

EmPOWER AI

ANNUAL CONFERENCE

September 17-19, 2024

Hosting Utility:



WELCOME

Welcome to EmPOWER AI! We're thrilled to have you here as our guests, and we appreciate the time you've taken to join us. In this packet, you'll find everything you need to navigate the event, including understanding what to expect in the sessions and any logistical details.

Please know that our team is here to assist you throughout your stay; don't hesitate to reach out if you need anything.

This event is a fantastic opportunity to delve into crucial issues and explore how technology and innovation can drive progress within your organizations and the world. But let's remember, the conversation doesn't end here. Check out the included resources to continue learning and to keep sharing your insights and innovations.

Lastly, this event is all about connecting with fellow pioneers. Take this chance to meet one another, form strong connections, and keep the conversation going beyond this event. Thanks again for being a part of this journey with us. Enjoy!

If you need anything during the event, feel free to text or call Preeth at [480-560-9352](tel:480-560-9352) or Mikayla at [586-764-1176](tel:586-764-1176)

Tuesday, September 17, 2024

- 4:30PM — 6:00PM **Catalyst Spokane Tour**
Meet: Centennial Hotel lobby
Transportation arranged by Bidgely
- 6:00PM — 9:00PM **EmPOWER AI Welcome Reception**
Location: Skyline Ballroom, Floor 12 West Tower
Sweeping views, drinks, and heavy hors d'oeuvres

Wednesday, September 18, 2024

- 7:00AM — 7:45AM **Morning River Walk**
Meet: Centennial Hotel lobby
Guided Walk—coffee will be provided
- 8:00AM — 8:30AM **Breakfast Opens**
Riverfront Ballroom D
- 8:30AM — 12:00PM **Sessions**
Riverfront Ballroom C
- 12:00AM — 1:30PM **Lunch**
Pavillion Room (Located on
Lower Level Floor Atrium South)
- 1:30PM — 4:45PM **Sessions + Roundtables**
Riverfront Ballroom C
- 6:00PM — 9:00PM **Dinner at Chateau Rive**
621 W Mallon Ave Spokane, WA 99201

Thursday, September 19, 2024

- 7:00AM — 7:45AM **Morning River Walk/Hike**
Meet: Centennial Hotel lobby
Guided Walk—coffee will be provided
- 8:00AM — 9:00AM **Breakfast Opens**
Riverfront Ballroom D
- 9:00AM — 12:00PM **Sessions**
Riverfront Ballroom C
- 12:00PM — 1:30PM **Lunch**
Riverfront Ballroom D
- 1:30PM — 3:00PM **Sessions**
Riverfront Ballroom C
- 3:00PM — 5:00PM **Meetings**
- 6:00PM — 9:00PM **Dinner**

HOTEL STAY + CHECK OUT

Welcome to the Davenport Centennial Hotel. You will receive your hotel confirmation number and key details from Day Frady (events@bidgely.com). Please reach out with any questions.

HOTEL ADDRESS:

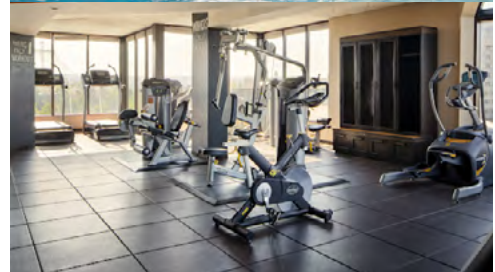
***303 West North River Drive,
Spokane, WA 99201***

PARKING:

- For our guests who will have cars, free parking is included at the hotel.
- Wifi is available widely throughout the hotel.

EXPRESS CHECK OUT OPTIONS:

- Guests checking out can bring their room keys into our main meeting room Ballroom C.
- There will be a basket there to collect the room keys.
- If you require a folio printed, please plan to check out at the front desk.
- Your luggage can be stored at the front desk if needed.



Don't forget to take advantage of the wonderful amenities offered.

