

**The Yale  
Customer  
Insights  
Conference  
2022**

*Conference Information*

## General Information

### Conference Location

Yale School of Management  
Evans Hall  
165 Whitney Avenue  
New Haven, CT 06511

*Thursday sessions in Zhang Auditorium. Friday sessions in Classroom 2420.*

### Conference Schedule

Begins: Thursday, May at 8:30am with continental breakfast. Welcome remarks begin at 9:00am.  
Concludes: Friday, May 6 at 1:30pm.

### Welcome Reception

Wednesday, May 4, 6:00–8:00 pm  
The Study at Yale – Penthouse  
1157 Chapel Street  
New Haven, CT 06511

### Thursday Evening Reception

Thursday, May 5, 5:00–7:00 pm  
The Beinecke Terrace, Evans Hall  
165 Whitney Avenue  
New Haven, CT 06511

### Hotels

**The Omni Hotel** (203) 772-6664  
155 Temple Street  
New Haven, CT 06510

**The Study Hotel** (203) 503-3900  
1157 Chapel Street  
New Haven, CT 06511

### Transportation

**Metro Taxi** (203) 777-7777  
**Heritage Taxi** (203) 466-6666  
**Quick Taxi** (203) 777-7778  
**Union Station** 50 Union Avenue, New Haven, CT 06519

## Frequently Asked Questions

### *How do I connect to WiFi?*

The wireless connection name is YaleGuest. Simply open a browser, accept the terms and you will be able to connect.

### *Is there a Twitter hashtag?*

Yes. We encourage you to tweet about the conference using **#YaleInsights22**

### *What is the dress code for the conference?*

We encourage attendees to wear professional, business casual attire.

### *Where is the Thursday evening reception?*

The reception will be held in Beinecke Terrace on Evans Hall's second floor immediately following the conference, from 5:00–7:00pm.

### *Is transportation provided to the conference from nearby hotels?*

Yes. A shuttle will be provided from the Omni New Haven Hotel and The Study at Yale Hotel on the mornings of Thursday, May 5 and Friday, May 6. Please refer to the Shuttle Schedule page for detailed timing.

Please note, transportation will not be provided for the Wednesday evening Welcome Reception.

### *Is parking available nearby?*

Parking for the Wednesday evening Welcome Reception is available at one of the many public garages/lots in downtown New Haven. We do not provide vouchers for Wednesday parking.

**Yes—The parking arrangements for this year's conference are different from past years.** Parking for the Thursday and Friday sessions is available at the nearby Audubon Garage in New Haven. We will distribute validation vouchers upon check-in, which will cover the costs of your parking.

Please refer to the Parking Information Page for details and directions.

### *How can I obtain presentation materials?*

We will be posting videos of some conference speakers on our YouTube channel (<https://www.youtube.com/user/CCIYaleSOM/featured>). An email will be sent when these materials are available.

### *Contact our logistics lead:*

Emily Ludington – 203.432.6183 [emily.ludington@yale.edu](mailto:emily.ludington@yale.edu)

## Shuttle Information

A shuttle will be available to transport conference attendees from the hotels to the conference on Thursday, May 5, and Friday, May 6.

### Thursday, May 5

- 7:45am – Early Shuttle Departs from The Study at Yale
- 8:00am – Early Shuttle Departs from The Omni New Haven
- 8:15am – Drop-off at Evans Hall
- 8:30am – Second Shuttle Departs from The Study at Yale
- 8:45am – Second Shuttle Departs from The Omni New Haven
- 9:00am – Drop-Off at Evans Hall

### Friday, May 6

- 8:00am – Shuttle Departs from The Study at Yale
- 8:15am – Shuttle Departs from The Omni New Haven
- 8:30am – Drop-Off at Evans Hall

***Please note:***

*There are no shuttles provided for the Wednesday, May 4 Welcome Reception. There is no shuttle returning to the hotels after the Thursday evening reception, but Uber vouchers will be available upon request.*

