



## ETS

ETS | Taking an Energy Industry Event from Infancy to a National Brand

### OBJECTIVES

Pierpont has had the pleasure of working with [Zpryme](#), the Austin-based research group and organizers of the [Energy Thought Summit](#) (ETS) since 2015. Put on each year, ETS brings utility sector, technology and policy thought leaders from around the world together to debate and discuss the future of energy as well as the role people are playing in its evolution.

### SOLUTION

Each year Pierpont leverages the conference's unique dialogue and key speakers, which includes C-level executives from National Grid, ComEd, NRG, Direct Energy, NiSource, PSEG, New York Power Authority, ERCOT and more - to attract important national and regional energy media influencers such as the Financial Times, Forbes, New York Times, the Economist, Bloomberg, TechCrunch, Utility Dive, EnergyWire, S&P Global Market Intelligence, IHS Markit and others.

### RESULTS

Pierpont has supported Zpryme by launching and promoting other events throughout Texas, including its [City of the Future](#) conference in San Antonio, plus its [WE3](#) in Redwood City, California. It's also helped develop the company's core messaging and announced several strategic partnerships and research report findings.