

IN THE GAME CONFERENCE

Case Study: Downtown Colorado, Inc.

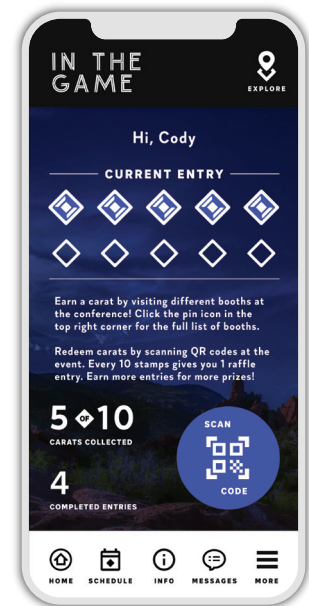
CONFERENCES

EVENTS

WALKING TOURS

Introduction

With Downtown Colorado Inc.'s IN THE GAME Conference in our rear view, we wanted to take a moment to reflect on an amazing conference that highlights the collaborative nature of downtowns. The heart of the city is more than just a common term for the urban core - it is an essential trait in their community builders. Working with Kat, Bill and the DCI team with the Carat app made our mission all the more important - empowering local businesses to remain key pillars in their respective communities.



QUICK FIGURES

3,000

CARATS REWARDED
DURING THE CONFERENCE

1,000

CHECK-INS OR
INTERACTIONS

75

DESTINATIONS
TO EXPLORE

**DOWNTOWN
COLORADO**
inc.

X



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Features

Carat being used for a conference means enabling event producers the flexibility of evolving event schedules, an inbox to share messages and destinations to highlight. Since Carat was built with agility and dynamic data infrastructure in mind, our team was able to adapt the IN THE GAME Conference to the app with ease.

Dynamic Event Schedule

Event Schedule provided an up-to-date schedule that could save event producers hundreds of dollars on print costs.



Destination Directory

Destination Directory included over 75 locations to explore and earn carats from including events, sponsors, tradeshow booths and luncheons to encourage event attendees to check out all that the DCI IN THE GAME Conference had to offer.



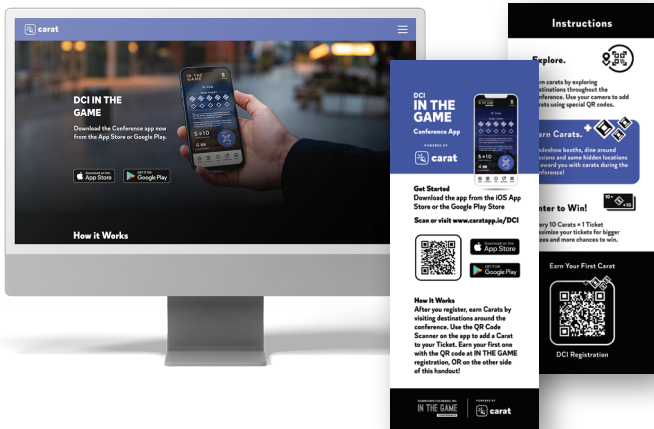
Carat Rewards for Giveaways

Over 3,000 carats were rewarded to 120 event attendees. The top explorers were entered to win almost a dozen prize baskets, put together by different Colorado communities with vacation stays across the state.



Conference Badge Check-In System

The Conference used a hybrid between check-in table signage and conference badges for check-ins with guests. Higher level sponsors for the event offered greater rewards to event attendees, providing a measurable benefit to your financial supporters. This model encouraged event attendees to interact with more people, providing over 1,000 interactions across the four-day conference.



Creative Services & Asset Creation

A micro site and media kit were created to offer a quick and easy method of explaining the Carat overlay to conference attendees.



Inbox for Event Attendees

The Inbox Feature gave Downtown Colorado Inc. the ability to message its users during the conference, highlighting specific programming and sending users feedback survey links after each day.

"IN THE GAME was an exciting introduction to the platform. It was certainly a highlight for the conference, providing a fun overlay that started more than a few conversations! I can definitely see how it will enable cities and towns to make tons of their programs more impactful. The Carat team are clearly dedicated to making destinations stronger and more resilient."

Katherine Correll

EXECUTIVE DIRECTOR
DOWNTOWN COLORADO, INC.



Celebrating 40 Years

Taking it back to the 80s: On the last day before the event, DCI's conference app was re-skinned with a retro 80s aesthetic. This coincided with the Governor's Awards ceremony, complete with an 80s themed celebration that served as a climax to the conference!



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Building your Conference App with Carat

Carat provides conference and event producers a platform tailored to their unique experiences. Blending the lines between mobile passport, event guidebook and AR games, Carat is an overlay that will make your conference a memorable and exciting experience worth exploring from start to finish.