

Identifying your market's motivations and defining your 'why' are crucial steps in shaping your event. These factors guide agenda development, speaker selection, outreach strategies, and success metrics. Use the following to refine your planning process and break down the overarching questions:

1. What specific needs exist in [our] community that we'd like to address?
2. How do we best meet these needs?

Consider the following gaps or challenges in your local market:

A. Education & Training Gaps

- Challenge: Contractors may not have access to the location-specific training and resources for heat pump installation and service other than equipment-specific manufacturer or distributor trainings.
 - How can we ensure that training reaches those who need it most and provide local tools and resources?

B. Financial & Incentive Awareness

- Challenge: Incentives are available, but not everyone knows how to take advantage of them or explain them to homeowners.
 - Would making incentives clearer lead to more adoption of heat pumps?

C. Collaboration Between Key Players

- Challenge: Connecting market actors with utility and government programs.
 - How do we create a space where all voices are heard, and collaboration happens naturally?

D. Addressing Skepticism & Misinformation

- Challenge: Many contractors may be skeptical about the value and performance of heat pumps, particularly in cold climates.
 - How do we make a compelling business case for heat pumps?

Once the major needs have been identified, you can start to build an event to best address them:

A. Centralized Learning Space

- Benefit: A summit creates a central, focused space for hands-on training, expert discussions, and Q&A sessions.
- Result: Brings everyone together for deeper engagement and more effective learning.

B. Peer-to-Peer Conversations (i.e. third-party trainer)

- Benefit: Peer conversations can be more effective than top-down messaging.
- Result: When contractors hear from peers who have successfully adopted heat pumps, they may feel more open to trying them.

C. Face-to-Face Interaction

- Benefit: Building trust and long-term relationships.
- Result: Allows contractors to meet manufacturers, distributors, utility, and government representatives directly, strengthening professional networks and communication.

D. Live Demonstrations & Real-World Examples (local success stories)

- Benefit: Seeing products in action or hearing success stories from your local market can be more compelling than reading about them in other locations.
- Result: Demonstrations give participants tangible, practical insight into how high efficiency systems work in real-world scenarios.

E. Establishing a Sense of Community

- Benefit: Change happens more easily when people feel like they're part of a movement.
- Result: Fosters an environment where contractors see themselves as part of something bigger, working together toward the future of home comfort.