

2024 EVENTS LINEUP

It's Time to Register!

Click your choice of event, on the right, to register.



Design Thinking Masterclass

Design Think-a-Thon:
Breaking Down Silos to
Overcome the Energy &
Water Capacity Dilemma

May 14-15, 2024
Georgia Power, Atlanta, GA

Host Utility:
 Georgia Power



Futures Thinking Masterclass

Futures Think-a-Thon:
The Future of Utility Service

June 4-5, 2024
Oracle Industry Lab
Deerfield, IL

Event Host:
ORACLE
Energy and Water



2024 SPARK Meeting

Transformative Leadership
at the Intersection of
Customers & Operational
Excellence

September 16-18, 2024
The Thompson Hotel
Nashville, TN


Host Utility:  **NES**

THE U2030 COLLABORATIVE DIFFERENTIATION IS...

A MEMBERSHIP THAT ENERGIZES YOUR TRANSFORMATION EFFORTS	THE FUTURE IS NOW AND WE ARE SHAPING IT!	WHERE D&I are part of the SOLUTION	KINESTHETIC LEARNING Physically Engage in Content at Our Events
SHARING the CONTRIBUTIONS of Women Who SPARK WINNERS	FEAR NOT YOU ARE NOT ALONE	WE VALUE COMMUNITY SERVICE	MAKE FAST FRIENDS
ADVANCE YOUR CAREER Acquire Transformative Leadership Skills	DESIGN THINKING EMPATHIZE & RESONATE	HAVE FUN while doing meaningful work	—Agility & Flexibility— WE EVOLVE WITH YOUR BUSINESS
U2030 IS PEOPLE CENTERED	MAXIMUM RELEVANCY UTILITY MEMBER-LED	ENERGY TRANSITION BECOME PART OF THE SOLUTION	LEARN TO INFLUENCE Customer Behaviors
			ON STEROIDS



2024 Theme:
BREAKING DOWN SILOS TO OVERCOME THE ENERGY & WATER CAPACITY DILEMMA
May 14-15, 2024 | Georgia Power, Atlanta, GA

Host Utility:
 Georgia Power

Overview

Join us for the [U2030 Design-Think-a-Thon, Breaking Down Silos to Overcome the Energy & Water Capacity Dilemma](#). This action-packed masterclass will allow you to practice Design Thinking and behavioral science while diving into the latest cross-company collaboration strategies, the future of customer experience (CX), and a new era of operational excellence.

[Design Thinking](#) is an iterative problem-solving approach emphasizing empathy, creativity, and collaboration to generate innovative solutions. Its effectiveness lies in fostering user-centric solutions through exploration and iteration.



Master of Ceremonies
Luke Peterson
General Manager, Hibbing PUC



Meeting Facilitators
Beth Karlin
CEO, See Change Institute



Sea Roimann
Behavioral Scientist,
See Change Institute

Featured Sessions

*Opening Fireside Chat:
GA Power on Leading Our Utility of the Future*



Chima Chijoke
Vice President, Customer Service,
Georgia Power

U2030 Center of Excellence Panel: Embracing Industry 4.0 and Bridging Organizational Divides



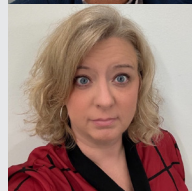
Mike Smith
Principal, Utility 2030 Collaborative



Patrick Pent
Director, Customer Engagement
Technology Solutions,
Southern Company



Shawn Adderly
Senior Manager, Transmission
Performance Center, PG&E



Jennifer Spearman
Manager, Customer
Engagement App Development,
Southern Company

Who Should Attend

We've designed this event for utility professionals, particularly those from customer and operations-focused departments and individuals spearheading innovation and transformation. Engaging in this event will provide invaluable insights into navigating your utility through the evolving energy and water economy in these specific domains:

- Customer Experience
- Operational Excellence, Outage & Emergency Management
- Energy Transition & Beyond the Meter Solutions

Useful Links

[LEARN MORE](#)[REGISTER](#)[HOTEL](#)

