

EEx2017 – Feedback & Discussion Overview

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FEMP

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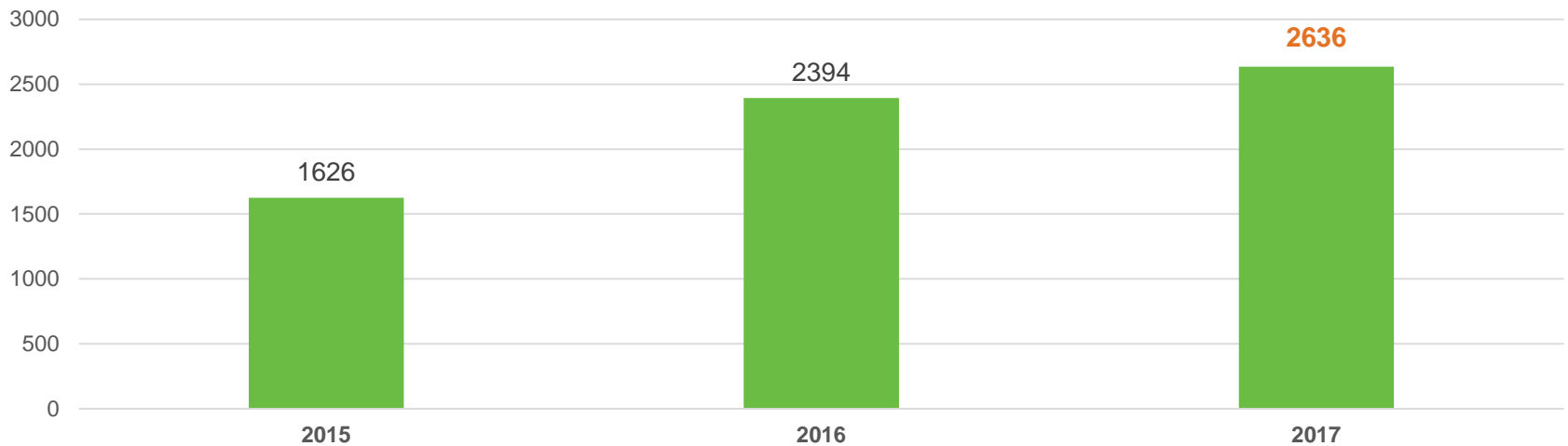
EEx17 Highlights - Attendance

Registration by Type: 2015 vs. 2016 vs. 2017

Type	2015	2016	2017*
Federal	997	1284	1250
Non-Federal	629	741	921
Exhibitors	N/A†	369	465
Total	1,626	2,394	2,636

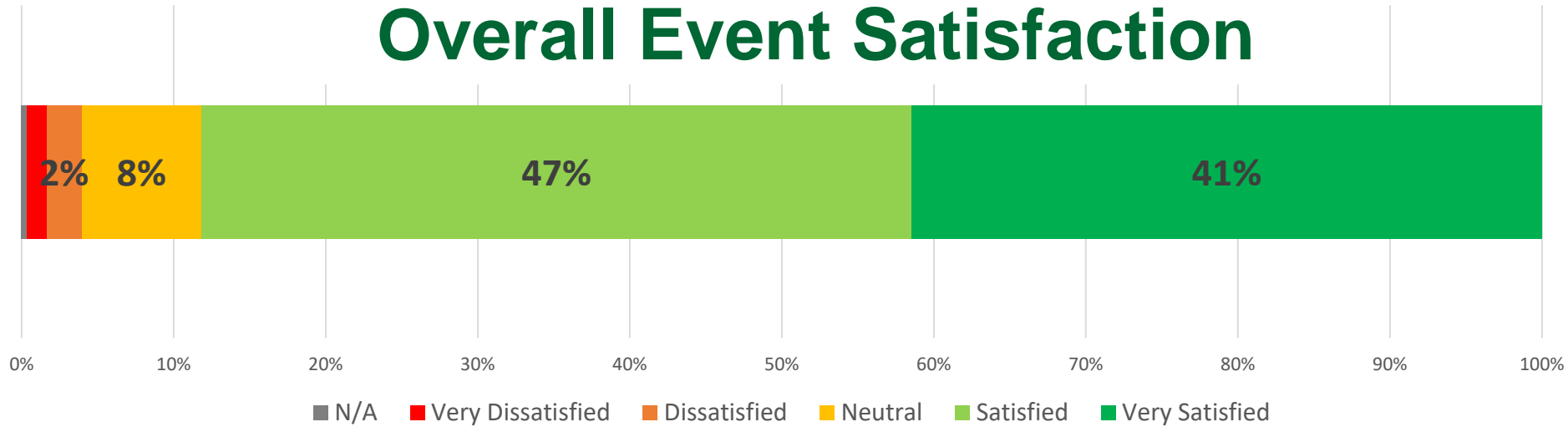
Registration: Since 2015, non-exhibitor Energy Exchange **registration has grown by 34%**, including a growth of non-Federal registrants by 46%. (Registration has grown by 62% since 2015 if you include exhibitors.)

