

# Case Study

## DEOMI Executive Seminar Portal

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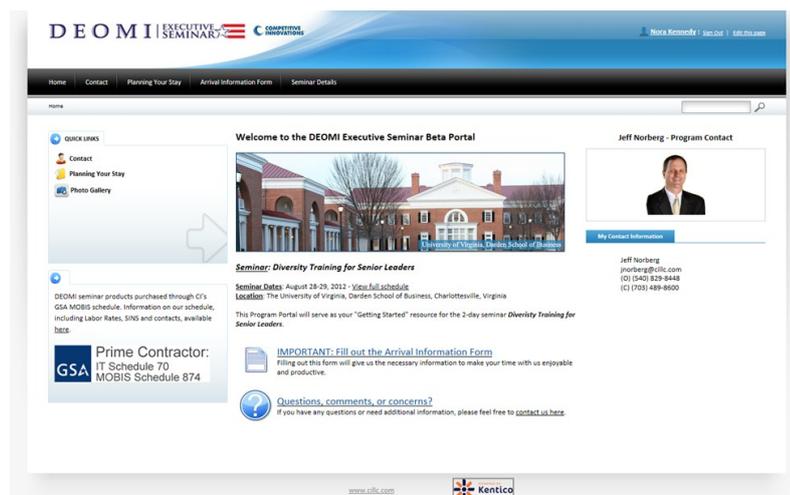
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## Goals

Competitive Innovations (CI) is a solutions provider to government and industry. Our company was recently contracted to provide training, curriculum, planning and logistical support for a 3-day executive seminar for senior U.S. military officials. This included all the pre-seminar arrangements with the faculty members that would be presenting the seminar content, the logistical planning involving classroom preparation, hotel accommodations, room and meal reservations during the conference, as well as communication with seminar attendees for the purposes of registration and the distribution of course information and materials. In the past, all communications with faculty, attendees, and logistical personnel had been conducted via email, often resulting in version confusion when it came to documents, as well as delivery errors that lead to imperfect information distribution. CI found the old way of doing things less than ideal and wanted to improve the entire process of executive seminar management.

## Challenges

A solution that would centralize the process and provide easy access to seminar related information for all participants was essential. It was important to find an information sharing platform from which faculty speaking schedules and course materials could be coordinated and finalized, participants could register for the seminar and receive hotel accommodation details and other important logistical information, and seminar materials including reading assignments and presentation notes, faculty bios and a list of attendees would be accessible to all seminar attendees. Previously the course materials and seminar information had been mailed to the participants in the form of a binder but this was a time-consuming, costly and inefficient way to do things.



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*“This is the best portal I have ever seen! I’ve been working in the executive education arena for many years and have seen many portals and this is by far the most impressive!”*

**Tom C.,**  
Senior Director,  
Executive Education

## Solution

CI decided that a Kentico Intranet portal would be the ideal tool for streamlining and automating the planning and delivery of a successful executive seminar with optimal information sharing capacity. The CI technical team created a portal that was made available to all seminar participants, who were sent login credentials several weeks prior to the start of the seminar. Course materials including pre-reading assignments, faculty bios and other documents were up-loaded onto the portal allowing easy and secure access to all attendees. Participants registered for the seminar by filling out a Kentico form to provide their personal information, arrival time and date, number of hotel nights needed, and any other special requirements they may have. The auto responder feature of the Kentico form ensured immediate confirmation to all participants once they registered, as well as follow-up reservation activities triggered by each submitted form. In addition to the required seminar information and resources, the portal offers several extra features such as a participant blog, a feedback section where survey results can be collected, and multi-level site options that would allow sub-sites if needed. With the Kentico Intranet, all participants from the faculty to the attendees to the logistical support team, were kept informed and connected to the resources they needed.

## Key criteria for selecting Kentico CMS

Kentico’s out-of-the-box Intranet solution was a perfect fit for our baseline needs. This starting point allowed a functional team leader to set up and implement a fully functional and robust Intranet solution. Kentico’s flexible development model allowed our technical team to extend the product in some areas to provide the necessary functionality for CI.

Key Kentico features that led to success included:

- A fully functional out-of-the-box solution that was easy to set up
- A solution that had a professional-looking public facing UI
- A built-in sub-site structure that provided separation of important processes
- Reduced maintenance costs
- Integration with industry standard Microsoft Office document management
- Ease of content management by non-technical staff
- The use of a role-based security model
- Simple Kentico reusable object model with robust features like customizable forms that could be implemented and modified without programming

