Innovative grid policies, technology and practices to modernize markets

Market operators and participants alike are feeling it: current markets are not architected to meet the conflicting demands of progressive public policies, advancing energy technologies and unprecedented extremes in threats to the grid. The diverse commodity that is modernizing the grid across the western US and Canada needs to rally around new market models that can lower risk and uncertainty while improving resource adequacy, resiliency and equity.

Grid Forward invites market makers, participants and solution providers to a unique event tailored specifically to explore innovations in market models for states, regulators, TSOs and DSOs to build and operate the modern the grid. We’ll paint the whole picture, from increasing market integration to community engagement, from drivers of resiliency and reliability to new ways to harness data for forecasting and planning.

Stakeholders from our region and beyond gather at GridFWD

At GridFWD 2024, we will come together to share new and expanding opportunities to refine market structures and supporting technology and techniques to foster modernization. We invite all stakeholders to join us this fall:

• **Utility leaders and market operator experts**—Learn and share best practices for planning, building, and managing resilient, flexible and sustainable energy systems as markets evolve.

• **Executive and technical leaders of solution providers**—Join your customers and other stakeholders as we sketch out how technology makes modern markets more effective.

• **Regulators and government officers**—Share best practices from across North America and other advanced markets, and make connections with those on the front lines.

• **NGOs and advocates**—Build the knowledge base and relationships to influence new programs that promote clean energy, equity and economic activity on regional energy systems.

“GridFWD 2024 comes at an exciting time full of both challenges and opportunities for our industry. Our customers depend on us to help them navigate the energy transition and enable electrification to support their changing energy needs. The move from molecules to electrons is driving fundamental shifts in energy markets driven by regulatory constructs and climate and energy policies. Industry and government must work together to ensure our grid and systems are reliable, sustainable, and affordable for our customers.”

— Mark Poweska, President & CEO, ENMAX
Meet the people defining tomorrow's energy markets. Confirmed speakers leading sessions and discussions at GridFWD 2024

Shawntia McNeil
Energy Partner, Ecosystem Manager, Global, NVIDIA

Elliot Mainzer
CEO, CAISO

Paul Wetherbee
Advisor, Regional Energy System Planning, PNNL

Kevin Dawson
Vice President, Strategic Integration & Chief Economist, AESO

Adam Keech
Vice President - Market Design & Economics, PJM

Julia Selker
Director of Policy and Strategy, Chief Operating Officer, Grid Strategies

Pat Reiten
Senior Vice President, Public Policy, Berkshire Hathaway

Marguerite Behringer
Director of Regulatory Policy and Industry Relations, Landis+Gyr

Emeka Anyanwu
CEO, Lincoln Electric

Maureen Kolla, PhD.
Project Lead, Alberta’s Energy Future, Energy Futures Lab

Debra Smith
Former CEO, Seattle City Light

Mary Bernard
Supervisor, Residential Program Performance, IESO

Hanna Grene
Global GTM & Operations Leader for Energy, Microsoft

Astrid Atkinson
CEO & Co-founder, Camus Energy

Mark Poweska
President & CEO, ENMAX

Francis Bradley
President & CEO, Electricity Canada

Lanny Nickell
Executive VP & CFO, SPP

Chris Chapelsky
Senior Manager, Grid Transformation, EPCOR

Pam Sporberg
Director of Transmission & Market Services, PGE

Ravi Pradhan
Vice President of Technical Solutions, Siemens

Don't miss these featured sessions

Developments in energy markets... and where they're headed with executives from CAISO, SPP and AESO

How grid operators are gearing up for market advances with executives from Berkshire Hathaway, ENMAX and Portland General

Get ready for the next steps in western energy markets

Working lunch: Best practices in mitigating wildfire threats

Plus a special First Nations welcome ceremony

Register today Make your travel plans soon!
The focused conference on energy market evolution in the west

Dig into these market themes woven throughout GridFWD 2024

- AI/Getting Data Right
- Role of Resources at the Edge
- Drivers for Market Development
- Policy and Regulatory Alignment
- Culture of Business Transformation
- Lessons from the Past and Why Now?
- Community Engagement/Customer Empowerment

Conference sessions exploring influential market dynamics

- AI and the Grid: How we can pull together to make it a reality
- Very Positive Potential: How VPPs and markets work together
- An organized approach: first-hand experiences in market transitions
- Centralized transmission planning: the means to make markets more modern
- The steps to make beneficial electrification truly beneficial
- Standing on the edge: prioritizing grid resilience and reliability
- Leading the culture shift for the energy transition
- How to implement collaboration locally and at scale
- The history of energy markets in the western Canada and U.S.
- Meters to markets: maximizing value for the customers

ENTER THE GRID INNOVATION PITCH COMPETITION

If you have an innovative technology or service for advancing grid modernization and facilitating energy markets, this is your chance: the annual Grid Innovation Pitch Competition. Past winners have given their best pitch in front of our event audience and received up to $250,000 in prizes and services.

