

CHARGE

ENERGY
BRANDING

For immediate release

CHARGE Energy Branding held for the third time in Reykjavik, September 24-25

- C-level speakers attending the only conference on branding for the energy space
- Bringing together companies from both sides of the Atlantic
- Awarding the Best Energy Brands in the World

Reykjavik, Iceland. CHARGE Energy Branding will be held in Harpa Conference center at the heart of Reykjavik this September. Bringing together people from the energy space from all over the world, the conference includes speakers from energy utilities, branding agencies and service providers to discuss best practices in branding and customer centricity in energy.

CHARGE was held for the first time in 2016 and is the brain-child of Dr. Fridrik Larsen, the first person in the world to present a PhD. dissertation that focuses on branding in the energy sector. The conference has had on as speakers C-level decision makers from some of the biggest energy companies in the world, founders of strong contenders that bring new ideas into the space, executives from some of the world's largest consumer brands talking about sustainability, political leaders and other thought provoking speakers. This year brings together thought leaders to talk about topics such as Death of the Utility, Energy Space Invaders, Electric Mobility and the Sustainability of Sustainability. The President of Iceland will open the conference and among speakers are Steffen Syvertsen – EVP, Agder Energy, Ari Sargent CEO, Flux Federation, Mohsin Hassan – COO, Volterra Energy, Bruce Stewart – CMO Current By GE, Steinar Bysveen – EVP Statkraft and James Ellsmore, Director and Co-founder of Solar Head of State. The event also features the CHARGE Awards – where the World's Best Energy Brands are rewarded in six categories, using unique criteria to measure and evaluate energy brands. Another not-to-be-missed parts of the agenda are exclusive networking excursions and CHARGE Magnet Workshops which will dig deeper into the topics discussed.

CHARGE is a hub of knowledge for energy professionals, perfectly located between North-America and Europe. Iceland provides the perfect bridge between continents with daily flights to over 60 locations worldwide. Early Bird registration ends June 30th and registration can be found on www.branding.energy

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About CHARGE CHARGE Energy Branding is organised by LarsEn Energy Branding. The event draws close to 400 decision makers and thought leaders to network and discuss the future of energy.

For further information:

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