



Moving their business forward with face-to-face interactions

The Deltek team found that organizing and managing a sizeable user conference is a big challenge. "It's a very large event involving a lot of people with normal day to day jobs too," says Rogers "Everyone from Senior Vice Presidents to Directors down to Managers are heavily involved with the planning and production of the event." The importance of Insight and the challenges associated with it is why Deltek relies on Hubb.

Deltek Insight is their 3,000+ person annual user conference designed to provide engagement with their customers. "It's a huge opportunity for us to have face to face engagement and make sure that attendees see the additional value that Deltek offers to their company," says Stephanie Rogers, CMP, Senior Marketing Manager at Deltek.

Customers are educated about tips, tricks, and best practices for using Deltek's powerful products, and given a taste of what's on the horizon. "A lot of people come and learn more about our entire product suite," says Rogers. "They expand their relationship with Deltek as a result of what they learned and people they met at Insight."

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STEPHANIE ROGERS, CMP, Senior Marketing Manager at Deltek

Deltek

CUSTOMER PROFILE

INDUSTRY:

Information Technology and Services

LOCATION:

Herndon, VA

HUBB SOLUTIONS:

Call for papers, content management, abstract grading



All You Need is Hubb

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Deltek uses Hubb throughout the entire program planning process to collect and manage their event content. They start their event content planning by putting out a call for speakers through Hubb. "We find a Call for Content is a great way to solicit presentation ideas and information from customers, partners and sponsors," said Rogers.

Sorting through all those submissions can be a challenge, and yet it is critical to making the all-important decisions regarding content topics and speakers. To simplify the process, track managers use Hubb to filter submissions by the relevant products they manage, and then determine the best content for Insight.

Once speakers and topics are selected, Hubb streamlines the communication process by sending confirmations to accepted speakers and decline notices to those who were not selected.

"Working with Hubb has helped us streamline the process to make sure we find valuable content," says Rogers. "The interface itself is very intuitive. It's easy to navigate, it makes things easy to filter and find, and it improves communication. The ability to do custom emails and invite emails directly was really helpful as well. Hubb made the entire content process less burdensome."

Speaker Management, Streamlined

Speakers told the Deltek team they love Hubb and the team found that it makes speaker management much more manageable. "The ability for speakers to navigate and find what they need means there are less questions; everything was contained and intuitive. It really cut down on the back and forth and made it easier to manage this huge central portion of our event," says Rogers. Because of Hubb, "the number of people who have their presentations in on time was dramatically higher than the prior year."

“It’s definitely streamlined the process of making sure that we’re finding valuable content”

STEPHANIE ROGERS, CMP,
Senior Marketing Manager at Deltek

Content is king and Hubb is the power behind the throne

Strong content is the foundation of user conferences like Insight, which is why Deltek uses Hubb's best-in-class platform to manage it. Says Rogers, "content is what drives people to attend. Content is definitely critical, and being able to manage and deliver that content easily is really helpful. Hubb has definitely streamlined the process of finding valuable content."

A partner in your event's success

With a conference as important as Insight, reliable support was important. Deltek found that support with Hubb. Says Rogers, "from the customer service side, working with your team was very easy. We felt like there was a lot of support, and their responses were really fast if we had questions."

Deltek was looking for something deeper than the typical vendor relationship, and Rogers believes they found that with Hubb. "The whole Hubb team was really responsive and able to work with us as a partner. We have a lot of different things going on with our conference, and the ability to be patient, listen to our needs, and work with us to make sure that we're getting what we need out of the tool was helpful. The implementation went really smoothly. And that's why we're back, because we really found Hubb was a good partner and a good tool to use."

 Hubb is very modern and easy to navigate.

STEPHANIE ROGERS,
CMP, Senior Marketing Manager at Deltek



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.