Welcome to the 2014 Yale Customer Insights Conference!

This conference serves as a platform for leading thinkers and doers to come together and advance the knowledge frontiers of evolving customer behavior. We are looking forward to a dynamic dialogue between cutting-edge academics and leading industry practitioners. We hope you can join us for both days of thought-provoking discussions.

Some FAQs:

**Can I have a copy of the presentation slides?**

All shareable materials will be posted to our website within two weeks of the conference. We will also be posting videos of our conference speakers – an email will be sent when materials are posted.

**Is there internet access?**

Yes. YaleGuest is the wireless connection name. Simply accept the terms and you will be able to connect.

**Is there a Twitter hash tag?**

Yes. We encourage you to tweet about the conference using #YaleInsights14.

**Is there transportation to dinner at ROIA after the conference?**

Yes – a shuttle will take attendees to ROIA (261 College Street, New Haven). The shuttle will depart from Evans Hall immediately following the last session of the day (approximately 5:35pm).

A few notes on this:

- There is no return shuttle after the dinner. You can call for a taxi at 203.777.7777 or 203.777.7778 to take you back to the Pierson-Sage Garage (located at 350 Edwards Street).
- You may also drive to the restaurant. Validated parking available in the Garage on the corner of Crown and College streets - next to the Shubert Theater and only two doors down from ROIA Restaurant. If you would like your parking validated please do the following:
1. Draw a ticket (from the machine) upon entering the garage. If garage attendant is asking for pre-payment, let them know you are going to ROIA Restaurant and will receive validation.
2. Once in the restaurant, ask the host (or any server) for parking validation. You do not need to show your ticket from the garage. ROIA's staff will give you a yellow parking voucher / validation ticket.
3. Upon leaving the garage, insert the parking ticket into the machine (or hand to the garage attendant) and then use the yellow parking voucher as full payment.

Kind regards,

The Yale Center for Customer Insights
www.som.yale.edu/cci  │ @yalecci