Overall Registration: 2015-2017

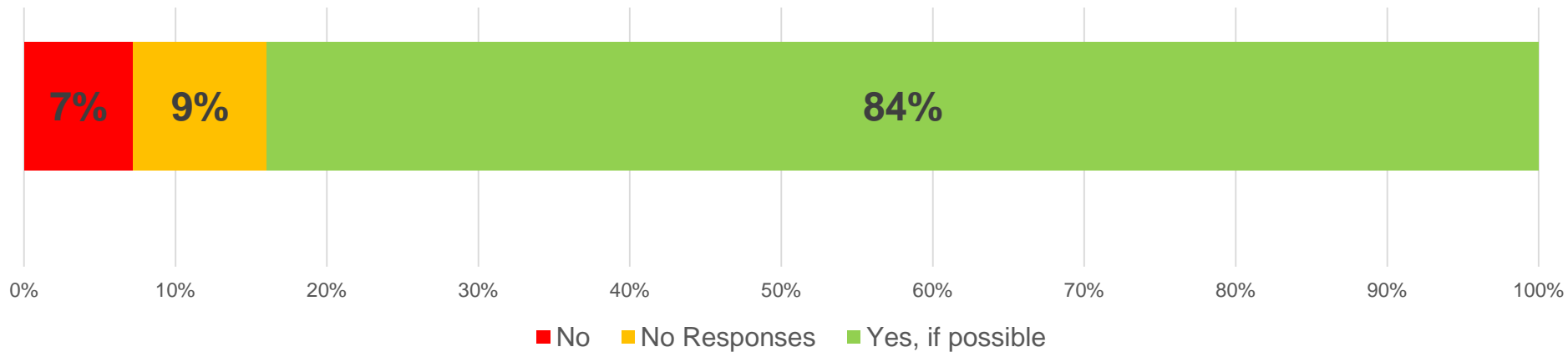


EEx17 Highlights – Event Satisfaction

Overall Event Satisfaction

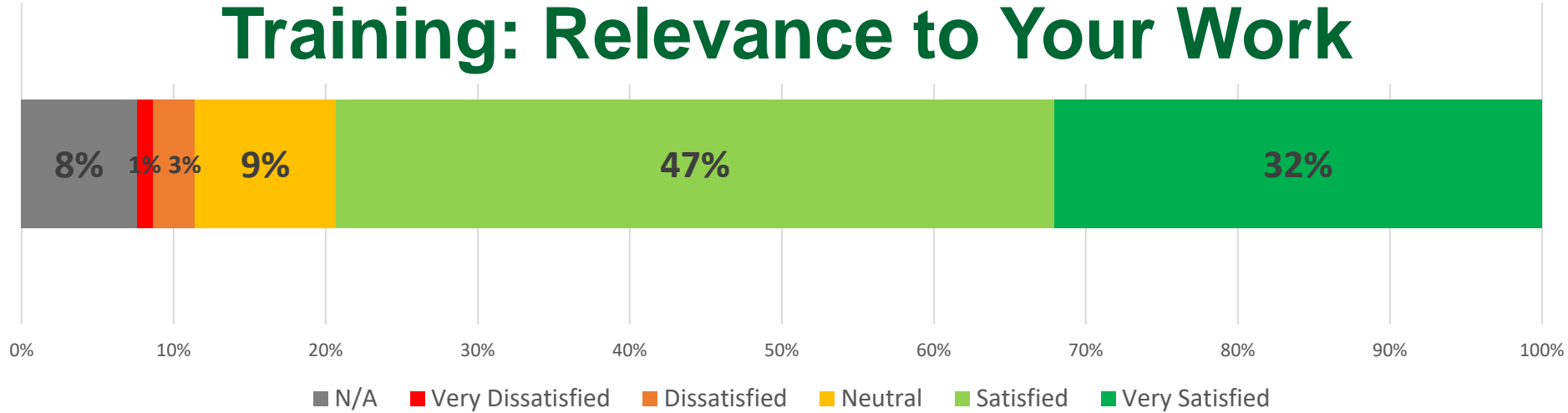


Do you plan to attend Energy Exchange 2018?

