

## AGENDA

### Connected Home Council (CHC) Webinar & Meeting Wednesday, November 29, 2023 | 12 PM – 1:30 PM (ET)

CHC Chair Ken Wacks (Ken Wacks Associates), Vice Chair Charlie Derk (Legrand), and ASHB are pleased to announce the next CHC webinar. The agenda, slide deck, and other supporting documentation will be posted at: [www.ashb.com/chc](http://www.ashb.com/chc).



**CHC Chair**  
**Dr. Kenneth Wacks**  
Management &  
Engineering Consultant  
Ken Wacks Associates

**KENNETH WACKS, Ph.D.**  
Management & Engineering Consultant



**CHC Vice-Chair**  
**Charlie Derk**  
Vice President of  
Strategy



1. **Agenda** – Ken Wacks (Ken Wacks Associates)
2. **Call to Order, Welcome, Introductions, About the CHC** – Ken Wacks (Ken Wacks Associates)
3. **Appointment of New CHC Vice-Chair** – Ken Wacks (Ken Wacks Associates)
4. **Administrative** – Ken Wacks (Ken Wacks Associates)
  - 4.1 Motion to approve past CHC Minutes: [www.ashb.com/chc](http://www.ashb.com/chc)
  - 4.2 Call for CHC Vice-Chairs
5. **Research Update** – Marta Klopotoska (ASHB)  
“[Smart Home Technology & Market Trends](#)” 2023 CHC Landmark Research
6. **Keynote: Next Stage of Growth for Smart Homes: The Consumer Buyer Journey** – Charlie Derk (Legrand), Elizabeth Parks (Parks Associates)



Elizabeth Parks  
President & Chief Marketing  
Officer



**Description:** 2022 and 2023 are challenging years for smart home players. After strong consumer spending on technology drove growth through the pandemic and through 2021, multiple market forces coalesced into a very difficult environment. Join Elizabeth Parks, President and CMO of Parks Associates as she shares Parks Associates consumer and industry research on the smart home buyer journey. This presentation covers trends in smart home device adoption, channel distribution, bundled services, and how consumers view the smart home experience, including the leading brands and product category.

7. **ASHB [Journal](#)** – Ken Wacks (Ken Wacks Associates)

8. **ASHB [Podcast](#)** – Marta Klopotoska (ASHB)

9. **New Business** – Ken Wacks (Ken Wacks Associates)

10. **Announcements** – Charlie Derk (Legrand)

Upcoming Events

[Smart Spaces \(Parks Associates\)](#) - November 30 | Virtual

[CES](#) - January 9-12 | Las Vegas, NV

[Connections Summit at CES \(Parks Associates\)](#) - January 9 | Las Vegas NV

[IoT Evolution Conference & Expo](#) - February 13-15 | Ft. Lauderdale, FL

11. **Adjournment** – Ken Wacks (Ken Wacks Associates)

[Next CHC Meeting, February 2024](#)

For additional information, contact ASHB at [admin@ashb.com](mailto:admin@ashb.com), 613.686.1814, or [www.ashb.com](http://www.ashb.com)

---

Connect to what's next™