Energy storage in general and battery energy storage systems (BESS) in particular are a unique blend of the familiar (there are multiple rechargeable batteries in any home) and the novel (large grid-connected BESS are newcomers almost everywhere they appear). The function of energy storage is relatively straightforward – to capture and hold electric energy and discharge that energy later in time – but decoupling electricity generation from consumption in every moment represents a revolution in the way we plan and operate the power grid.

These contradictions, the familiar vs. novel and the straightforward vs. revolutionary, along with gaps in information, pose challenges to those tasked with telling the story of storage to diverse audiences. With the proliferation of BESS systems in utility resource plans and as actual physical assets operating on the grid, stakeholders are clamoring for more and better information.

Module 4 is specifically focused for regulators, government affairs, and communications professionals who are seeking effective tools to accurately convey the benefits of energy storage to stakeholders.

What You Will Learn:
Attendees will develop a vocabulary to describe the technical and economic characteristics of energy storage in an accessible and accurate way; learn how to convey the benefits and costs of increased reliance on storage and how energy storage fits into a broader organizational objective or advocacy position.

Register for Module 4 if you are interested in learning communications tips from:
- Manufacturers describing products, new product launches and expanding book of business;
- Integrator/Developers describing various elements of individual projects (technology, operation, contracts, safety) and relationships with users and customers such as utilities;
- Utilities and other owner/operators relating how storage assets fit into a broader mission and specific plans for grid modernization, and conveying the benefits to regulators, investors, and customers;
- Regulators who assess plans and relate to constituents and stakeholders the operational and ratepayer impacts of storage; and
- Clean energy and environmental advocates who increasingly view storage as unlocking the potential of renewable and clean energy in the transforming grid.