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GFOA Utility Finance Forum Quarterly Webinar: Enhancing Utility Performance through Effective Benchmarking and Storytelling

June 11, 2025 | 1 p.m.-2 p.m. ET

Details:
Join us for an insightful webinar where we delve into key performance indicators (KPIs) to understand how your utility stacks up against others. We'll explore the importance of benchmarking and how technology can enable more efficient data collection and analysis. Our panel discussion will feature examples of successful benchmarking practices and the criteria for selecting benchmarks. We'll also discuss the significance of storytelling in conveying complex data to the average customer and the challenges of obtaining consistent and reliable data.

This event is free for Utility Finance Forum members.

Learning Objectives:

- Gain an understanding operational and financial KPIs
- Learn how technology is used to enable data collection, analysis and reporting
- Hear how others have implemented their benchmarking and KPIs
- Identify strategies to overcome challenges in data collection
- Improve storytelling by effectively using KPIs and benchmarking

Member Price: $50.00
Non-member Price: $100.00

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