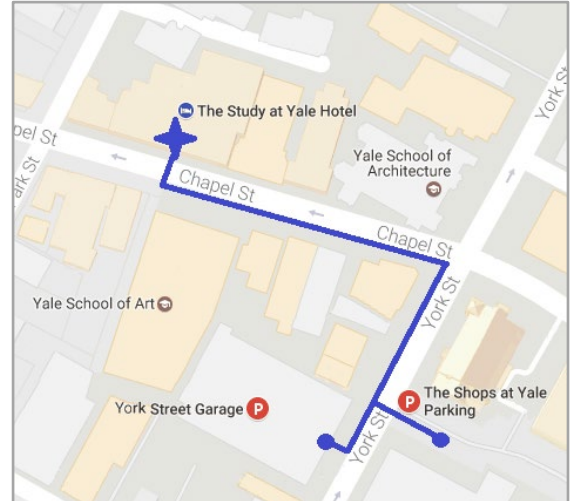
## Parking Information

### *Wednesday, May 4*

**Chapel-York Street Garage – 172 York Street**

**The Shops at Yale Parking – 161 York Street**

For Wednesday evening's Welcome Reception at The Study at Yale Hotel (1157 Chapel Street), you can park at any of New Haven's many public lots or garages. We recommend the Chapel-York Street Garage (172 York Street), a 3-minute walk from The Study.



### *Thursday, May 5 & Friday, May 6*

**Audubon Garage (78 Audubon Street, New Haven)**

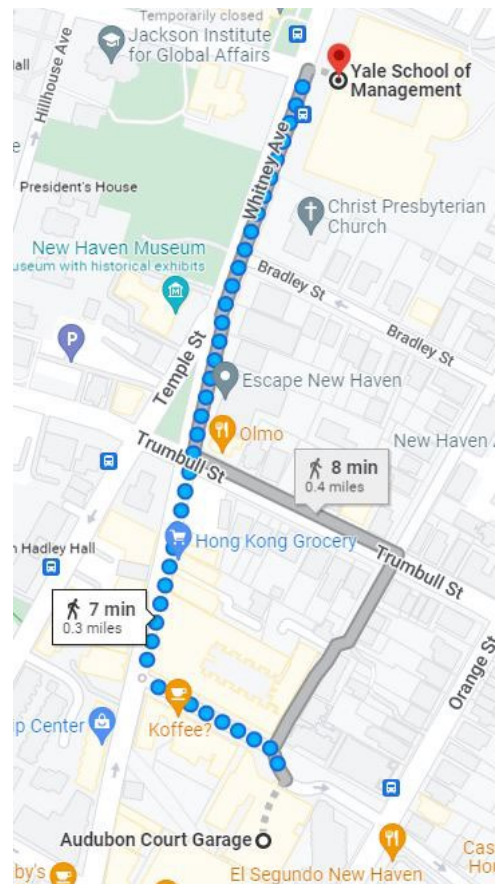
Thursday and Friday parking is located at the Audubon Garage on Audubon Street (between Orange Street and Whitney Avenue).

#### **From the South:**

- Off I-95N, take Exit 48 to I-91N toward Hartford
- Take Exit 3 (Trumbull Street) and turn LEFT onto Orange Street. Travel 0.6 miles on Orange.
- Take RIGHT onto Grove Street, RIGHT onto Whitney Avenue, and RIGHT onto Audubon Street and destination is on the RIGHT (78 Audubon Street).

#### **From the North:**

- Off I-91S, Take Exit 3 (Trumbull Street) and turn LEFT onto Orange Street. Travel 0.6 miles on Orange.
- Take RIGHT onto Grove Street, RIGHT onto Whitney Avenue, and RIGHT onto Audubon Street and destination is on the RIGHT (78 Audubon Street).