Key Takeaways

- **Design Thinking:** Arm yourself with a proven and practical process, Design Thinking, to systematically identify and dismantle silos within your organization to foster collaboration and innovation.
- **Behavioral Science:** Learn behavioral science strategies from leaders in this field to have more significant influence and create more engaging and satisfying customer experiences.
- **Future of Customer Experience (CX):** Embark on a journey through the dynamic terrain of customer experience in utilities, discovering novel approaches to amplify satisfaction and engagement across all organizational domains.
- **Operational Excellence:** Uncover invaluable insights into achieving operational excellence by leveraging cross-functional support within your organization, fostering synergy to optimize processes and enhance overall performance.
- **Industry 4.0 Integration:** Engage in insightful discussions surrounding the seamless integration of Industry 4.0 technologies and methodologies, catalyzing transformative change and maximizing efficiency across operational landscapes.
- **Data-Driven Decision-Making:** Harness the power of data-driven decision-making to drive organizational performance and agility, leveraging insights to optimize resource allocation, mitigate risks, and seize emerging opportunities.
- **Sustainability and Resilience Initiatives:** Gain insights into implementing sustainability and resilience initiatives within your organization, aligning environmental stewardship with business objectives to create long-term value and impact.



2024 Theme:
THE FUTURE OF UTILITY SERVICE
 June 4-5, 2024 | Oracle Industry Lab, Deerfield, IL

Meeting Host:
ORACLE
 Energy and Water

Overview

Join us for the **U2030 Futures-Think-a-Thon**, an innovative masterclass introducing you to Futures Thinking. Rooted in principles offered by the **Institute of the Future (ITF)**, Futures Thinking is a systematic planning approach that helps you acquire the necessary tools, methods, and research capabilities to prepare for uncertain times. A singular ambition drives this masterclass: to help participants look as far ahead as possible and imagine the future of utility service by asking, "What if?". Attending will help you transcend the limits of short-term thinking, awaken a sense of urgency within yourself, and drive change in your organization.

Inspiration for Futures Thinking will include a tour of Oracle's Industry Lab, where innovative test beds incubate solutions to address intricate challenges across diverse industries.



Master of Ceremonies

Ahmad Ababneh
 Vice President, Transmission & Substation Operations, PG&E



Meeting Facilitators

Kim Grego
 Senior Product Marketing Manager, Oracle Energy & Water



Jod Kaftan
 Head of Product Design & Research, Oracle

Featured Sessions

Welcome Address: Building a Greener Future: Mayor Shapiro's Strategies for Sustainable Services



Daniel Shapiro
 Mayor, Village of Deerfield, IL

Ignite Talks: Enlighten Us, But Make it Quick



Various Presenters

Keynote Address: Collaborative Waters: Building Partnerships for a Sustainable Water Future



David Kohn
 Deputy Commissioner of Regional Partnerships, City of Chicago
 Department of Water Management

Utility Roundtables: Future of Utility Service Projects



Various Moderators

Masterclass Segments

- Futures Thinking Overview
- Why Our Industry Needs Futures Thinking
- Future Signals and Drivers
- Practicing Futures Thinking to Imagine the Future of Utility Service
- Solution Presentations
- Silent Voting & Awards

Useful Links

[LEARN MORE](#)
[REGISTER](#)
[HOTEL](#)

Who Should Attend

This event caters to utility professionals, especially those in customer and operations-focused roles, and pioneers driving innovation and transformation. Participation in this event promises invaluable insights for navigating your utility through the dynamic energy and water economy within these targeted domains:

- Customer Experience
- Operational Excellence, Outage & Emergency Management
- Energy Transition & Beyond the Meter Solutions