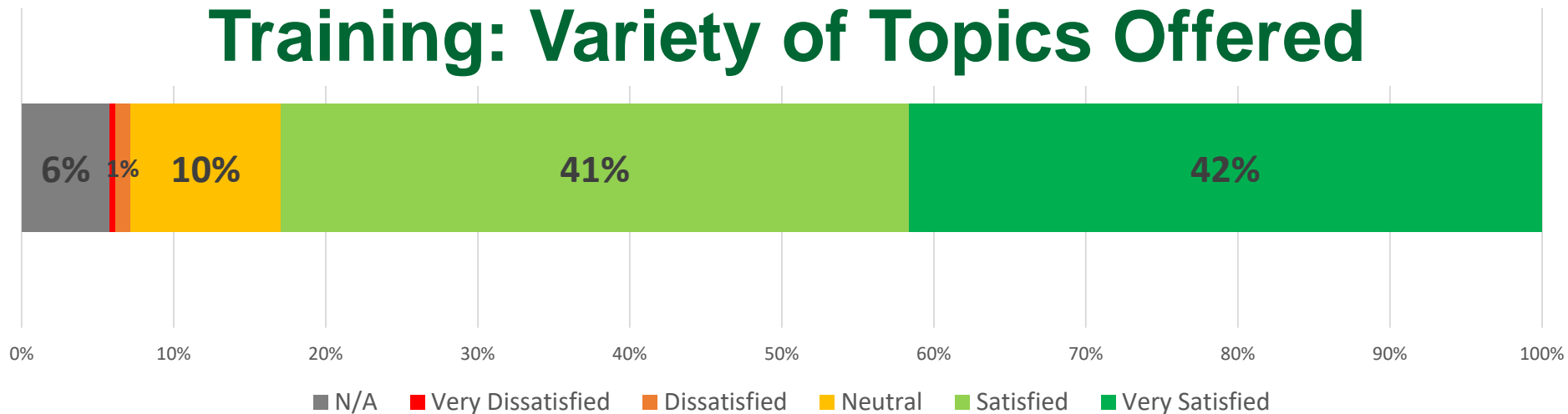


EEx17 Highlights – Technical Program Satisfaction

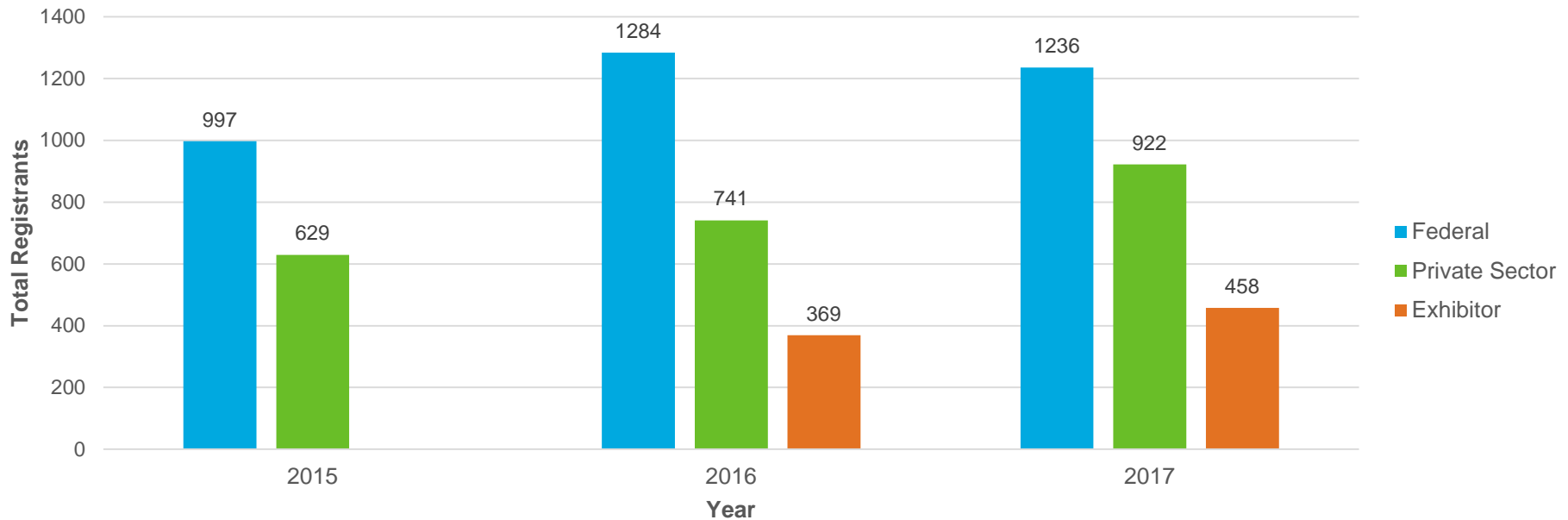
Training: Relevance to Your Work



Training: Variety of Topics Offered

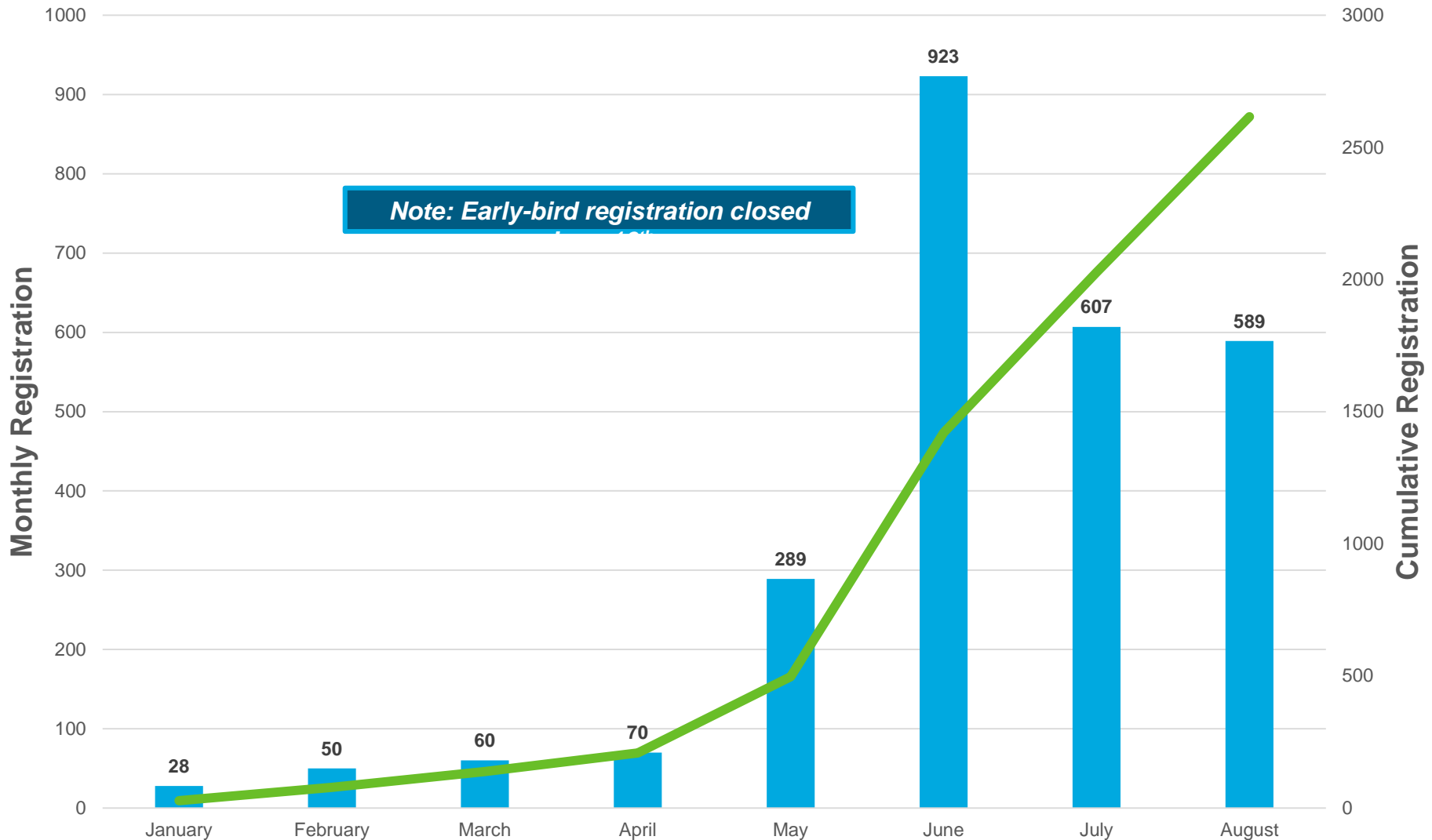


Energy Exchange Registration: 2015-2017



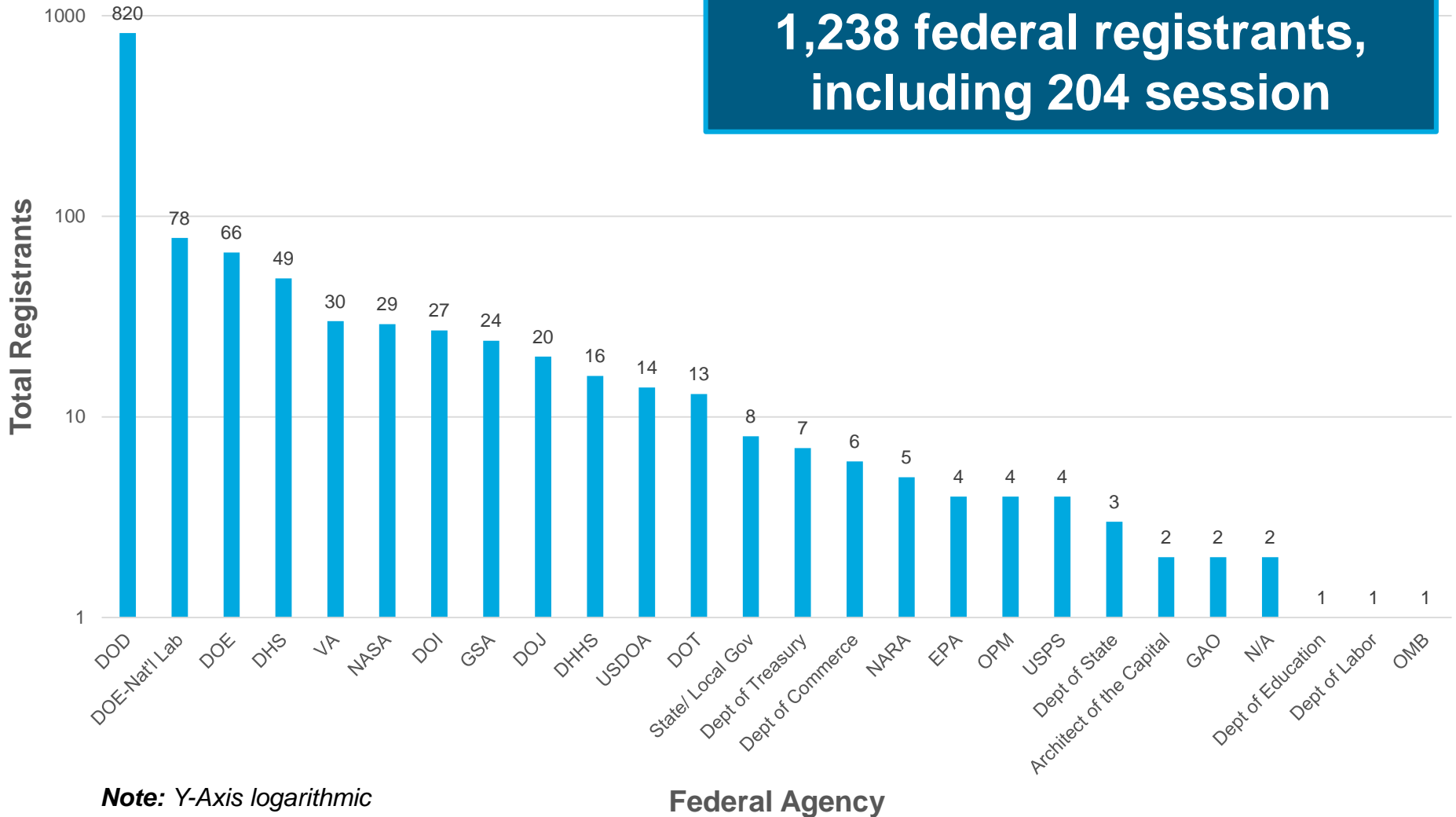
Type	2015	% Change 2015 to 2016	2016	% Change 2016 to 2017	2017	% Change 2015 to 2017
Federal	997	↑ 28.79%	1284	↓ -3.74%	1236	↑ 23.97 %
Private Sector	629	↑ 17.81%	741	↑ 24.43 %	922	↑ 46.58 %
Exhibitors	N/A*		369	↑ 24.12 %	458	