Daily morning river walk: Avista Hydro Tour

Begin your day with a refreshing morning walk through Spokane's Riverfront Park!



Join us every morning at 7:00 am in the lobby for a 45 minute walk along the stunning Spokane River! We'll have a coffee station available to fuel you before you hit the beautiful walking trail (note: the trail is fully paved).

Connect with fellow conference attendees and connect with Avista's hydro history on this guided stroll. Discover the stories behind the integrated water power system that has energized Spokane for over a century, all while enjoying the park's scenic beauty. Bring your walking shoes and your curiosity—let's start the day connected and inspired!



***Welcome Reception:
Skyline Ballroom, The Centennial Hotel***

LOCATED AT FLOOR 12 WEST TOWER

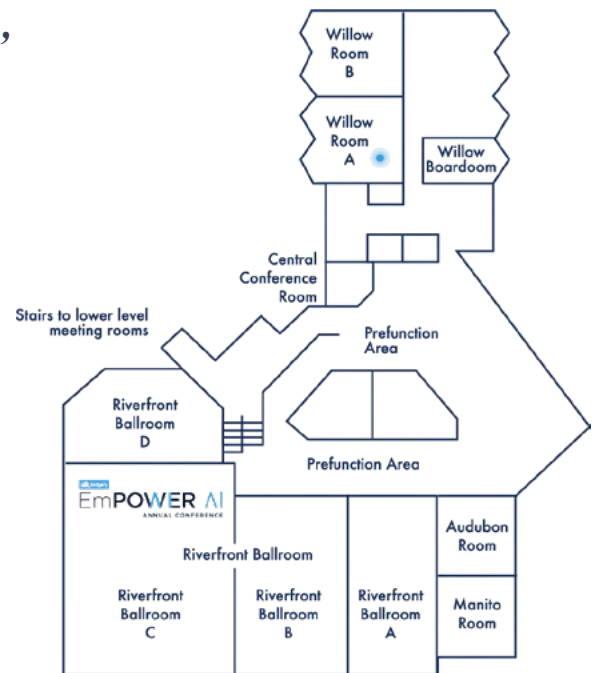
Kick off your EmPOWER AI experience with an unforgettable evening at our Welcome Reception in the stunning Skyline Ballroom. Join us for a relaxed and engaging atmosphere where you can connect with fellow attendees, AI enthusiasts, and industry leaders while enjoying panoramic views of the city skyline. Savor delicious appetizers, sip on handcrafted cocktails, and spark conversations that set the stage for meaningful connections and collaborations throughout the event. This is the perfect opportunity to mingle, network, and immerse yourself in the energy and excitement of what's to come.



Main Meeting & Breakout Room Location: Riverfront Ballroom C, The Centennial Hotel

LOCATED AT LOBBY LEVEL
FLOOR 2 ATRIUM

The main meeting will take place in Ballroom C and the breakout sessions will take place in Ballroom D, right next door.



Lobby Level Floor 2 Atrium

THOUGHT LEADERSHIP FILMING

Location: Willow Room A

We'd love to feature your perspectives for our EmPOWER thought leadership series. If you have not yet scheduled, please book your time here or contact Preeth Kumar (preeth@bidgely.com | text: 480-560-9352)

Filming takes place in Willow Room A, and lasts 30 minutes. You'll be asked the following type of questions:

1. Insights on key themes. *For example:*

- How is AI changing the way we approach customer engagement or grid modernization?
- What was your biggest "aha" moment about the evolving demands of the energy grid or the role of AI in meeting those demands?

2. Highlights from your speaking session *(where applicable).*

3. Reflections on EmPOWER AI.

For example:

- What key takeaway or insight will you be applying in your work after attending?
- What does being "future-ready" mean to you after attending this conference?

Please note, as always, you will be given the opportunity to review/approve everything produced featuring you.

