



WELCOME TO TODAY'S WEBINAR

THANK YOU TO OUR
SUPPORTERS

LEADERS

CADMUS



E Source

The logo for E Source, featuring a solid green horizontal bar above the text "E Source" in a dark blue, sans-serif font.

EVERSOURCE

energize
CONNECTICUT

mass save

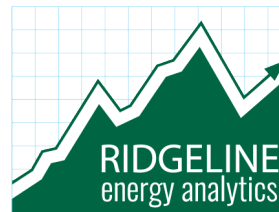
NH saves



PARTNERS



ADVOCATES



IEPEC RESOURCES



Evaluation Resources



Submit Job Ads



Submit RFPs



Webinar Recordings
(www.youtube.com/@IEPEC-YT)

CALL FOR ABSTRACTS



The poster features a night-time photograph of the Minneapolis skyline, including the Hyatt Regency hotel and the Stone Arch Bridge. The text is overlaid on this image. On the right side, there is a vertical orange bar containing the IEPEC logo and the year 2027. The main text is in white and yellow, providing details about the abstract submission deadline and the conference dates and location.

CALL FOR ABSTRACTS
Closes on October 16th at 11:59 PM PST

Oct. 25-27, 2027
Hyatt Regency
Minneapolis, MN

IEPEC
2027
INTERNATIONAL
ENERGY
PROGRAM
EVALUATION
CONFERENCE

Rigorous
Evaluation
in a
Disruptive Era



HOW TO PREPARE A WINNING ABSTRACT

TODAY'S SPEAKERS



Jon Maxwell
DNV



Allie Marshall
Cadmus Group



Dulane Moran
Evergreen Economics

Agenda

1. Rules
2. Scoring & reviewer guidelines
3. Secrets to a good abstract
4. Organization preparation process

Abstract Rules

Highlights:

- Must be original, not presented or published elsewhere
- Must affirm you have permission and will have results by May/June 2027
- 500-word maximum
- Blind peer review, so...
 - No individual or organizational names, no author or subject, no unique program names
 - In most cases don't cite the specific jurisdiction
 - Encouraged to cite geographic region such as "Northeast"
 - Some active states can be okay to name ("California") without revealing subject or authorship
- Plain text: Formatting—bolds, bullets, or even complex spacing—does not convey.*

**If you believe that pictures or graphics are critically important, please email your 500 or less word submission to kishagresham@iepeconference.onmicrosoft.com*

Scoring



Value: Innovation--new methodologies, program types, technologies and perspectives, or provide updated information or findings of significance. Addresses current policy issues.

Quality: Evaluations & research: Underlying data quality, methodology and rigor

Policy: Logic, background, detail

Clarity: Clear writing and organization

Secrets to a Good Abstract

Primary

- **What is new?** State it plainly
- **Methods trump results, usually** – This is an evaluator conference. Numbers don't always translate. There are exceptions.
- **Universalize** – The study was of 100 homes in Seattle. Why should someone in Virginia care?

Secondary

- **Know historic context** – An abstract can't be full of citations, but the author(s) should know of prior work and be able to articulate how the new work builds on prior in the abstract.
- **Don't make it a teaser** – “This paper will describe why customer satisfaction increased 25%.” Say why.

Organizational Preparation Tips

- Set an early internal deadline
- Always have a senior reviewer for each
- If more than a couple of abstracts, convene an internal abstract review panel to choose the best
- Authors tend to aim for papers. Consider if other channels are better—panel, poster, webinar?

Paper vs Poster

A live discussion, not a set of findings.

PAPER

- Full 500-word abstract, then a full paper
- One author's findings, presented
- 12–20 min presentation, or 5–7 min lightning
- Success = clear, defensible results

POSTER

- No paper required
- One moderator + 3–4 panelists who don't all agree
- Built around discussion, deliberation, or debate
- Success = the room leaves with a sharper question

PROPOSING A WINNING PANEL

No paper required. Just the right issue, the right panelists, and a real discussion.

Panels Aren't Papers

A live discussion, not a set of findings.

PAPER

- Full 500-word abstract, then a full paper
- One author's findings, presented
- 12–20 min presentation, or 5–7 min lightning
- Success = clear, defensible results

PANEL

- No paper required
- One moderator + 3–4 panelists who don't all agree
- Built around discussion, deliberation, or debate
- Success = the room leaves with a sharper question

What Reviewers are Actually Scoring

Straight from the IEPEC 2027 submission form — a panel proposal must answer all four.

1

What issue will the panel address?

Name the specific question or tension — not a general subject area.

2

Who will the panelists be?

Real names and seats. Reviewers want to see the plan.

3

How will this discussion be useful to the audience?

State what attendees will leave with.

4

How will you ensure discussion, deliberation, and/or debate — beyond mere presentation of information?

A panel is not three stapled-together talks.

RIGOROUS EVALUATION IN A DISRUPTIVE ERA

Tie your panel to one of these — reviewers are looking for fit.

Evaluation at the Speed of Disruption

Real-time and embedded methods for timelines that keep compressing.

Maintaining Rigor Under Pressure

Holding methodological standards firm as priorities and politics shift under them.

New Tools, New Questions

AI and advanced analytics — as evaluation methods, and as things evaluators now have to evaluate.

Equity in a Shifting Landscape

Who benefits, who's left behind, and how programs hold up under grid, climate, and economic stress.

COMPELLING, CURRENT, CONTROVERSIAL

1

Name the tension

2

Seat panelists who with different opinions

3

Anchor to disruption happening now

4

Write toward a question folks are arguing about

COMMON REASONS PANELS GET PASSED OVER



Three presenters, one point of view

No real disagreement means no real discussion — reviewers can tell.



Topic already well covered

If accepted papers already say this, a panel needs a sharper or different angle.



A title that could describe any session

Vague framing signals the panel hasn't found its actual argument yet.



Panelists not yet confirmed

Placeholder names read as a topic idea, not a ready session.

READY TO SUBMIT?

- **DEADLINE**
October 16, 2026, 11:59 PM PT
- **SUBMIT**
surveymonkey.com/r/IEPEC2027
- **QUESTIONS**
kishagresham@iepeconference.onmicrosoft.com
- **MAX PER AUTHOR**
2 papers and 1 panel

If you take nothing else away...

IEPEC is looking to share advances in the industry. A clear abstract that articulates advances, especially in methods, stands a great chance of acceptance.



QUESTIONS??

Type your questions in the chat