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## Agenda

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Monday, September 16

6:00–7:30 p.m.            **Opening Reception**

Tuesday, September 17

7:30–8:30 a.m.            **Breakfast and Registration**

8:30–9:30 a.m.            **Introductions**

Meet your colleagues from other utilities! We'll kick off the day by going around the room and asking you to share what you're currently working on related to smart speakers and virtual assistants, specific goals or challenges you're addressing, and any lessons learned that others may benefit from.

9:30–10:15 a.m.            **What's the Latest with Smart Speakers and Virtual Assistants?**

We'll discuss the latest E Source research on the smart speaker and virtual assistant markets, share what we've learned from our meetings with Amazon and Google, take a look at what other utilities have done to date, and talk about emerging best practices in skill and action design.

**Arthi Padmanabhan**, Analyst, Market Research, E Source

**Essie Snell**, Senior Manager, Customer Energy Solutions, E Source

10:15–10:30 a.m.            **Break**

10:30–11:30 a.m.            **Tutorial: Building a Simple Action for Google Assistant**

Chad Gilhoi, Xcel Energy's voice expert, will show us what it takes to create an effective skill or action, and you'll collaborate with your peers to create a simple Google Assistant action.

**Chad Gilhoi**, Product Developer, Xcel Energy

11:30 a.m.–12:30 p.m.      **The Solution Provider Perspective**

Join us for a rapid-fire discussion on voice from some of today's top solution providers. Each speaker will talk about their current offerings, share key differentiators, and discuss lessons learned from their work with utilities.

**Bryan Dreller**, Group Product Manager, Uplight

**Laura Frantz**, Offering Manager, Voice Assistants for Utilities, ICF

**Ashwin Karuhatty**, Head of Partnerships, Global Product Partnerships, Google

**Steve Malloy**, Chief Innovation Officer, Franklin Energy

**Jeff Wahl**, Director, Strategy and Growth, Bidgely

12:30–1:30 p.m.            **Lunch**

1:30–2:00 p.m.            **Insights from E Source Ethnographic Research**

After lunch, we'll share highlights and videos from the ethnographic research we completed for the E Source E Design 2020 initiative and discuss implications and best practices related to voice development.

**Adam Maxwell**, Head of Human-Centered Product Strategy, E Source

**2:00–3:15 p.m.**

**Utility Roundtable Discussions**

We'll give you the floor to talk with your peers about what you've heard, ask questions, and share relevant information and insights.

**3:15–3:30 p.m.**

**Break**

**3:30–4:15 p.m.**

**Creating an Internal Elevator Pitch to Support Voice Initiatives**

We know you have unique goals and challenges when it comes to voice. We'll guide you through the process of creating an elevator pitch about why voice development is important to set your utility up for success, regardless of whether you're trying to get approval to move forward with a voice initiative for the first time or working to allocate more resources to bolster an existing skill or action.

**4:15–5:00 p.m.**

**Closing Comments**

We'll gather in a circle to share answers to such questions as:

- What's one thing you learned today that you'll take back to the office or do differently when you return?
- Where do you still have blind spots?
- What's one thing you'd like to have accomplished this time next year?

We'll end with a toast to celebrate a productive day!

**Essie Snell**, Senior Manager, Customer Energy Solutions, E Source

**5:30–6:30 p.m.**

**Forum Welcome Reception**

**6:30–8:30 p.m.**

**Virtual Assistant Summit Dinner**

Complimentary; preregistration requested.