Dinner: Chateau Rive

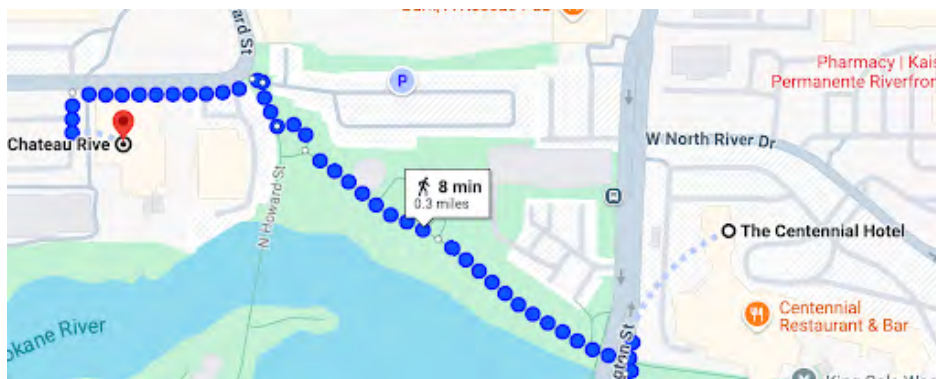
SEPTEMBER 18TH AT 6:00 PM

Dinner will take place from 6:00-9:00 pm. Join us for a memorable evening at Chateau Rive, where elegance meets a relaxed riverside ambiance. Nestled in a historic setting, Chateau Rive offers a warm and inviting atmosphere for night one of our event. Enjoy a gourmet dinner featuring a curated menu of locally inspired dishes, expertly paired with fine wines and crafted cocktails. This intimate dining experience is the perfect setting to unwind after a day of engaging sessions, network with fellow attendees, share insights, and build lasting connections. Come ready to indulge in great food, great company, and great conversations that will set the tone for the final day ahead.

VENUE ADDRESS:

Chateau Rive

621 W Mallon Ave. Spokane, WA 99201



EMPOWER AI AGENDA : DAY 1

START	END		
7:00am	7:45am	Morning River Walk/Hike (Avista Hydro Tour) Begin your day with a refreshing morning walk through Spokane's Riverfront Park! Connect with fellow conference attendees and connect with Avista's hydro history on this guided stroll. Discover the stories behind the integrated water power system that has energized Spokane for over a century, all while enjoying the park's scenic beauty. We'll meet in the hotel lobby and head out together for this enriching morning experience. Bring your walking shoes and your curiosity—let's start the day connected and inspired!	
8:00am	8:30am	<i>Breakfast Opens</i>	
8:30am	9:00am	<i>Welcome Keynote: Bidgely CEO, Abhay Gupta</i>	
9:00am	9:45am	HOST UTILITY SPOTLIGHT Innovating with AI: Avista's Blueprint for Data-Driven Customer Engagement Success Avista exemplifies innovation in leveraging analytics to drive smarter energy decisions. Beginning their partnership with Bidgely in 2020, Avista sought to enhance customer experience and soon discovered the expansive potential of their data. This led to broader AI applications and strengthened cross-functional collaboration. On the call center front, Avista's analytics-driven approach resulted in operational efficiencies, including a 27% reduction in truck rolls. As they progressed their analytics strategy, Avista used behind the meter intelligence to segment and target customers, finding 3x the EV customers relative to traditional methods, enabling a gold-standard for customer engagement. Avista's journey is truly inspiring. Hear from Latisha Hill, Vice President Community Affairs and Chief Customer Officer at Avista, as she shares their story of continuous innovation and commitment to asking, "What else can we do?" powered by Bidgely's advanced analytics.	MODERN CX
9:45am	10:30am	CTO INSIGHTS Achieving 10X Efficiency: Leveraging AI and GenAI to Enhance Utility Business Goals As the excitement surrounding Generative AI (GenAI) reaches new heights, it becomes evident that creating substantial and enduring value presents significant challenges. This session, delivered by Bidgely Chief Technology Officer, Vivek Garud, will provide a comprehensive blueprint illustrating how various business functions across the utility, including customer experience, grid planning, and load management teams, can benefit from AI and GenAI technology. We will outline a long-term vision and present a detailed, step-by-step roadmap for achieving it through a series of milestones.	TECHNOLOGY
10:30am	11:00am	<i>Break</i>	
11:00am	11:30am	UTILITY PANEL AND DISCUSSION The Clean Energy Transition Requires a New Customer Experience The energy industry is transforming with trends like decarbonization, DERs, electrification, and AI. Energy providers must adopt a customer-centric approach to navigate these changes. Success requires understanding and engaging customers during this transition. In this interactive session, Denise Taylor, Director of Customer Care and Experience at Tucson Electric Power and Danielle Evans, Director of Customer Experience Operations at Arizona Public Service, will share insights on enhancing customer experiences. We'll explore how personalized interactions can build trust through key moments like EV adoption, rate changes, and high bill management, and discuss future developments.	MODERN CX
11:30am	12:00pm	UTILITY INSIGHTS CSR Deep Dive: The Power of Analytics High utility bills are a pressing concern for both utilities and customers, often causing dissatisfaction and increased call center interactions. Customers need clear answers to questions like, "Why is my bill so high?" – and they won't accept vague responses such as "change in weather" from call center representatives. Discover firsthand from an Avista Senior CSR how their team leveraged Bidgely's UtilityAI™ High Bill Analyzer and Co-Browsing tool to provide detailed energy insights and personalized recommendations to customers, leading to a remarkable 27% reduction in truck rolls and over 3,000 uses of the CSR Portal in December 2022 alone.	MODERN CX
12:00pm	1:30pm	<i>Lunch</i>	
1:30pm	2:00pm	FIRESIDE Transforming the SMB Customer Experience Explore effective strategies for enhancing customer satisfaction and trust among SMBs. Learn how advanced analytics can drive significant improvements in customer engagement, resulting in increased CSAT and deeper customer relationships. Hear from Barb Modey, Customer Satisfaction Market Research Manager at PacifiCorp to learn strategies for optimizing SMB programs, leveraging data-driven approaches to personalize experiences and maximize impact in underserved markets.	MODERN CX
2:00pm	2:30pm	PARTNER SPOTLIGHT Distributed Intelligence: Revolutionizing Grid Edge Analytics with Smart Meters Explore how embedded analytics in next-generation smart meters deliver increased value through distributed intelligence at the grid edge. Learn about the transformative potential of these innovations for enhancing grid efficiency and reliability.	GRID PLANNING
2:30pm	4:30pm	INTERACTIVE ROUNDTABLE UtilityAI In Action Engage with your peers and AI-experts to discuss the topics that matter most to you. <ul style="list-style-type: none"> 🔗 Customer Experience: Engaging Customers via AI-Enabled Hyper Personalized Experiences 🔗 Building a Resilient Netzero Grid: A Data-Centric Approach 🔗 Intelligent Demand Side Management: Squeezing More Mileage Out of Your Existing Grid 🔗 Driving Electrification by Engaging the Right Customers 	TECHNOLOGY
4:30pm	4:45pm	<i>Closing Remarks</i>	
6:00pm	9:00pm	<i>Dinner: Chateau Rive</i>	