*The trade show was co-located but unaffiliated with the Energy Exchange in 2015.						
Total	1,626	↑ 47.23%	2,394	↑ 9.27%	2,616	↑ 60.89 %

Registration Timeline: January to August 2017



Federal Registration for 2017

1,238 federal registrants,
including 204 session



Note: Y-Axis logarithmic scale

Federal Agency

Federal Registration: 2015-2017 (>10 Registrants)

Agency	2015	% Change 2015 to 2016	2016	% Change 2016 to 2017	2017	% Change 2015 to 2017
DOD	635	↑14.80%	729	↑12.48%	820	↑29.13%
DOE-Nat'l Lab	64	↑26.56%	81	↓-3.70%	78	↑21.88%
DOE	55	↑30.91%	72	↓-8.33%	66	↑20.00%
DHS	6	↑566.67%	40	↑22.50%	49	↑716.67%
VA	1	↑5000.00%	51	↓-41.18%	30	↑2900.00%
NASA	24	↑12.50%	27	↑7.41%	29	↑20.83%
DOI	45	↑-2.22%	44	↓-38.64%	27	↓-40.00%
GSA	30	↑50.00%	45	↓-46.67%	24	↓-20.00%
DOJ	10	↓-40.00%	6	↑233.33%	20	↑100.00%
HHS	21	↓-23.81%	16	-	16	↓-23.81%
USDA	8	↑112.50%	17	↓-17.65%	14	↑75.00%
DOT	16	↑06.25%	17	↓-23.53%	13	↓-18.75%
Dept of Treasury	11	↑18.18%	13	↓-46.15%	7	↓-36.36%
EPA	2	↑2650%	55	↓-92.73%	4	↑100.00%

Trade Show by the Numbers

In 2016, the Energy Exchange added a **trade show**.