Use this form by August 16, 2024
Experience our very popular huddle discussions and high-energy case studies

Join in our small, expert-led group discussions on these timely topics

- The role for data centers in energy markets
- Lessons and impacts from major events in markets with ERCOT and PJM
- Beyond FERC and NERC: the federal impact on energy markets
- The many shades of DSOs
- Where advanced GETs can truly open up the pipes
- Federal investments in Canada and the U.S. - what can we learn from each other?
- Incentivizing DERs in a vertically integrated environment
- How to estimate, quantify and implement the value of resiliency investments
- Evolutionary models we are learning from nature
- How new tech is defining the control room of the future
- Navigating the reliability and resilience ramifications as electrification takes off

Transformation today: witness case studies about AI and edge resources

- Building Canada’s largest residential Virtual Power Plant in six months
- Driving customer engagement tactics for EV managed charging
- Shining light on how to improve solar interconnections
- Early lessons in GenAI for the Grid - getting comfortable with the future
- The most promising applications: what’s now and what’s next for AI on the grid
- Putting AI to work for grid reliability, sustainability, and decision making
Building on the energy and success of prior GridFWD events

GridFWD 2024 will continue and enhance on the high quality content and energy of our well-known model - big enough to attract industry leaders and not too big for valuable face-face conversations. Attendees will have multiple ways to meet up with others, learn new ideas and best practices, and discuss important topics with peers.

"GridFWD 2024 is the premium utility event that brings together utilities, technology innovators, legislators and regulators in an intensive two-day discussion of the many issues facing the utility sector. GridFWD has been a must-attend event for me and anyone interested in exploring leading edge thinking about the electricity sector."

— Mark Kolesar, former chair, Alberta Utilities Commission

GridFWD 2023 highlights

- 370+ Attendees
- 31 Net Promoter Score
- 100% of respondents said it was a good use of their time
- 63% of respondents said it was better than other energy events
- 94% of respondents said they would attend again

GridFWD Seattle highlights

- 350+ Attendees
- 37 Net Promoter Score
- 93% of respondents said it was a good use of their time
- 25+ Conference and Huddle Sessions
- 8 Grid Innovation Pitch Competitors

Register today
A dynamic balance of presentation content and personal connection

Grid Forward is planning a range of sessions and activities over the two days to help attendees achieve their goals for rebuilding connections and driving new initiatives.

EXPERT PANELS AND CASE STUDIES:
GridFWD 2024 will play host to some of the leading experts in market structures and modernization from the U.S. and Canada, plus our dynamic Transformation Today case studies.

INNOVATION PITCH CONTEST:
We will once again host our Grid Innovation Pitch Competition, with a special focus on technology as the foundation for modern markets. Competitors will vie in front of our audience for substantial awards.

HUDDLE DISCUSSIONS:
With so many industry issues and opportunities, GridFWD 2024 will offer a wide range of small-group discussions for sharing best practices and answering questions.

HIGH-IMPACT ACTIVITIES AND TOURS:
Taking advantage of our unique location, GridFWD 2024 will feature numerous special activities to help forge stronger connections with event attendees.

SOCIALS & NETWORKING:
GridFWD events are planned for the maximum amount of connections and conversations, providing value for all attendees and a chance to relax and reflect on the intense amount of information available.

Grid Forward is committed to once again combining timely, relevant content along with structured ways to meet with connections new and old to build relationships with people that can help in your work.
‘Conference Connector’ activities bring our sponsors and attendees together

As we did in GridFWD 2023, Grid Forward is organizing sponsored activities during the course of the event that will inform, revitalize and connect our participants in ways unique to the region. Participants may sign up for these activities after registering. First come, first served, but we will try to accommodate all requests.

Raise your profile and make closer connections by sponsoring a connector. Contact MaryJo@GridForward.org.

**FIRST NATIONS CULTURAL CIRCLE: DRUM, DANCE AND SONG**
First nation cultural awareness and experience — Participants will learn about the different songs and dances used for different occasions (pow wow, ceremony, prayer), ask questions about the regalia worn by dancers, and have the opportunity to participate in a round dance. Max 40 people.

**THE MOUNTAINS, THE PEOPLE, THE STORIES**
A walking history tour of the Banff region — Hear stories of First Nations People, the creators of Banff Park, early adventurers and more on this a 2.5 km round-trip with 100m elevation gain. Max 24 people.

**FORESTS, FIRE AND RESILIENCY STORIES**
A guided talk and tour of the Banff Centre surroundings — In this inspiring walk around the beautiful campus, you'll see the dynamic of how trees in Banff have co-evolved with fire, with insights into what resilience means to the forests, to society and to you. Max 24 people.

