

CLIENT EVENT FOR UPLIGHT

A Tailored Client Event

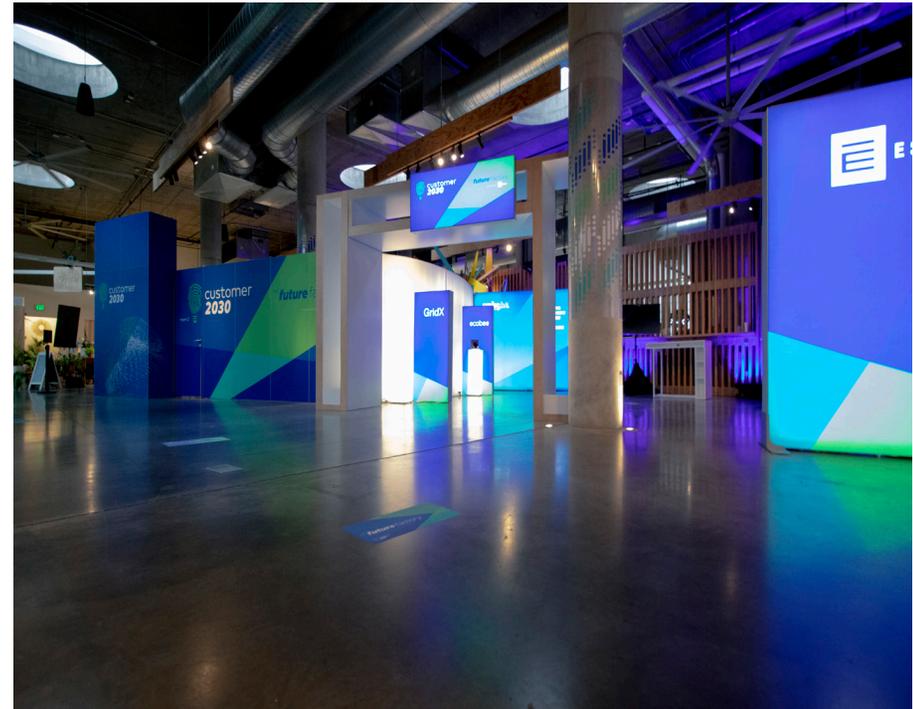
Uplight, a Condit client and a leading provider of end-to-end customer-centric technology and energy solutions, collaborated with Condit on their first conference and unique event – Customer2030.

At Customer2030, interactive workshops brought together content experts across the industry to discuss current topics including Transportation Electrification, Emerging Rate Designs and Rollout, and Grid Optimization. Within workshop sessions, attendees were given the chance the chance to learn methods of customer-centric design thinking and apply new tools to a product design process.

Inside the Design

The motive for the design was to create a stylish set of environments that blend in with and stand out from the architecture of the space. The design team was also inspired by the Uplight logo – an angled spotlight as the logo mark that runs along the brand name. The floor-plan for the event was similarly transected by a central architectural element, paying tribute to the logo.

The conference was hosted at a large hotel in downtown Denver with multiple events and touchpoints throughout the space and throughout the day – getting people from one place to another was critical. This was accomplished using flexible walls with internal LED lighting, advanced digital signage, and wayfinding graphics.



GOAL

Uplight's primary goal was to provide their customers with a uniquely valuable experience in which they are able to discuss and learn from industry peers about the energy consumer of the future and leave with tangible ways to approach the problems that the future presents to them. In addition, Uplight sought to display their leadership in the utility space and position brand as experts in the connected customer experience landscape.

Focusing on utility professionals from Uplight clients at the Manager, Director, and VP levels, the target audience was a hand-selected group of utility contacts that Uplight works closely with on executing energy efficiency programs and projects.



RESULT

The client event had approximately 110 attendees with a 9/10 average attendee rating. As hosts, Uplight received very positive feedback, including, "I loved the size of the event: large enough to ensure a diverse group of attendees and small enough to foster conversations," "Love your clear and leading commitment to clean energy transition," and "I found great value in my side conversations with Uplight staff and other industry folks."

From a customer relationship management perspective, the event influenced 41 existing opportunities, and 10 new opportunities were created – big numbers for the Uplight sales pipeline, which can range from months to years.



VALUE

Shannon Oleynik, Community and Events Manager at Uplight, said the following, "Our partnership with Condit was an invaluable aspect of executing Customer2030. From the beginning, I loved how the Condit team took my ideas and turned them into physical spaces that brought the event to life. We worked very closely with the design team to figure out how to create spaces that would allow us to execute on goals of the workshops and conference as a whole. We received MANY compliments from attendees about how great the branding and physical aspects of the venue and stage were. Additionally, Condit's partnerships with the A/V company allowed us to be able to seamlessly work together to provide an excellent viewer experience. We would not have been able to have such a successful event outcome without the amazing work of the Condit team."

