

**“Towards 2020 – developing skills opportunities
in UK renewables”.**
**Lessons from the last two days,
Industry Reputation & Future Marketing.**

Presentation to All-Energy Conference
26 May 2005.

Lessons

- Assets
- Mapping
- Trends
- Standards
- Engage and Enthuse
- Capture
- Partnerships
- Awareness

Industry Reputation

“The Customer Stakeholder experience”

Perception versus Projection:

- Accumulation of sector experiences creating “Market imprint” leading to reinforcement or detraction of promise
- Essence and values
- Desired positioning
- Projected internally and externally

Market Equity

“The ability of the business to command preference relative to competitors”.

- Customer centric
- Competitive effectiveness
- Market leadership
- Communication effectiveness
- Global
- Awareness

Trusted Market & Companies
Recommended Employers

Less emphasis on price
Support during controversy

Market Leadership and Global Attributes

- Industry leaders
- Innovative products and services
- Forward thinking
- Well articulated vision

- Global capability
- International perspective
- Large scale resources
- Established

Future Marketing

- Stakeholder expectations
- Loyalty
- Market Equity