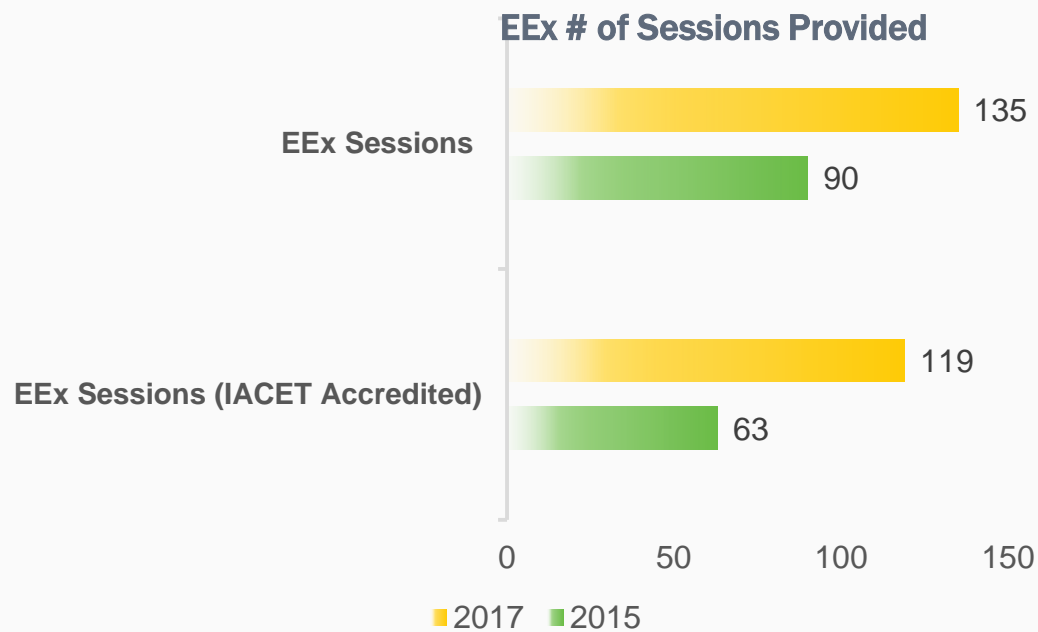


In 2017, the number of **exhibitors increased from 109 to 115** manufacturers, distributors, and service providers, resulting in **127 exhibitor booths being sold**.

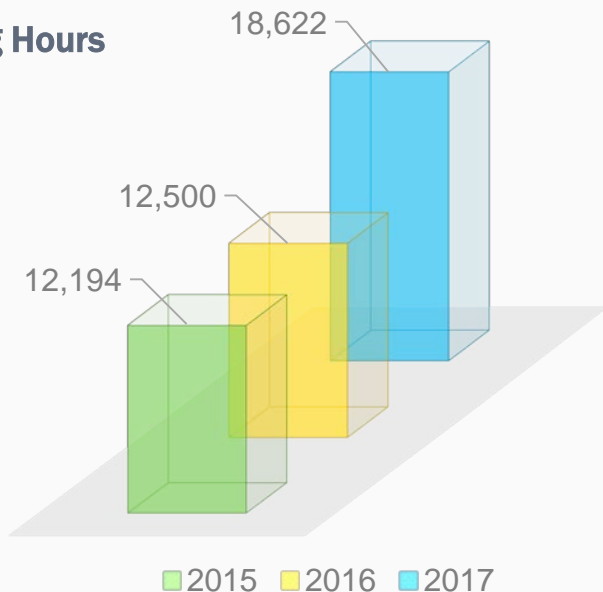


EEx17 Sessions – Training Figures

Energy Exchange **course offerings expanded from 90 sessions in 2015 to 135 sessions in 2017** – an increase of 50%. *(IACET-accredited courses increased from 63 in 2015 to 119 in 2017 – an increase of 89%.)*



EEx Training Hours Provided



More course offerings combined with more registrants means that the total number of **training hours provided increased from 12,194 hours in 2015 to 18,622 hours in 2017** – an increase of 53%.

