

PowerUp @ Chartwell's
OutageConference

2022
AGENDA

DAY ONE: TUESDAY, JUNE 7

5:30 - 7:30 PM

PowerUp: Chartwell's Outage Conference
Welcome Reception

DAY TWO: WEDNESDAY, JUNE 8

7:30 - 8:30 AM	Breakfast
8:30 - 9:30 AM	Keynote: Agility in Meeting Customer Expectations <ul style="list-style-type: none">• Chris Caldwell, Power Delivery Vice President, Georgia Power Company
9:30 - 10:15 AM	Getting to YES. Curating a Winning Business Case. <ul style="list-style-type: none">• Elisa Henry, Chief Operating Officer, Message Broadcast• Sandra Labib, Senior Advisor, Southern California Edison
10:15 - 10:45 AM	<i>Break</i>
10:45 - 11:30 AM	Panel Discussion: Anatomy of an Outage: Leveraging Data for an End-to-End View of the Outage Experience <ul style="list-style-type: none">• Jackie Robinson, Director of Customer Transformation and Analytics, DTE• Tim Hendren, Program Manager in the Customer Experience Transformation Organization, Duke Energy• Laura Storey, Product Owner, Outage Customer Experience, Consumers Energy
11:30 AM - 12:30 PM	Chartwell's Best Practices Awards Luncheon
12:30 - 1:00 PM	Dessert with Vendors
1:00 - 1:45 PM	BGE Makes Outage Communications More Transparent with New Outage Tracker <ul style="list-style-type: none">• Matt Fiery, Product Owner, BGE
1:45 - 2:30 PM	Communicating in the Age of Extremes <ul style="list-style-type: none">• Daniel Séguin, Director, Communications and Public Affairs, Hydro Ottawa
2:30 - 3:15 PM	How Interactions and Evergy Proactively Manage Outages with Conversational AI <ul style="list-style-type: none">• Steve Hughes, Senior Director, Utilities Practice, Interactions• Lindsay Washburn, Digital Business Analyst, Digital Strategy, Evergy
3:15 - 3:45 PM	<i>Break</i>
3:45 - 3:55 PM	Sponsor Spotlight: Presented by SEW
3:55 - 4:40 PM	Roundtables: Major Events, ETRs, Auto-Enrollment, Planned Outages, Surveys and Metrics, and Field Crew Tech and Training
5:30 - 7:00 PM	PowerUp: Chartwell's Outage Conference Networking Reception



DAY THREE: THURSDAY, JUNE 9

7:30 - 8:20 AM

Breakfast

8:20 - 8:30 AM

Sponsor Spotlight: Presented by AGENT511

8:30 - 9:30 AM

Learning from the Past, Facing the Future: Opportunities in Outage Communications

- Russ Henderson, Director of Research and Councils, Chartwell Inc.

9:30 - 10:15 AM

Panel Discussion: Optimizing Your Customer Communications During Outage Events

- Gabrielle Turner, Senior Client Success Manager, KUBRA
- John Zumbado, Senior Engineer, Georgia Power Company
- Casey Hollins, Managing Director of Communications and Public Relations, Rappahannock Electric Cooperative
- Agnes Y. Lugo-Ortiz, Customer Applications Specialist, Central Hudson Gas & Electric Corporation

10:15 - 10:45 AM

Break

10:45 - 11:30 AM

SCE Adapts to Evolving Crisis with Resilient Communications

- Luis Lara, Senior Business Analyst, Southern California Edison



11:30 AM - 12:15 PM

Lighting the Way Home with Duke Energy's Street and Area Light Repair Tool

- Brad Cone, Senior Product Owner, Duke Energy



12:15 - 1:15 PM

Networking Lunch

1:15 - 2:00 PM

Panel Discussion: Bracing for the Storm: Strategy, Tactics and Technology for Major Events

- Susan Adam, Manager of eCommerce, Entergy
- Boyd Greene, Director, Oncor
- W. Wayne Boone, Principal, Alabama Power Company

THANK YOU FOR ATTENDING

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