



## Seamlessly merging legacy events into one amazing conference

Community Brands accelerates technology innovation in underserved markets to level the playing field between for-profits and purpose-driven organizations. Through its connected engagement platform, the company helps purpose-driven organizations manage mission-critical operations and relationships.

Community Brands was created when several technology companies, which all served associations and nonprofits, merged. Many of the companies had been hosting small user conferences with their customers for years, but in 2018 Community Brands opted to consolidate the acquired companies' legacy events into one large conference to support all its customers and partners as one big Community Brands family.

But the creation of the super event, Xperience18, came with some challenges. To successfully consolidate the legacy events into one large conference, Community Brands needed an event technology solution that would:

- Empower remote teams to collaborate in real time with a single source of truth for conference data
- Enable specialists from a variety of backgrounds to access, review and grade speaker submissions
- Allow for streamlined management of 1,500 speakers with nearly 20 content tracks



community  
brands

### CUSTOMER PROFILE

**INDUSTRY:**

Technology

**LOCATION:**

Various offices across the country

**HUBB SOLUTIONS:**

Call for papers, abstract grading, speaker management, content management, sponsor and exhibitor management

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JESSICA CRONK, Community Brand's Sr. Manager of Events and Conferences



## Finding the best way to work together

The creation of Xperience18 necessitated the consolidation of planning teams, who would now need a platform that would allow them to collaborate from across the country to manage and market 1,500 speakers with 18 concurrent content and education tracks, and 70 sponsors and exhibitors. Previously each smaller company had used their own processes for managing event content and speakers, often using spreadsheets, which left room for error. With Hubb, everyone on the conference-planning team got a fresh start with a single source of truth, and an easy way to consolidate their efforts.

“We couldn’t have managed our massive schedule without Hubb,” said Jessica Cronk, Community Brand’s Sr. Manager of Events and Conferences.

Using Hubb’s call for papers submission form, Community Brands was able to create an easy-to-use speaker application process that was accessible to all its speaker pools, from associations and nonprofits, to tech companies. Additionally, with so many different tracks in the larger conference, Hubb’s abstract grading system was invaluable to the event planning team’s ability to create and manage specialized teams of graders.

“Our team was able to get in, get trained, and get the speaker management tool set up really quickly. The tool was super responsive, and the Hubb team was knowledgeable about the system.”

## Discovering the freedom of automation

Once speakers had been approved for Xperience18, they were able to log in to the Hubb powered speaker portal to upload headshots and update session descriptions and titles. Previously most of the Community Brands team had done this using email.

“We would send an email that says, ‘Hey, I need X, Y and Z deliverables.’ And then they would send them back through email, so you would have to set up some sort of file folder sorting system to house all of those details. But, as you get closer to the event, those updates would get out of control.”

Managing updates from so many speakers had been a nightmare in the past, Jessica said. No more. With Hubb, speakers were empowered to make changes anytime, anywhere without ever tapping into the conference planning team’s time and resources.

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## Creating personalized experiences for attendees

Community Brands used Hubb to get its event content to market faster, giving the marketing team the longer lead time needed to communicate the value of the new, larger event to attendees of the legacy events.

By integrating Hubb with the Xperience18 event website, all speaker changes were automatically pushed to Community Brand's event website without any developer resources. This feature also allowed attendees to build personalized conference schedules.

"Our attendees appreciated the ability to sort and prioritize the content to create pathways that were personalized to their interests," Jessica said.

With Hubb's conference management software, Jessica's team was able to create an inspiring experience and foster a sense of unity among the expanding Community Brands family.



## 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.