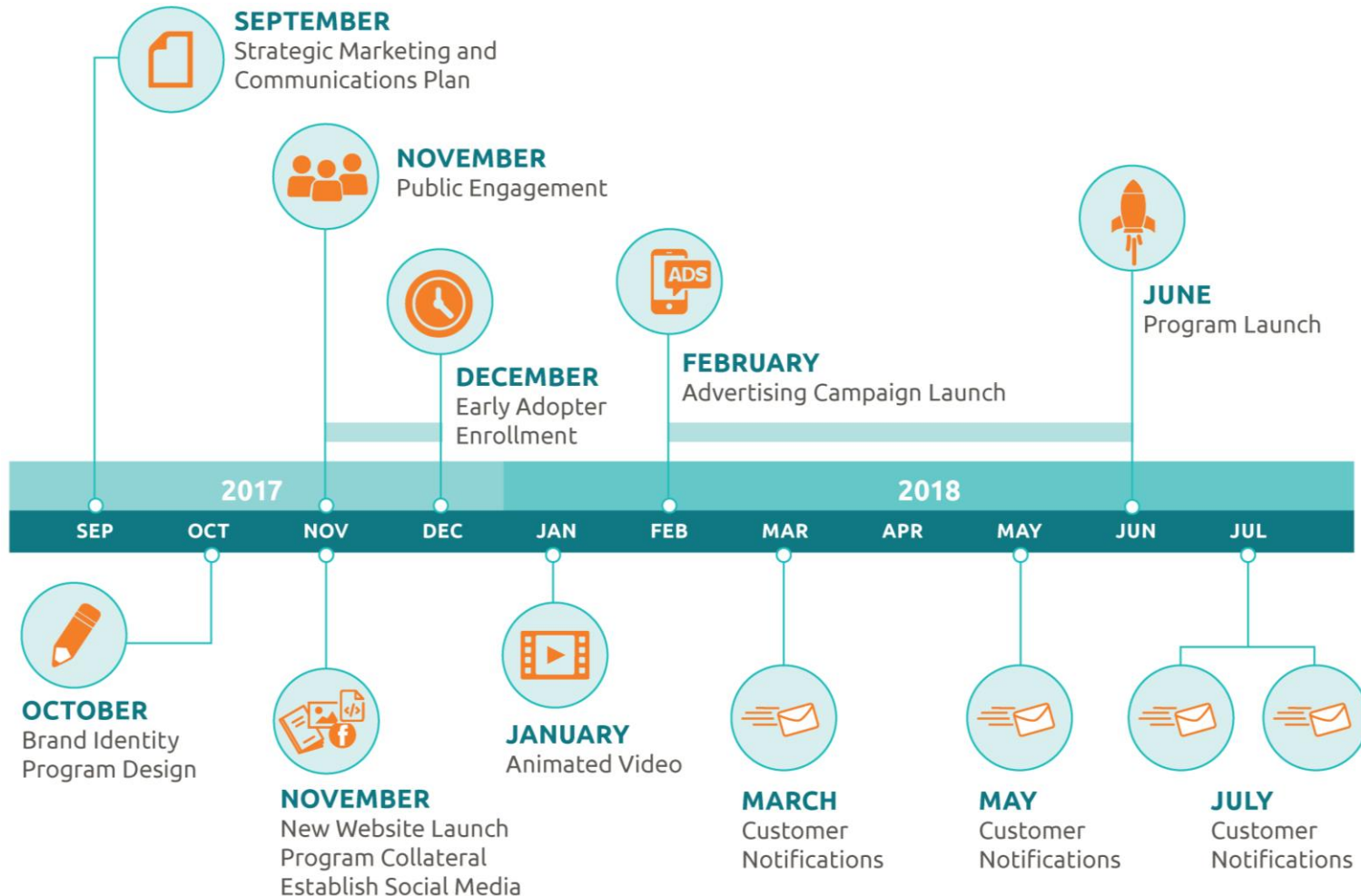


Social & Interactive



Events

VCEA Program Timeline



Communications and Outreach: Next Steps

FINALIZE COMMUNICATIONS PLAN - SEPTEMBER

PROGRAM BRANDING & IDENTITY - OCTOBER

WEBSITE DEVELOPMENT - NOVEMBER

PUBLIC OUTREACH – NOVEMBER

Thank You | Contact Information

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