

SMART KITCHEN SUMMIT
EVENT PR, MARKETING + SOCIAL MEDIA

CAMPAIGN HIGHLIGHTS

- **Industry recognition** and increased sponsors after the first year
- **Social media** grew followers more than doubled after 2015, and @SmartKitchenCon generated over 500,000 impressions in 2016 - after having just over 200,000 in 2015.
- **Executives from** Good Housekeeping, Amazon, Williams-Sonoma, Anova Sous Vide, Google Food, Vitamix, Samsung, Electrolux, ChefSteps, Alexa Smart Home, Reviewed.com, Wall Street Journal, and many more have participated as speakers.

“At the Smart Kitchen Summit—a recent showcase for products in development, and the nerd prom for the connected kitchen set—there was an astounding number of items in the pipeline.” - WIRED

THE CLIENT

Created in 2015 by smart home and IoT veteran analyst [Michael Wolf](#), the **Smart Kitchen Summit** is the first and only event dedicated to the intersection of tech, food, design and commerce in the connected kitchen space. The [Smart Kitchen Summit](#) aims to be the annual forum for leaders and C-level executives across the kitchen, design, smart home and housewares industries to discuss trends, develop partnerships and map the future of food, cooking and the kitchen.

THE PROBLEM

[NextMarket Insights](#) came to Caster for help in not just creating a new industry event targeting at bringing together top leaders across smart home, tech, design, commerce and housewares, but also in creating a brand that could set a tone and voice for this emerging category. The buzz around the smart home had reached a feverish pitch but with a quiet revolution happening in the kitchen, there was a huge opportunity to create a brand and voice coupled with an event that would anchor the industry. The one problem? It didn't exist yet. Caster set out to help Mike Wolf and NextMarket team build the first-ever Smart Kitchen Summit.



THE SOLUTION

Caster worked to help identify sponsor targets, attract speakers and press (for both attendance and panels), secure media and association partnerships, and coordinate the logistics and deliverables corresponding with each. Our team was instrumental in developing the brand's look and feel along with early content (sponsor decks, signage, and digital assets) and acted as a thought partner for Mike and his team as they launched the inaugural event in 2015.

The event was supported on social media throughout the year sharing industry smart kitchen news, driving interest in the event and speakers, and putting out calls for new attendees, panelists and sponsors. By 2016, interest in the event doubled and Caster came on board as the event partner to help shepherd the growth of both it and the brand in the now-established smart kitchen industry.

RESULTS

“If there was a theme of this year’s Smart Kitchen Summit — which brings together companies and start-ups that make, or want to make, the kitchen more connected — it was unification.” – Digital Trends

The Smart Kitchen Summit is now in its third year and has almost tripled in size from year one. Collectively, over 500 industry executives, 20 plus sponsors, 50 plus journalists have attended the last two events. The event hashtags have grown from just over 100,000 impressions



for #smarkitchen15 to close to 300,000 impressions for #smarkitchen16 and the general #smarkitchen hashtag moved from barely visible in 2015 to being used daily by influencers, companies and startups, media and industry execs.

The event is now in its third year, with the expectation that attendance will reach 500 total. The Smart Kitchen Summit event also gave rise to [The Spoon](#), a new media B2B site dedicated to covering the future of food, cooking and the kitchen.

“The second annual Smart Kitchen Summit will convene in Seattle Oct. 5-6. Started by Michael Wolf, founder of NextMarket Insights, the Smart Kitchen Summit brings together ceos, retailers, culinary experts strategists, and design experts to explore the connected kitchen as it relates to technology, food, design, and commerce.” – Housewares Executive