EEx17 Sessions– Track Attendance

Track	Track Title	Attendees	Avg
9	Resilience for Mission Assurance	1435	159.44
4	Cyber and Control System Technologies	1115	123.89
10	Distributed Energy	987	109.67
11	Utility Partnerships for Savings, Efficiency ...	977	108.56
2	Core Energy Technologies	958	106.44
3	Emerging Energy Technologies	935	103.89
13	Policy, Legislation, and Leadership	903	100.33
5	Optimal Building Performance Strategies	850	94.44
7	Federal Fleet Management	842	93.56
8	Integrated Master Planning	756	84.00
12	Performance and Alternative Contracting	734	81.56
1	Energy 101	686	76.22
14	Making the Business Case for Energy Management	582	64.67
15	Solution Sets and Best Practices	562	62.44
6	High Performance Buildings	496	55.11

Most Attended Sessions (>150 Attendees)

Track	Session	Session Title	Attendees
13	6	U.S. Department of Defense Deputy Assistant Secretary Panel	274
11	2	Microgrids and Smartgrid Applications	226
9	3	Microgrids for Resilience	225
4	1	Cybersecurity Basics for Energy Managers	205
9	8	Resilience Strategies Beyond Microgrids	203
9	5	Resilience Project Examples in the Military	184
4	2	Understanding and Implementing the Risk Management Framework	180
2	7	Advanced HVAC Technologies	177
3	5	Advanced Energy Storage	173
11	5	Utility as a Service	169
13	5	Legislation: What's Cooking on the Hill?	167
10	9	Combined Heat and Power Case Studies	162
9	4	How Resilient Are You? How to Measure Resilience	154

Least Attended Sessions (<50 Attendees)

Track	Session	Session Title	Attendees
6	8	Well Buildings and the Living Building Challenge	30
6	6	Turning on the Switch to Lighting Controls in High Performance Buildings	32
14	7	The Cost of Not Commissioning Your Building	34
14	8	Maturity and Value of Energy Efficiency	34
15	8	Historical Building Project Case Studies	34
15	9	Financing: How to Get It Done	38
15	3	Renewable Energy Case Study	39
8	9	Regulatory Challenges: NEPA, Interconnection, and Local	42
6	9	High Performing Buildings Thought Leaders Panel	44
15	6	Water Efficiency Project Case Studies	44
15	7	Utility Partnerships Helping the Agency Meet Strategic Goals	45
6	2	Future Proofing Your Buildings for High Performance and Durability	47
14	5	Public-Private Partnerships	48
14	2	Valuing Energy Efficiency	49

Attendance Trends

% of Sessions Attended Relative to Total Registration

Session	Date	Start Time	End Time	Attendees	% Registrant Attended
1	15-Aug	10:30am	12:00pm	1660	63%
2	15-Aug	2:00pm	3:30pm	1604	61%
3	15-Aug	4:00pm	5:30pm	1394	53%
4	16-Aug	8:30am	10:00am	1399	53%
5	16-Aug	10:30am	12:00pm	1611	62%
6	16-Aug	2:00pm	3:30pm	1474	56%
7	16-Aug	4:00pm	5:30pm	1233	47%
8	17-Aug	8:30am	9:30am	1210	46%
9	17-Aug	9:45am	11:15am	1233	47%

EEx17 Supplementary Meetings and Workshops

Seventeen federal agencies held workshops or meetings.

Monday, Aug 14

10 DOE FEMP Workshops

Navy Fleet, Army Vehicles, and GSA Fleet Workshops

Multiple Army Trainings

DHS, DOE, DOJ Meetings

All available space (18 rooms) was used on Monday .

Additional Meetings

First time at EEx for GSA FBPTA Advisory Group

Industry Days for Air Force and Navy

USFS, USGS, HHS Meetings

DOE Renewable Energy Working Group

Navy Training All Week

Supplementary meetings and workshops provided an **additional 225 hours** of extra value to Energy Exchange attendees.

Thursday, Aug 17 and Friday, Aug 18

Secretary of the Army Awards

FAA EMC National Meeting

NASA Energy Managers

EFCOG Sustainability Group

Veterans Affairs Meeting

DLA Energy Managers

USAF, Army Reserves, DoD, Navy

EEx17 Onsite Experience: FEMP *Connect Lounge*

The FEMP Connect Lounge offered space for attendees to **connect, collaborate, and conserve** with FEMP staff.



The lounge was well-received by attendees, many who wanted to **expand the space** for next year to allow for additional networking.

EEx17 Mobile App Usage

More than 1,500 attendees downloaded the Energy Exchange mobile app, representing a 20% increase from the number of downloads in 2016.



A higher percentage of overall registrants downloaded the mobile app in 2017 (57.5%) than in 2016 (52.5%).

However 52 sessions were *never* rated in the mobile app.