## NEW HAVEN FOOD & DRINK GUIDE 2022

### *Coffee*

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**Blue State** (534 Orange Street, 276 York Street)

**Willoughby's** (258 Church Street, 194 York Street)

**Koffee?** (104 Audubon Street)

**East Rock Coffee** (49 Cottage Street)

**Atticus Market** (771 Orange Street, 1082 Chapel Street)

**Maison Mathis** (304 Elm Street)

### *Drinks*

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**Zinc** (964 Chapel St, 203-624-0507) – Some of the best appetizers in town; an upscale bar atmosphere.

**Barcelona** (155 Temple St, 203-848-3000) – A good place for after-dinner drinks and late night tapas.

**116 Crown** (116 Crown St, 203-777-3116) – Another place with a good late-night menu and great vibe.

**Ordinary** (990 Chapel St, 203-907-0238) – Creative cocktails and menu including must-try candied bacon.

**Firehouse 12** (45 Crown St, 203-785-0468) – Below street level, small, nice, understated.

**Prime 16** (172 Temple St, 203-782-1616) – One of the best beer selections in town; great happy hour.

### *Food*

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**L'Orcio** (806 State St, 203-777-6670) – Italian

**Union League** (1032 Chapel St, 203-562-4299) – French

**Olea** (39 High St, 203-780-8925) – Spanish/Mediterranean

**Mecha** (201 Crown St, 203-691-9671) – Japanese

**Taste of China** (954 Chapel St, 203-745-5872) – Sichuan

**Lalibela** (176 Temple St, 203-789-1232) – Ethiopian

**Olmo** (93 Whitney Ave, 203-624-3373) – Bagels & cheese shop

**Claire's** (1000 Chapel St, 203-562-3888) – Vegan, vegetarian and kosher sweets and fare

**Louis' Lunch** (263 Crown St, 203-562-5507) – Birthplace of the hamburger

### ***Pizza (in New Haven, a category unto itself)***

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**Pepe's** (157 Wooster St, 203-865-5762) and **Sally's** (237 Wooster St, 203-624-5271) – The original spots.

**Modern Apizza** (874 State St, 203-776-5306)

**Da Legna** (687 State Street, 203-495-9999)

**Bar** (254 Crown St, 203- 495-1111)

### ***Ice Cream & Sweets***

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**Ashley's** (280 York St, 203-776-7744)

**Arethusa** (1020 Chapel Street, 203-390-5114)

**Libby's** (139 Wooster St, 203-772-0380)

**Sweet Mary's** (129 Court St, 203-777-6279)

### ***Interesting Buildings & Spaces***

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Though surely the least comprehensive Yale architecture list you'll ever see, there are a few buildings that provide particularly good excuses to dive into the main campus. The **Beinecke Library** (121 Wall St, 203-432-2977) houses Yale's rare book collection. A great collection, of course, but if you don't have time for the books, at least pop into the lobby to check out the marble walls so thin you can see the sunlight shine through them. **Skull & Bones** (64 High St.) was the first of Yale's secret societies. There are now an interesting variety of crypts around campus (each housing a different secret society), but this is the original. The sculpture garden at the **Yale Art Gallery** (1111 Chapel St, 203-432-0600) is a great space for a bit of peace in the middle of the city.

### ***Quick Drives***

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The best breakfast/brunch in town is unquestionably **Bella's** in Westville (896 Whalley Ave, 203-387-7107), about 10 minutes away by car. Lots of interesting options in this cozy café, all of them good. The best waterfront option in town is **Shell & Bones** (100 S Water St, 203-785-8086)—the food is fantastic but the porch alone is worth the trip. **East Rock Park** has jogging trails, a small river, and the best views of the city. **Stony Creek Brewery** (5 Indian Neck Ave, Branford 203-433-4545) is host to beautiful views of the Connecticut Shoreline including a gorgeous taproom, beer brewed on-site and a rotating cast of food trucks.