Key Takeaways

- **Introduction to Futures Thinking:** Gain a comprehensive understanding of Futures Thinking, a strategic planning approach rooted in principles from the Institute of the Future (ITF), aimed at preparing for uncertain times.
- **Long-Term Perspective:** Learn to envision the future of utility service by adopting a forward-thinking mindset and asking “what if?” questions, transcending short-term thinking limitations.
- **Inspiration from Oracle’s Industry Lab:** Experience firsthand the innovative solutions being incubated at Oracle’s Industry Lab, providing insights into addressing complex challenges across diverse industries.
- **Solution Presentations:** Hear about solutions, ideated during the masterclass, that offer innovative approaches to addressing the future of utility service
- **Ignite Talks:** Gain valuable insights from quick and enlightening Ignite Talks delivered by various presenters, providing diverse perspectives on the future of utility service.
- **Utility Roundtables:** Engage in collaborative discussions moderated by industry experts, focusing on the current and future landscape of utility service projects in critical areas such as customer experience, operational excellence, outage & emergency management, and energy transition & beyond-the-meter solutions.
- **Preparation:** Get answers to essential questions like, “What should the company start doing differently to get ahead of the next wave of disruption?”



U2030 Annual SPARK Meeting 2024 Theme:
**TRANSFORMATIONAL LEADERSHIP AT THE INTERSECTION
OF UTILITY CUSTOMERS & OPERATIONS**
September 16-18, 2024 | The Thompson Hotel, Nashville, TN

Host Utility:



Overview

Join us for the [U2030 Annual SPARK Meeting, Transformation Leadership at the Intersection of Utility Customers, and Operational Excellence](#).

Cleverly designed to positively impact your professional journey, it will allow you to step into the work of innovation and transformation.

Our lineup is full of creative session formats that have put U2030 events on the map. These include a Human Spectrogram Exercise, Ignite Talks, Gallery Walk, Brain Dates, a Utility Project Talent Show, and a Key Takeaways Wall, which invite transparent collaboration and relationship-building opportunities.



Masters of Ceremonies

Chima Chijioke
Vice President, Customer Service,
Georgia Power



Chris Hilborn
Vice President, Customer Insights
& Solutions, Liberty Utilities

Featured Sessions

Welcome Address: Leading Transformation at NES for a Sustainable Future



Teresa Broyles-Aplin
President & CEO,
Nashville Electric Serve

Opening Keynote: Leadership Strategies for Transforming NES and Shaping the Utility Landscape



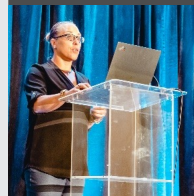
Brent Baker
Vice President, Chief Customer &
Innovation Officer

Interactive Session: Developing Your Transformation Leadership Plan



Kay Fuhrman
Executive Search Partner,
Heidrick & Struggles

Ignite Talks: Enlighten Us, But Make it Quick



Various Presenters

Panel: Women Who SPARK Individual Transformation & Innovation Award Winners



Winners Announced at Event

Who Should Attend

We've cleverly designed this event for utility professionals from customer and operations-focused departments and individuals specializing in innovation and transformation. Participating will give you valuable insights into leading your utility into the new energy and water economy in these areas:

- Customer Experience
- Operational Excellence, Outage & Emergency Management
- Energy Transition & Beyond the Meter Solutions

Useful Links

[LEARN MORE](#)[REGISTER](#)[HOTEL](#)

Key Takeaways

- **Transformational Leadership Insights:** Gain actionable strategies and insights from industry leaders on driving utility transformation, focusing on customer-centricity and operational excellence.
- **Innovation in Utilities:** Explore innovative approaches to utility management and learn how to integrate cutting-edge solutions into your organization to stay ahead in a rapidly evolving industry.
- **Customer-Centricity:** Understand the importance of prioritizing customer experience in utility operations and learn effective strategies for enhancing customer satisfaction and engagement.
- **Operational Excellence and Resilience:** Discover best practices for optimizing operational efficiency, managing outages, and enhancing emergency response to ensure the reliability and resilience of utility services.
- **Leadership Development:** Engage in hands-on learning experiences that will help you develop your transformational leadership skills and craft actionable plans for driving change within your organization.
- **Empowering Diversity and Inclusion Leadership:** Learn how to foster a culture of diversity and inclusion within your organization, empowering leaders to champion equality and create an environment where all voices are valued and heard.
- **Future of Energy Transition:** Explore emerging trends and challenges in the energy transition and gain valuable insights into navigating the evolving landscape of energy and water utilities.