Background

In 2012 ISEN provided the Kellogg Energy Club with $2,000 of funding to support the first-ever Kellogg Energy Conference. ISEN’s funding supported conference marketing and logistics activities, which ranged from individual fliers for every Kellogg student to a conference-themed week in the Kellogg atrium.

Conference Debrief

The 2013 Kellogg Energy Conference, “New Energy → New Challenges”, was held on Wednesday February 13, 2013 in Kellogg’s Allen Center. The program included a robust agenda with speakers from across the public and private sectors focusing on how new sources of energy bring new challenges to firms across many industries.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:30pm - 1:00pm</td>
<td>Registration</td>
</tr>
<tr>
<td>1:00pm - 1:15pm</td>
<td>Opening remarks</td>
</tr>
<tr>
<td>1:15pm - 2:15pm</td>
<td>Session 1</td>
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<tr>
<td>2:15pm - 2:30pm</td>
<td>Break</td>
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<tr>
<td>3:00pm - 4:00pm</td>
<td>Session 2</td>
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<tr>
<td>4:00pm - 4:15pm</td>
<td>Break</td>
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<tr>
<td>4:15pm - 5:15pm</td>
<td>Session 3</td>
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<tr>
<td>5:15pm - 5:30pm</td>
<td>Closing remarks</td>
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<tr>
<td>5:30pm - 6:30pm</td>
<td>Networking reception</td>
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Key accomplishments from the conference include:

- Nearly 230 individuals registered for the conference, with an estimated 175-200 attending some portion of the conference.
- Record-setting percentage of non-student attendees, including industry executives and Kellogg alumni.
- $24,000 in sponsorship funds raised from blue chip industry partners, including GM, Chevron, McKinsey, United, ISEN, and the Clean Energy Trust.
- Top notch lineup of speakers from the public, private, and nonprofit sectors and a range of industries.

We received significant feedback from the conference, a snapshot of which is included below:

- "I have been to a fair share of conferences over the years and this was simply different. You had world class speakers, a fresh agenda, and a solid audience."
  - Industry executive
- "This was a major success – you and the rest of the team should be proud."
  - Corporate partnerships team (who decide on next year’s conference lineup)
- "Execution. You guys made it happen…it was really amazing to see."
  - Proud Kellogg Energy Club alum from 2012
- "This was the day energy at Kellogg got put on the map."
  - Another proud Kellogg Energy Club alum from 2012
- "I was at the Energy Conference today and really enjoyed it. All of my other first year peers who I have spoken to also had a great experience today. Hopefully your team started a new Kellogg tradition!"
  - Kellogg 1st Year
- "Your whole team has been impressive, from their individual backgrounds to the collective attention to detail put into this event. And Pigeonhole was pretty neat."
  - Conference panelist
- "Thank you for inviting me to this event. It was an honor for me to speak here today and it is great to see so much interest on energy issues at Kellogg."
  - One of our keynotes

**ISEN Funding**

The conference would not have been possible without funding from sources like ISEN. ISEN’s funding enabled the team to significantly ramp up marketing and logistics efforts. The funding allowed the team to purchase fliers for every Kellogg mailbox, gift bags with the conference theme for all participants, gifts for the speakers, and light-bulb themed table centerpieces for the Kellogg atrium and the Allen Center.