



Association Management Resources trades time drains for efficiency gains

Time well spent (and saved) for associations on the rise

For 25 years, Association Management Resources (AMR) has served a wide variety of clients, including medical, music, education, and other business associations. Their comprehensive professional support enables associations to scale up painlessly as they grow, and event management is a significant part of their services. “We manage about 30 events throughout the year, from board meetings with 25 participants to large-scale conferences with over 10,000 attendees,” says Jennifer Dickie, Vice President of Events at AMR. “Of our 15 staff members, we have one full-time meeting and event planner, Maureen Kelley, but everyone devotes some part of their job to events.”

AMR has used the Hubb platform for several events, and plans to use it for many more. But before they found Hubb, they endured major time drains such as:

- A complicated submission process
- Grading coordination
- Inefficient email communication with speakers
- Slow, error-prone updates to session information on multiple sites



Association
Management
Resources

ANN ARBOR ■ LANSING

CUSTOMER PROFILE

INDUSTRY:

Event Management,
Association Management

LOCATION:

Ann Arbor, MI

HUBB SOLUTIONS:

Speaker management, call for papers, abstract grading, attendee mobile app, exhibitor profiles and collateral, content management

// Your customer service is fantastic. I liked the product to begin with; now I just like your staff more and more. Everyone has been so very, very helpful.”



JENNIFER DICKIE, CAE, CMP, Vice President, Events; Association Manager, AMR

For over a decade, AMR used a form-based session manager and spreadsheet database. This inflexible system made it tedious for speakers to submit proposals; if they reached a question in the proposal form they couldn't immediately answer, they'd have to fill in the form all over again later. It was also complicated for AMR to accept and decline sessions via email.

Dickie and Kelley finally sought a new solution at the Annual Meeting of the American Society of Association Executives (ASAE). "We went to all the different vendors, but really liked Hubb. When we saw a demo of Hubb we were absolutely blown away. It was exactly what we were looking for. The biggest features for us were the speaker portal and speaker communication."

Hubb's speaker portal dramatically reduces time spent on AMR's content and communication management. Now potential conference speakers save and revise drafts of their proposal before hitting the submit button—a much more friendly and efficient process. Selected speakers can upload their own presentations, making it easy for AMR to keep track of who's presenting what. Plus, speakers can access AMR's rules and presentation preparation checklist anytime on the portal, which greatly reduces the need for email communication.

Making the grade, better

Hubb also saves a lot of time for the proposal graders, who are scattered in locations throughout the country—they normally work for an association's community or another business, not directly for AMR. Hubb enables all of the graders to work anywhere, at any time, track progress, and make changes without assistance from AMR.

No more monkeying with email

Hubb's speaker portal eliminated one of AMR's biggest conference headaches: endless email chores. Previously, AMR would dump their conference spreadsheet database into their email marketing tool and soon reach their limit of file merges. "We were really struggling. I used to email 200 speakers from an individual email, and now I only have to email one since we can extract data to the website," Dickie explains. "That alone made the speaker portal a huge selling point for us." Plus, speakers now access important information easily anytime instead of waiting for (and sometimes losing) email messages.

MAUREEN KELLEY,
Meeting and Events Planner

“ We were absolutely blown away.”

JENNIFER DICKIE,
CAE, CMP, Vice President,
Events; Association Manager, AMR

“ The grading function is saving a lot of time for both us and our clients.”

MAUREEN KELLEY,
Meeting and Events Planner

One and done: updating the easy way

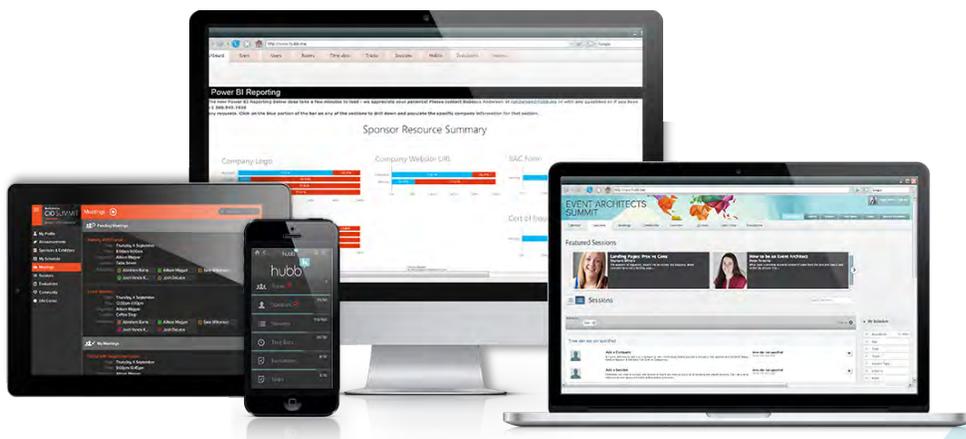
AMR also needed a system that allowed them to make real-time information updates on every information site simultaneously. “We had to do a lot of double-checking since we were making changes individually to our database, the website, the app, and the on-site program,” Dickie recalls. Hubb’s centralized content management system now greatly reduces human error and busy work for AMR even during large events like the Michigan Music Association Conference, which attracts 9,000 attendees.

To learn more about how Hubb can save you time and effort in managing the content for your next conference or tradeshow, please visit: www.hubb.me

“We chose Hubb over other options because it has everything we were looking for in one system, start to finish—no need to use multiple companies to add an app or other functions.”



JENNIFER DICKIE,
CAE, CMP,
Vice President, Events;
Association Manager,
AMR



About Hubb

Hubb brings order to the chaos of content management for meetings and conferences. Our flagship cloud-based software platform uses simple, automated workflows to streamline collecting, managing and marketing of all event content from speakers to sessions to sponsors. Hubb is a platform that allows you to administer calls for papers, abstract grading, session and speaker management, and content marketing. The software scales to the needs of events of all sizes, and it integrates easily with other event technologies to ensure all content is consistent and up-to-date. Founded by veteran event management professionals, Hubb makes its headquarters in Vancouver, WA.