DSM PROGRAM MANAGER WORKSHOP: BUILDING A PROGRAM – FROM CONCEPT TO EVALUATION

1.5 Days
This course is specially designed for those who develop energy efficiency and DSM programs. Whether your goal is to manage programs for a utility or consultant, or you are looking to fill-in knowledge gaps, you will acquire all the tools to successfully manage DSM programs from start to finish – including research, planning, design, launch, marketing, evaluation and reporting. Learning is supplemented by hands-on and interactive group activities and handouts to ensure retention of the concepts, and to put into practice the thought processes required on the job.
For individuals with 0-5 years experience. Offered onsite and at conferences.

COURSE OUTLINE

Why offer Demand-side Management Programs?
- Definition of Demand-side Management (DSM)
- DSM vs. Supply-side Management
- Regulators and Lawmakers
- Influencers

Needs Assessment & Fact Finding
- Local context that affects program constraints and opportunities
- Data that helps inform program design
- Risk analysis

Building Blocks – Design for Success
- Design approaches
- Types of program design and best practices
- Incentive design considerations for Program Types
- Program deployment considerations
- Measure selection
- Program design – making decisions
- How did you do

Program Launch & Implementation
- Task list, schedules & tracking progress
- Staff assessment
- Request for proposals: best practices or issuing and proposal selection
- Engagement and education plan
- Risk management – creating contingency plans

Evaluation, Measurement & Verification
- Evaluation terms and definitions
- Evaluation resources and references

Reporting
- Internal reporting for program management
- External reporting – regulatory compliance and stakeholder groups
- Using reports for continuous improvements
- Potential challenges & resolution strategies

Interested?
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