



Communications Task Force



Lisa Lee Morgan, President & CEO
Calor Energy
Member, E4 Carolinas Board of Directors
Co-chair, Communications Task Force

Co-Chair, Katie Walton, Siemens



Energy
New
Weekly

Conference Production/Promotion



analysis.nuclearenergyinsider.com/



Quarterly Meetings

3/1 – Optimizing your LinkedIn
6/7 – Building Brand/Community
9/15 – Not in My Backyard!

Early
2017



September 26, 2016 10

- The Communications Task Force is Co-chaired by Lisa Lee Morgan and Katie Walton of Siemens.
- Our objectives are to:
 - Connect members
 - Produce or support events and publications that promote and inform members
- This Task Force meets the third Thursday of the 2nd, 5th, 8th and 11th months – our next meeting is Tuesday, November 15th at Noon
- Any E4 Carolinas members are invited to serve on this Task Force
- Any E4 Carolinas member with an interest in communications or marketing may contact me, Katie or the appropriate E4 Carolinas staff or visit our website to learn
 - how to become more engaged,
 - about a specific program; or
 - how suggest an additional communications activity that will benefit our members
- E4 Carolinas is doing a great deal to connect and inform its members
 - Website – A new version was introduced in June. Content is still being added. The site is “dynamic”; being able to be viewed and navigated on any device.
 - An important new feature of our website is networks, which provide password protected access by members of a network to content, contact information, etc.
 - Energy News Weekly – This is a free subscription which provides a compilation of Carolinas and member news. You can place your own news or events in this weekly by contacting staff.

- Conferences – During 2016 we contributed to dozens of conferences and specifically helped promote or produce the following:
 - Energy, Inc. – Each May we co-produce with the Charlotte Business Journal the regions premier energy conference
 - ASME Power & Energy Conference – We supported the American Society of Mechanical Engineers in promoting this June 2016 international conference in Charlotte
 - Nuclear Energy Insider – We’ve partner with the NEI to establish Charlotte as its North American business hub for nuclear education conferences.
 - North Carolina State Energy Conference – we collaborate with North Carolina State University and to produce their annual conference and place members on the program.
 - We are collaborating with groups to produce international energy conferences in Charlotte in 2016, 2017 and 2019.
- Carolinas Energy Communicators Network was officially launched in 2016, featuring a member-only website containing presentations from meetings, member contact information, etc. and quarterly meetings to discuss
 - 3/1 – Optimizing your LinkedIn application
 - 6/7 – Building Brand by Building Community
 - 9/15 – Not in My Backyard
- Finally, we are collaborating now with Business North Carolina and SC Biz News to produce an early 2017 publication of “Energized” which will feature all aspects of the Carolinas energy economy.