END OF DAY 1

Wednesday: September 18, 2024

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EMPOWER AI AGENDA : DAY 2

START	END		
7:00am	7:45am	Morning River Walk Begin your day with a refreshing morning walk through Spokane's Riverfront Park! Connect with fellow conference attendees and connect with Avista's hydro history on this guided stroll. Discover the stories behind the integrated water power system that has energized Spokane for over a century, all while enjoying the park's scenic beauty. We'll meet in the hotel lobby and head out together for this enriching morning experience. Bring your walking shoes and your curiosity—let's start the day connected and inspired!	
7:45am	8:45am	<i>Breakfast Opens</i>	
9:00am	9:15am	<i>Opening Keynote</i>	
9:15am	9:45am	Executive Keynote Prioritizing Your AI Roadmap with the 4Ms Join Hema Sundaram, division chief information officer at Portland general electric, as she shares her methodology to prioritize her AI initiatives. Given Portland General's goal to reduce 80% of carbon emissions by 2030 a strong methodology for prioritization of use cases is needed. The 4M method focuses on Money, MW, Minutes of Operation, and Mtonne of Carbon and has been utilized to prioritize successful projects at PGE.	TECHNOLOGY
9:45am	10:30am	HOST UTILITY SPOTLIGHT From Data to Resilience: How Analytics Drive Grid Stability and Customer Empowerment Hear from Andrew Barrington, Products and Services Manager at our host utility, Avista, as he shares practical tips on scaling analytics to integrate customer data with grid operations, fostering grid resilience and enhancing customer engagement. Discover how behind-the-meter segmentation and targeting, along with EV intelligence, provide enhanced visibility and enable proactive strategies. Optimize operations and support sustainable energy practices in today's dynamic energy landscape.	GRID PLANNING
10:30am	11:00am	<i>Break</i>	
11:00am	11:30am	EXPERT INSIGHTS Shaping a Distributed Energy Future: Strategic Management of DER Adoption for Utility Leaders Join Tyler Moragne, former Tesla Home Energy head and Bidgely's Chief Strategy Officer, as he shares expert insights on the evolution and future of solar, EVs, batteries, and DERs. Discover actionable strategies for managing rapid changes in consumer behavior, peak demand, and grid complexity. Learn how utilities are adapting and prepare for a future with higher consumer participation in the grid and increased home electrification and smart device adoption.	MODERN CX
11:30am	12:00pm	EXPERT INSIGHTS Forecasting the Future: Cost-Effective Grid Mod Investments and Peak Demand Management Amidst Electrification As electrification surges, utilities face unprecedented demand growth with limited budgets for grid upgrades. This session explores how to use data—like smart meter insights, feeder data, and substation analytics—to forecast load growth and customer adoption of EVs, battery storage, and solar. Learn strategies for managing peak demand, optimizing infrastructure investments, and deploying non-wires alternatives (NWA) to maintain grid resilience. Join us to discover how a data-driven approach can help utilities navigate this evolving energy landscape.	GRID PLANNING
12:00pm	1:30pm	<i>Lunch</i>	
1:30pm	2:00pm	UTILITY INSIGHTS Introducing Time of Use Rates: Learn How to Build Trust Over Tension With Your Customers While Maximizing the Load Shape Shift Discover how AI-driven TOU/TOD programs leverage targeted enrollment to identify ideal candidates, personalized messaging to engage customers, and ongoing coaching to ensure long-term success. Learn about how PNM is testing TOD rates ahead of their AMI deployment and why they chose Bidgely to help them deliver this program.	LOAD SHIFTING
2:00pm	2:30pm	Managing Peak Loads in Upcoming EV Revolution As EVs gain traction, grid operators are worried about what would happen if all EVs decide to plug in at the same time. Many utilities are already investing in managed charging programs. In this session, we will learn why managed charging may not be the most efficient way to tackle EV load shifts especially as the number of EVs grow exponentially and why you need to layer multiple solutions on top of each other to achieve the best results.	LOAD SHIFTING
2:30pm	3:00pm	GAS UTILITY INSIGHTS From Awareness to Action: Mobilizing Gas Customers in the Decarb Era This session will explore how SoCal Gas, with insights from Dr. Liza Legaspi, Energy Management Supervisor at Southern California Gas, engages customers in the decarbonization process, focusing on innovative strategies that enhance customer understanding and participation in gas utility decarbonization.	MODERN CX
3:00pm	4:45pm	INTERACTIVE ROUNDTABLE UtilityAI In Action Engage with your peers and AI-experts to discuss the topics that matter most to you.	TECH
4:45pm	5:00pm	<i>Closing Remarks</i>	
6:00pm	9:00pm	<i>Dinner</i>	

END OF PROGRAM

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