**DRAWN TO NATURE**
Artist-facilitated drawing activity featuring Banff materials — Join an established Banff Centre artist as they lead participants through a drawing activity, featuring the iconic beauty of Banff. Using prepared and pre-designed materials, all participants will be able to produce a memorable take-away, regardless of art experience. Max 24 people.

**TUNNEL MOUNTAIN HIKE**
A perfect all-season, introductory hike to the area — this shapely mountain whose Indigenous name translates to Sleeping Buffalo brings viewpoints of Mount Rundle, Fairmont Banff Springs and the Bow River. The 4.4 km hike is rated "moderately difficult," with 261m of elevation gain. Max 30 people.

**E-BIKE TOUR OF TUNNEL MOUNTAIN TRAILS**
Join a 90-minute tour through the picturesque trails system around the Tunnel Mountain reservoir. The group will accommodate different rider skill and fitness levels as it winds around Tunnel Mountain Reservoir and takes on mountain bike trails. Max 30 people.

**Sponsor a Connector**
Raise your profile and make closer connections by sponsoring a connector. Contact MaryJo@GridForward.org.
An inspiring locale for insights and relationships to tackle today’s most urgent market challenges

Banff, the location for GridFWD 2024, will continue the intimate, distraction-free experience that made GridFWD 2023 so rewarding. Together, we’ll explore the evolution of western markets toward a common trading structure that can help all parties embrace renewable power and overcome resiliency challenges from extreme events.

Far away from the day-to-day, but easy to get to
Calgary International Airport has regular flights from cities across Canada and U.S., just a couple of hours by air. Frequent shuttles navigate the 90-minute drive from the airport to Banff.

A conference locale like no other
GridFWD 2024 sessions and activities will take place at the Banff Centre for Arts and Creativity, one of Canada’s most unconventional meeting venues. Hosting over 20,000 conference delegates from around the world every year, the Centre combines professional learning opportunities and breathtaking mountain vistas to create unforgettable experiences for all.

Attendees love destination venues
GridFWD 2023 survey respondents overwhelmingly appreciated having the event in a destination location outside of an urban setting.

76% - It was great
17% - It was good
5% - It was OK
2% - It was not good
Make your plans now. Make your connections here.

Modern hotels and adventures high in the Rockies
GridFWD 2024 will take place in the Kinnear Centre, Banff Centre’s newest meeting facility. Limited accommodations are available on campus primarily for sponsors and partners, and there are a host of hotels of all types within a 15 minute walk. Grid Forward will be running a shuttle between the main street and the venue for everyone’s convenience. But, weather permitting, you’ll want to stroll the streets of Banff.

Event discounts to a variety of properties
Banff Lodging Company manages a range of hotels, suites and condos around Banff, including the charming Moose Hotel with its authentic Canadian hospitality. They are offering a 15% discount to GridFWD 2024 attendees who provide the discount code **GF2024**. Click here to get started.

There are many other options not associated with the conference including the regal Fairmont Banff Springs, the ultra-modern Peaks Hotel, and the classic Banff Park Lodge Resort Hotel.

**Banff is a popular destination in the fall. Make your reservations soon!**

Transportation to and from the airport
Grid Forward has partnered with Banff Airporter for transportation to and from the Calgary International Airport. All GridFWD 2024 attendees can receive 15% off the cost by applying code **GridFWD2024** when booking at Banff Airporter.

Coinciding with Electricity Canada and Smart Grid Innovation Network events
GridFWD 2024 will coincide with two other important events in Banff. This is a great opportunity to make the best use of your travel time and create new relationships.

**ELECTRICITY CANADA**
Electricity Canada will hold its fall working meetings at the Banff Centre on October 3. GridFWD 2024 will have the opportunity to interact with their members at a special reception on the evening of October 2.

**SMART GRID INNOVATION NETWORK (SGIN)**
SGIN will also be holding its Energy Innovation Forum Canada 2024 at the Moose Hotel & Suites in Banff on October 3. We invite SGIN members to register for GridFWD 2024 and join in the fun!
Thanks to GridFWD 2024 sponsors

Your organization could join this group that defines the topics and experiences at GridFWD 2024.

Would you like to support GridFWD 2024?
Contact Bryce Yonker at bryce@gridforward.org
Why take part in GridFWD 2024?

• There’s never been a more important time to examine critical market dynamics and the challenges and opportunities for our energy systems

• Expert perspectives and guided discussions with market makers in Canada, the U.S. and beyond

• Presentations and case studies on new techniques and technologies for enabling market modernization

• Learn how peers are continuing to scale grid modernization across western U.S. and Canada

• Deep-dive small-group discussions

• Unique and rewarding networking opportunities

• Revitalizing community gathering in one of North America’s most beautiful locales

Register today

Logistics and registration contact:
Dustin Menger, dustin@sparkeventcollective.com

Sponsor and program contact:
Bryce Yonker, Executive Director & CEO, Grid Forward, bryce@gridforward.org

#GridFWD