

CON EDISON CONFERENCE EVENT JUNE 1, 2018 CREATIVE BRIEF & TREATMENT

Monday, March 28, 2018

Opening (& Closing) Conference Videos

The deeper into the research I went the more clearly I began to see how strong the story and the video depicting it could be. This is neither the time nor place to write a detailed treatment with the background research to support it.

Instead, I wanted to lay out a conceptual approach, one that I think would be a visual (and editorial) *tour de force* that would be worthy of the audience and the challenge to engage them.

I suggest a couple themes that I think are germane to what could be a seriously compelling, even breathtaking video to mark the open and close of the conference. That said, what follows is a snapshot, a synopsis to start the conversation or perhaps a target to shoot at...

Imagine opening with a spectacular video sequence of high-definition, nighttime

Aerials of Manhattan... Remember, the screen(s) would presumably be quite large, big enough for the conference attendees to lose themselves in the exquisite site of Manhattan's glowing magnificence.

The clarity is stunning, and the viewer finds himself identifying with the images: the conference attendees are New Yorkers, but they are also the owners, operators, architects, designers, engineers and service providers for the delightful tapestry of architectural wonders that fill the screen.

The narrative is sparse, muscular and declarative... The sound will be a strong, vital element - subtle at times, strong as an anvil at others – from the gallop hooves of a racehorse, to the heavy breathing and gears purring from a serious cyclist...

It might be a man running at top speed, a leopard sprinting after its prey or a high-performance car piercing the air, its engine humming, smooth as a hummingbird. The soundtrack has a driving rhythm. The 'story' is about mankind's challenges and achievements; a video journey that finds a sharp focus on the spirit of initiative, of risk-taking, of pursuing one's dream.

In a way, it is a very American story, but universal as well, it shows the virtue of strong character, it is hard working, persistent, dedicated. Above all, the story depicts man's ability to meet the

challenges of the day, to lead from the front and find creative solutions; to continually innovate, forever paving new paths into the uncertain future.

The narrative arc of the piece will champion the idea that we (i.e., the people in the ballroom) can and will find new answers to the difficult challenges we face today, in Manhattan, in New York, in our country, and in the world at large.

I also see a subtle cautionary tale woven through the narrative, of once-great civilizations that have come and gone through the ages, lost in time due to some failure to adjust to changing circumstances.

Of course, this is an outline, the story in broad strokes, though the details are clear. The piece would demonstrate the need for improving the energy performance and efficiencies of industrial and commercial buildings.

That need is enormous, inarguable and now considered conventional wisdom, declared by the captains of industry itself, from IBM to the Bank of America that built one of the finest buildings in the world at One Bryant Park in Midtown Manhattan.

The building achieved LEED Platinum certification, the first time in U.S. history a high-rise commercial office building has attained the highest LEED green building rating for environmental performance and sustainability.

We would visually illustrate both the growing concerns about energy and the environment faced by industry as well as the spectacular array of solutions that are now available and operating in the real world, in real time.

Con Edison and the participants themselves would support those devices and innovations we might depict. I respectfully propose to personally shoot these images and write the script over the next several weeks, with a final cut by May 15th.

The Closing Video...

I envision the closing video to be a montage of sound bites and visuals gathered from a variety of interviews with relevant building owners/managers, engineers, etc., along with Con Edison principals and the great pool of possible service providers to the buildings themselves.

They would summarily reflect the ingenuity and practicality of the sustainable solutions being implemented with the obvious cost savings and other rewards.

What's in a name?

In order to write any credible collection of potential conference titles I found the need to delve fairly deeply into the subject.

What I found was wildly interesting, involving a phenomenal dynamic currently taking place, between building owners/operators and the myriad innovators and technologists hoping to win their embrace as the need for increased efficiencies in building performance takes on more and more urgency.

It seems that your clients at Lockheed Martin and Con Edison are putting together the right players at the right time, indeed. Smart observers of this development share a common belief.

They see the developed world entering a major transformational era related to the design, construction, management and operations of commercial and industrial buildings, spurred on by the growing concerns over energy and sustainability.

Put in the proper context, the issues at the heart of this story form an incredibly rich visual and editorial palette, one that can be used in ways that will inspire your clients and their estimable conference attendees as well.

(As I read online, Lockheed is administering, the “Con Edison Commercial and Industrial (C&I) Energy Efficiency Programs”).

A FEW THOUGHTS:

1) With the rebates and incentive Con Edison is looking to disburse *right now*, it seems that perhaps we might want to avoid using the word “future” in the title. From what I have read, it seems that the changes they are trying to encourage buildings to execute can take place on an incremental, evolving level, in addition to new buildings that are newly constructed. Just a thought for your consideration...

B) The title, “*The Con Edison Commercial Industrial Energy Summit*”, or some variation on *the theme*, in my opinion, has a decent ring and balance to it. Of course, this line can be reshaped in many ways, depending on specific client and attendee objectives as per your understanding. And at the risk of stating the incredibly obvious, it seems that Con Edison’s name would naturally be in the title, whether it is ultimately one line or two.

C) *It appears that Con Edison uses the word, “SUSTAINABLE” and “SUSTAINABILITY” as a central operating concept in many of its core pronouncements.

For your consideration, some title suggestions -- themes and lines combinable in different ways to provide a variety of desired effects...

The Con Edison Summit – Title Suggestions

**The Con Edison Commercial Industrial Energy Summit:
‘Race for The High-Performance Building of The Future’**

**The Con Edison Summit:
Technology’s Promise for Sustainable Buildings**

**The Con Edison Summit:
Effective Solutions for Sustainable Buildings**

**The Con Edison Summit:
Designing Sustainability for the High-Performance Building**

**The Con Edison Commercial & Industrial Energy Summit:
High Performance Solutions for a Sustainable Future**

**The Con Edison Commercial & Industrial Energy Summit:
Building Peak Performance Through Intelligent Design**

**The Con Edison Commercial & Industrial Energy Summit:
Getting to Net Zero – Achieving the Gold Standard for Smart Buildings**

**The Con Edison Commercial & Industrial Energy Summit:
Integrating Sustainability with Smart Building Design**

**The Con Edison Commercial & Industrial Energy Summit:
Sustainable Designs for An Energy Efficient Future**

**The Con Edison Commercial & Industrial Energy Summit: Intelligent
Buildings: Smart Technologies | Sustainable Solutions**

**Intelligence by Design: Buildings with Brains:
The Con Edison Commercial & Industrial Energy Summit**

**The Con Edison Commercial & Industrial Energy Summit Smart
Technologies for A Sustainable Future**

**The Con Edison Commercial & Industrial Energy Summit A New
Blueprint for Sustainability**

**A New Blueprint for Building Sustainability/New Blueprints for
Sustainable Buildings**

**The Con Edison Commercial & Industrial Energy Summit:
Achieving Sustainability in High Performance Buildings**