Evaluation Management 101

Instructors: Bobbi Tannenbaum, BTan Consulting and Tammy Kuiken, DNV GL
Full Day 9:00 am – 5:00pm
$150 (includes two breaks and lunch)

This overview workshop is designed for professionals responsible for developing, overseeing or managing energy program evaluations. The workshop is taught by a team of evaluation professionals with decades of experience designing, implementing, and managing evaluation activities. Past attendees to this workshop rated it highly, saying the workshop provided them with a basic understanding of evaluation and associated terminology. This allowed them to take full advantage of the conference. Workshop will help attendees to:

• Understand the key issues associated with market, process and impact evaluation studies.
• Develop evaluation research objectives and identify research methods to address these objectives
• Use best practices in evaluation processes to increase the likelihood of results being used
• Identify appropriate reporting for various stakeholder groups
• Access resources to further improve understanding of energy program evaluation methodologies

Intended Audience: Entry-Level Learners (new to energy program evaluation)

Workshop Format: Lecture; case study examples; work group exercises.

About the Instructors:

Bobbi Tannenbaum (BTan Consulting) brings to the workshop over 30 years’ of experience in evaluation, market, and other research to support energy efficiency and renewable energy programs. In that time she has managed or directed more than 200 studies covering all sectors, and addressing process and impact evaluation, energy efficiency potential, market characterization (and baselines) and behavior. Along with colleagues, she has been developing and presenting Evaluation 101, as well as other workshops since 2003. She has a M.S. in Energy Analysis and Policy from the University of Wisconsin.

Tammy Kuiken, P.E., DNV GL, has been working in energy efficiency for 15 years and program evaluation for 12. Based in lovely Wisconsin, she has evaluated programs across North America, estimating program impacts for everything from high efficiency trees to CFLs and industrial motors. She has worked in all sectors, but her focus is on commercial and industrial programs. She has a Bachelors and Master’s degree in Mechanical Engineering from Iowa State University.