



Better Education for All

The National Brownfields¹ Training Conference is the largest event in the U.S. for environmental revitalization and economic re-development. The three-day agenda covers sustainability efforts for the brownfields industry, so **effortless and robust content management and marketing capabilities are especially critical**. Held every two years by the International City/County Management Association (ICMA) and the U.S. Environmental Protection Agency (EPA), the conference attracts up to 2,500 stakeholders from the private and public sectors, including local government.

Roma Shah, Assistant Program Manager, Global Programs at ICMA, says, “The main goal of the conference is to thoroughly educate all attendees. It’s a very diverse group: We get environmental engineers and geologists who want to learn more about the clean-up process, and real estate developers who want to know more about where they can make investments. Even if someone knows nothing about brownfields, they should leave our conference knowing much more about it than they ever thought they could.”

Roma brought in Hubb’s educational content management platform for the conference, with excellent results. “**Hubb helped us create stronger educational material**. We had 150 sessions, and we were looking for more efficient ways of managing staff time to focus on the educational content,” she says. “**Hubb greatly reduced the administrative LOE [level of effort] burden** so we could spend more one-on-one time engaging with our speakers and ensuring content was relevant to all of our attendees.”

¹ Brownfields are rural or urban industrial commercial sites that are abandoned or underused due to real or perceived contamination.

ICMA

CUSTOMER PROFILE

INDUSTRY:
Government

LOCATION:
Washington D.C.

HUBB SOLUTIONS:
CFP, Content Management

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ROMA SHAH, Assistant Program Manager of Global Programs at ICMA



“The Magical Thing”

In addition to the high-level team of Roma, Conference Manager, Andrea Fox, Deputy Director, Global Programs and Program Director Tad McGalliard, the 2017 Brownfields conference was supported by a few marketing and administrative staff, plus 12 educational content track managers who oversaw speaker and session details. For the 2019 conference, the ICMA team is handling all educational content, marketing, and logistics in-house.

Before Hubb, the ICMA team evaluated speaker submissions by hand—there was no online evaluation option. Changes required individual updates to a vast Excel spreadsheet in different areas. Roma would receive, manually upload, and confirm every session proposal—and then have each track manager confirm all the details for accepted sessions such as session title, description, speakers and update it in the spreadsheet.

“Everyone tells me Hubb is the magical thing I got for the last conference,” Roma says. “Our conference team had never used anything so intuitive like it before. It was much easier to organize and keep track of types of content, decide how much content to develop in each subject area, engage with speakers, and complete assessments.”

From the call for ideas to the final audits, **Hubb greatly streamlined ICMA's content management and reporting processes.** An online guide made it simple for speakers to check their sessions and plan their schedule, without asking ICMA staff. And since speakers uploaded their presentations through Hubb directly to the site, conference staff saved time managing files and easily retrieved presentations for speakers on-site as needed.

“**The complete API integration with our website was especially helpful,**” Roma adds. “Updates were made in real time across the system and pushed live to the website, so we didn't have to make updates in different places. We also received real-time reports that were easy to digest. It saved a ton of time because I could review my track managers' questions and comments about the sessions online instead of having one-on-one meetings.”

A+ From Demo to Delivery

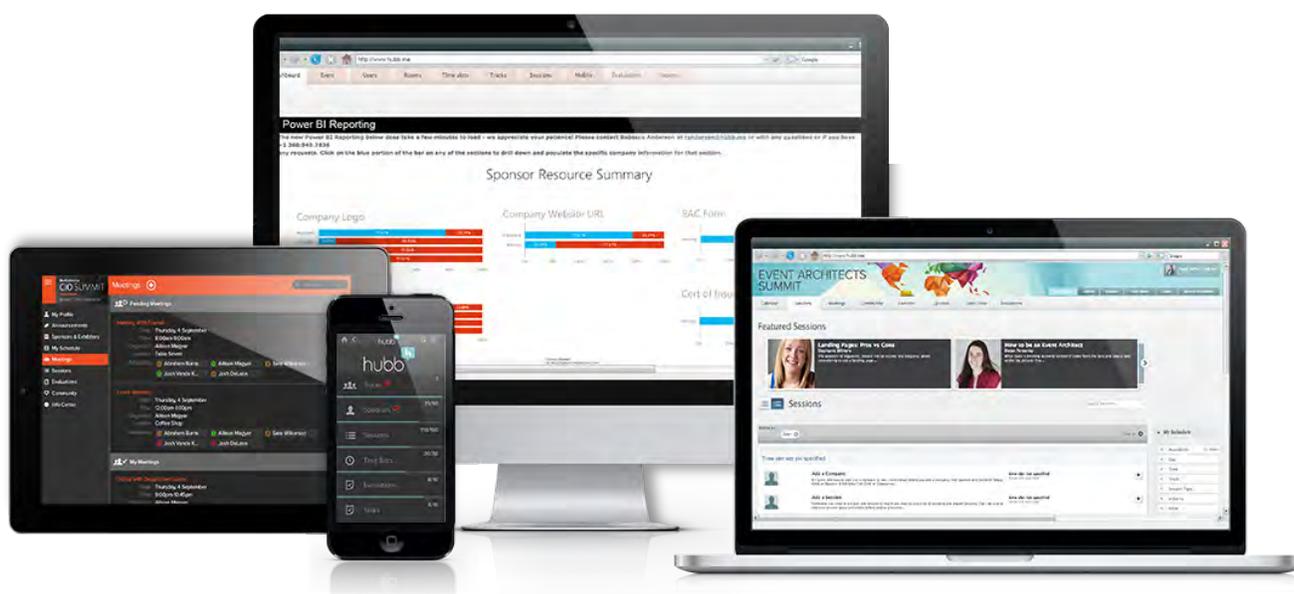
Roma began looking for a new event management solution soon after she started at ICMA in 2016. “Our internal system didn't even have a search function. I was looking for something that could create efficiency but also did content management in an innovative way. And it had to be simple enough for folks who might not be so good with technology.”

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After reviewing different vendors and trying multiple demos, **Roma chose Hubb for its ease of everything:** intuitive user interface, highly responsive customer service, seamless integration, and simple customization. “The demo was very user-friendly, and the information was all very well put together. The people I spoke with actually knew how to answer my questions. The first dashboard page has everything that a speaker would need, and there are alerts if we double-assign someone, which is one of the best things ever created!”

Because ICMA is federally regulated, services must be evaluated and procured annually, but Roma notes that **Hubb easily still came out on top in 2019.** “In addition to the program competencies, **there’s a great personal touch with Hubb.** During the procurement process this year, when I asked (Hubb account manager) Rebecca what might have changed, she immediately connected me to an expert—it didn’t even take a day for us to set up a meeting.

“You guys impressed me, every time. **You fully delivered on everything I asked for and were able to answer my niche questions.** It’s very clear that Hubb is created by event managers, for event managers.”



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.