FEMP FEDS Spotlight

Energy Exchange 2017 featured the **inaugural FEDS Spotlight** recognition ceremony on the evening of Wednesday, August 16th.



Thirty federal energy champions who embody the principles of efficient and innovative energy, water, and fleet management by **connecting, collaborating, and conserving** were recognized.

Registration/Marketing Recommendations

under consideration

1. **Keep early bird pricing as it drives early registration, especially in June (>900 registrations).**
2. **Expand usefulness and launch date of the app, decrease use of large printed guide.**
3. **Increase Pre-event emails regarding the know-before you go information.**
4. **Include military branches on Department of Defense attendee badges rather than just “DOD”.**
5. **Include a designation/ribbon on attendee badges for FEMP staff members (similar to those of speakers).**
6. **Explore the feasibility of a student registration rate in order to comply with Department of Energy STEM goals.**

ISWG GROUP THOUGHTS?

Technical Program Recommendations

under consideration

1. Maintain (or slightly reduce) the current number of technical tracks depending on room coverage in Cleveland. ***Do not add more technical tracks in 2018.***
2. Cyber and Control System Technologies track was new this year and is a *must* moving forward into 2018 and beyond.
3. Continue to offer session quiz availability at the end of each day rather than postponing until the following week.
4. Engage moderators earlier and more often in the session development process.
5. Develop a mechanism to identify sessions that hit max room capacity/need to turn away attendees at the door.
6. Ensure that speaker names are physically listed outside each training room, either on a video display or poster board.
7. **Future topics of interest include: resilience, cybersecurity, small businesses and buildings focus, HVAC, wired lighting, M&V, telematics, creative PPAs, legislation & policy updates, net zero buildings, behavior change (individual and organization)**

ISWG GROUP THOUGHTS?

Onsite Experience Recommendations

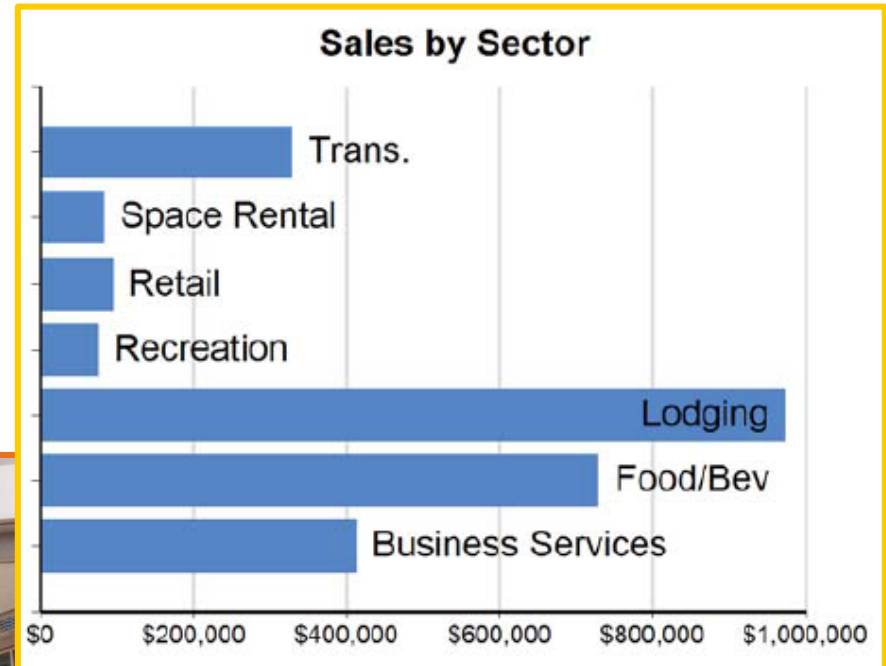
under consideration

1. Discontinue the Lunch and Learn events.
2. Build on the success of this year's multimedia employed during the opening plenary and closing plenary sessions.
3. Allow more rehearsal time for opening plenary and closing plenary sessions.
4. Establish better guidelines for managing supplementary meetings and workshops (incl. space and management).
5. Engage potential FEDS Spotlight agencies sooner in the process.
6. Other post-event recommendations include making photos of winners publically accessible quickly or emailed to winners shortly after award.
7. Expand the space of the FEMP Connect Lounge (i.e. more tables) for additional networking opportunities.

ISWG GROUP THOUGHTS?

The Positive Economic Impact

In just 2 ½ days, Energy Exchange attendees were responsible for boosting the local economy by **\$4.6 million**.



Nearly 1,200 jobs were supported because of the Energy Exchange's presence in Tampa.*

*Source: Tampa's Convention & Visitors Bureau event report

Cleveland, Ohio

August 21-23, 2018

