Curating the premier culinary mobile experience.

50,600 banner impressions in mobile app  260% increase in shared contacts via app  9,980 in-app session views

Creating Innovative Gastronomic Experiences

The Culinary Institute of America is the world’s premier culinary college. After expanding their events program over fifteen years, the Culinary Institute needed a platform to manage their four largest events and maximize spend. For the 20th anniversary Worlds of Flavor Conference, they brought past celebrity chefs to their new campus for an unforgettable event.

Strategic Initiatives Manager Katie Cincotta has seen massive growth in their program due to the use of event technology. “I’ve heard horror stories about what it was like before Cvent,” she says. “It was like a lot of conferences, which still have manual check-in and bottlenecks. It sounds very unpleasant.” After adopting the Cvent Event Management platform in 2012, her team added the CrowdCompass mobile app and other Cvent products to improve attendee networking, streamline budget requirements, and better prove ROI.

Using Mobile Technology for a Mobile Event

For the 2018 Worlds of Flavor Conference, Katie’s team was tasked with simultaneously managing the event at two different California campuses. Located thirty minutes apart, the modern Copia Campus stands in contrast to their Napa-inspired Greystone Campus. A
logistical nightmare awaited Katie’s team. “We had to coordinate the movement of 600 attendees between the campuses, and make sure that enough people showed up so that our sponsors were pleased with the turnout at both campuses,” she explains.

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- Katie Cincotta, Strategic Initiatives Manager

The CrowdCompass interactive map feature helped their team pull off the transition. “Our team is relatively small. We have twelve people, so we’re always running around. The app is especially important for us to help communicate with our attendees,” Katie notes. They also relied heavily on push notifications to keep attendees updated. For example, when a presenter accidentally left before his book signing session, her team quickly notified attendees of the schedule change. When he returned, they shepherded hundreds of attendees to an impromptu signing using push notifications.

Showcasing a Delectable Experience

Katie’s team has integrated CrowdCompass with other Cvent technology for an even better attendee experience. Automated emails through Cvent’s Event Management platform encourage early adoption of the app. Onsite, push notifications welcome attendees and direct them to the OnArrival check-in experience. “They get there and say, ‘Oh, there is no line? This is amazing!’ It’s the fastest thing they’ve ever seen,” she smiles.

The CrowdCompass interactive map also helps drive attendance to one of the most exciting parts of the conference. “One of the biggest elements is the Marketplace,” explains Katie. “It’s like a street fair featuring food from any country you can think of.” To drive attendance, her team uses the map to reveal the grand opening. “We don’t put the map in the app until right before the Marketplace starts, and you can see people get really excited and antsy. We launch the map on the app and everyone rushes in the doors. It’s a really great thing to see,” she says.

Reimagining the Recipe to Prove ROI

Katie’s team also uses CrowdCompass to prove the value of their event to senior executives and sponsors. By putting all recipes and content in the app, they were able to dramatically reduce printing costs. The strategic move resonated with attendees. “The app is actually one of the most consistently top-rated things by the attendees, and I’ve gotten a lot of verbal feedback that it really enhances their experience,” she adds.
Onsite, Katie’s team is able to pull feedback and analytics through CrowdCompass for their stakeholders. “I’m a data nut, so I really love seeing how we’ve been improving,” she explains. With CrowdCompass, her team is able to demonstrate the value of their sponsors’ investments. In 2018, they increased app engagement with key sponsorship opportunities, garnering over 50,000 banner impressions and 9,000 session views.

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Blending Technology with Attendee Success

For Katie, the most important stakeholders are her attendees. “Personally, I really want to focus on the attendee experience and attendee engagement,” she explains. Katie uses Cvent to pull reports that track attendee feedback. Knowing that attendees consistently requested increased networking opportunities, the team used CrowdCompass to increase contact shares by 260% in 2018.

Their department’s success with Cvent’s technology has piqued the interest of others at the Culinary Institute. “They are always curious and ask about it,” Katie says. Her team’s use of CrowdCompass continues to grow their program success, as well their influence across the organization. “This year, we’re adding a fifth app for a new program because we’ve really seen the value in it,” she adds.