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CONSUMER ENGAGEMENT STEERING GROUP

TUESDAY, 29TH SEPTEMBER, 9:45AM – 1PM
NHBC, CANDLEWICK HOUSE, 120 CANNON

9:45am – 10:00am – Coffee / Tea

10:00am – 10:30am – Introduction by Chair, Neil Jefferson - CEO, Zero Carbon Hub

- **Inc. update on current Hub projects and activities.**

10:30am – 11:15am – The Marketing Plan

- **Discussion: Initial thoughts from the Steering Group on the Marketing Plan**
 - **Input: feedback received to date**

11:15am – 12:00pm – How to implement the plan: Making consumers want to buy low and zero carbon homes

- Who needs to be involved?
- How do we work together?
- What are the easy / difficult things to achieve?
- What are the practicalities?
- Budget and resources.

12:00pm – 12:15pm – Report on New Homes Week 2009

- Update from Steve Turner, New Homes Marketing Board, about New Homes Week 2009

12:15pm – 12:30pm - Next steps and actions

12:30pm – 1:00pm – Lunch and informal discussion.