

CONDÉ NAST LAUNCHES CONCIERGE.COM

Offering First-to-Market “Software with a Service” Platform for Event Industry

NEW YORK – January 30, 2018 – Condé Nast’s creative and experiential agency, 23 Stories, today announced the launch of Concierge.com, an expansion and rebranding of its event software platform, Ribyt. The newly-imagined concierge.com is the first product in the space to offer “Software with a Service”—an exclusive guest management software platform designed for high-touch events, plus access to a dedicated team of seasoned event and hospitality experts who will handle the entire guest experience from start to finish.

Concierge.com will showcase its services leading up to Super Bowl LII, in partnership with New York-based Nomadic Entertainment Group, a subsidiary of On Location Experiences and producers of “Nomadic at the Armory”—three-nights of parties and concerts (February 1-3) featuring a roster of A-List talent, including Imagine Dragons, Pink and J-Lo. Concierge.com is managing the invites, registration and on-site check-in in addition to providing event concierge services for guests attending the exclusive Armory events sponsored by DIRECTV NOW and other sponsors.

“We couldn’t be more excited to be the first-to-market with a platform offering truly customized experiences,” said Eric Murphy, SVP of Experiences for Condé Nast. “The Super Bowl is the perfect moment to experience our full-array of services—both software and human—for thousands of VIP guests.”

Concierge.com clients include iHeartMedia, Capital One, Vogue, Nomadic Entertainment (a subsidiary of On Location Experiences), Bon Appétit, AMC, Atlantis, and many more. The site is offering clients a range of software and service capabilities. On the software side, capabilities include event websites, invitations and registration, travel management, real-time SMS and email communication, dynamically updated itineraries and on-site check-in/guest management. On the services side, the concierge.com team helps clients build and customize their entire experience—booking guest travel and accommodations, handling real-time communications and destination management—as well as staffing for on-site check-in and event services. Additionally, Concierge.com will be expanding into incentive travel, executive meetings and company conferences.

“The launch of concierge.com is an important step in realizing our experiential strategy of diversifying revenue and attracting new clients,” said Josh Stinchcomb, Chief Experiential Officer, Conde Nast. “It’s one more way we can help our partners create powerful connections to their customers.”

Concierge.com was the former online home of Condé Nast Traveler. Concierge.com is a division of 23 Stories, the creative and event agency born out of Condé Nast dedicated to creating the most culturally relevant branded experiences in the world. Sitting at the nexus of a creative community responsible for Vogue, Vanity Fair, GQ, Bon Appétit and 20 other iconic media brands, 23 Stories has exclusive access to deep consumer insights and editorial expertise, as well as the ability to execute flawless immersive events in conjunction with Pop2Life, its newly acquired experiential agency.

About Condé Nast:

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting more than 120 million consumers across its industry-leading print, digital and video brands, the company’s portfolio includes some of the most iconic titles in media: Vogue, Vanity Fair, Glamour, Brides, Self, GQ, GQ Style, The New Yorker, Condé Nast Traveler, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, The Scene, Pitchfork, Backchannel and them. The company’s newest division, Condé Nast Entertainment, was launched in 2011 to develop film, television and premium digital video programming. For more information follow [@CondeNast](#) on Twitter.

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