**The Authentic Energy Brand:**
**How Companies Can Build Trust**

**The Ion, Houston, 16-17 March 2027**

## Conference Workshops, Tuesday 16 March 2027

| Time | | | |
|---|---|---|---|
| **13:00** | **Registration at the Ion in Houston**<br>Enjoy a cup of coffee before the day begins | | |
| 2:00-3:00 | **Nuts and bolts workshop:**<br>**Beyond awareness**<br>Measuring brand performance and commercial impact | **Nuts and bolts workshop:**<br>**What people really think of data centres**<br>and why it matter for energy brands<br><br>**Jeff Hahn, Owner and principal, Hahn**<br>**Jason Stephenson, VP Energy Research Practice, Escalent** | **Interactive roundtables:**<br>**Navigating political polarisation**<br>Protecting and strengthening your energy brand |
| 3:15 4:15 | **Nuts and bolts workshop:**<br>**When AI speaks for your brand**<br>Protecting visibility and reputation in an AI-driven world | **Nuts and bolts workshop:**<br>**Powering the AI revolution**<br>Turning energy demand into brand opportunity | **Interactive roundtables:**<br>**Earning social licence**<br>Building trust in America's energy communities |
| **6-8pm** | **Drinks Reception** | | |

## Conference, Wednesday 17 March 2027

| Time | |
|---|---|
| 08:15 | **Registration at the Ion in Houston**<br>Enjoy a cup of coffee before the day begins |
| 09:00 | **Welcome addresses by Andrew Thomas, Publishing Editor, Transform Magazine and Conference Chair and Prof Fridrik Larsen, Founder, CHARGE/brandr Index** |
| 09:10-09:25 | **The authentic energy brand: Building trust in a changing energy landscape**<br>How can energy companies build trust when the realities of the industry are increasingly complex? How do they balance the demands of energy security, affordability and sustainability while communicating a credible and compelling vision for the future? |
| 09:30-10:00 | **Beyond the commodity: How to build an energy brand that customers choose**<br>Hear from a panel of energy companies who have differentiated themselves in a market where products and services are increasingly difficult to distinguish. |

| | | | |
|---|---|---|---|
| 10:00-10:20 | **Fireside chat** | | |
| 10:20-11:00 | **Networking coffee break** | | |
| 11:00-11:50 | **Nuts and bolts workshop: Do we really understand what our customers value?**<br><br>**Prof Vikas Mittal, Professor of Marketing, Rice University** | **Nuts and bolts workshop: The reputation challenge**<br>Responding to misinformation, public criticism and politically charged narratives. | **Interactive roundtables:**<br>Stronger together<br>can the energy industry build a more credible collective voice? |
| 11:55-12:10 | **The financial returns of strong brands**<br>For brand leaders under pressure to justify spend and demonstrate impact, this presentation brings clarity to what "brand value" really means in financial terms, and how to build a stronger case for investment in brand as a driver of growth.<br><br>**Prof Fridrik Larsen, Founder, CHARGE/brandr Index** | | |
| 12:10-12:40 | **Building trust before it's tested: The power of community engagement** | | |
| 12:40-12:45 | **Meet the finalists**<br>We invite the CHARGE Awards finalists to the stage to be recognised and presented with their plaques before the evening ceremony. | | |
| 12:45-1:45 | **Networking lunch break** | | |
| 1.45-2.35 | **Nuts and bolts workshop: AI the enrolls**<br>How El Paso Electric delivers personalised, best in class customer experiences<br>**Vish Kadakia, AI Lead, Hahn**<br>**George Novela, Regulatory Affairs, El Paso Electric** | **Nuts and bolts workshop: Having a story worth believing**<br>Closing the gap between promise and reality | **Interactive roundtables: Breaking down silos**<br>Connecting brand, marketing, communications and public affairs |
| 2:40-2:55 | **What can the energy industry learn from brands in technology, retail and financial services?** | | |
| 3.00-3.30 | **Panel: Will the data centre boom fundamentally change how energy companies position and differentiate themselves?** | | |
| 3:30-4:00 | **Networking coffee break** | | |

| | | | |
|---|---|---|---|
| 4:00-5:00 | **Nuts and bolts workshop: Winning the talent battle**<br>Building an energy brand that attracts the next generation | **Nuts and bolts workshop: Stop selling sustainability**<br>Start selling business value | **Interactive roundtables: Different messages, same impact**<br>Rethinking How we communicate with customers |
| 6:00pm-9:00pm | **CHARGE AWARDS**<br>**Awards reception** | | |