



Advancing cancer treatment with seamless conference management

The Radiosurgery Society® (RSS) is a major catalyst for growth and education in the relatively new field of radiosurgery. The non-profit organization brings together surgeons, radiation oncologists, physicists, and allied professionals to advance the practice of radiosurgery around the world. This non-invasive treatment—stereotactic radiosurgery/stereotactic body radiation therapy (SRS/SBRT)—aims to “painlessly destroy cancer and other disorders throughout the body.”

Based in San Mateo, CA, the Radiosurgery Society helps its international membership share knowledge and enhance patient care via a host of web content and an annual conference, the SRS/SBRT Scientific Meeting. Administration Manager Denise Hitzman says, “Our team is spread out across the United States, but Hubb made it really easy for all of us to work together.”

Hubb at first sight

The RSS team set out to find an intuitive conference management system with lots of flexibility and the right partnership. They needed to:

- Streamline the abstract submission and review process
- Provide scheduling flexibility
- Give attendees a simple, adaptable way to navigate the conference
- Eliminate the hassle and expense of creating a printed conference program book



CUSTOMER PROFILE

INDUSTRY:

Professional Association

LOCATION:

San Mateo, CA (headquarters)

HUBB SOLUTIONS:

Call for papers, abstract grading, content management, speaker management, attendee mobile app, attendee personal schedule builder, event and session evaluations

// Hubb gave us an all-in-one solution, from the call for papers to the attendee survey after the last session.”

DENISE HITZMAN, Radiosurgery Society Administration Manager



They were also keen to provide a conference experience that matches the agile, high-tech nature of the SRS/SBRT field, and helps members share their work easily. The team conferred with other societies that had mobile apps and solutions, watched endless online demos, and considered creating their own system before they found the Hubb website.

Hitzman says Hubb stood out immediately as “the most comprehensive, flexible solution. Everybody else was very rigid. Once I spoke with the Hubb sales team, the search was over.” Hubb’s consistently friendly, responsive approach won Hitzman’s heart as well as her approval. “When I felt frustrated and didn’t know what I needed, Hubb people asked the right questions and talked me through it until we found a solution,” she recalls.

An A+ for grading

Before using Hubb, the RSS’ call for papers process was grueling and time-consuming. Each reviewer received pdfs of every abstract, found the ones relevant to their specialty, and graded them within an Excel spreadsheet. The RSS staff would then combine all the review spreadsheets and perform complicated calculations to extract the top-scoring papers.

With Hubb’s content management tool the RSS was able to instantly assign papers to 35 reviewers in the appropriate categories. The online process simplified each step and saved time for everyone. “Our reviewers were pleased that they didn’t have to flip through pages and pages of abstracts; they just went online via Hubb to review and score the abstracts,” says Nalani Brown, Clinical Programs Coordinator, RSS.

Location, location, location...doesn’t matter.

Coordinating the RSS conference across time zones was much easier and faster with Hubb. With abstract reviewers located all over the world and meeting attendees from over 30 different countries, Hubb made coordinating meeting logistics, including abstract submissions and scheduling, much more efficient and streamlined compared to previous years. “There are many moving pieces in planning a scientific meeting, and our meeting attendees have high expectations. It was crucial for us to have an online event management system that was easy for the staff to navigate as well as our attendees.”

JOANNE N. DAVIS, PHD,
Radiosurgery Society,
Executive Director

Simplified scheduling

With 20 topics mushrooming into 180 five or 10-minute sessions, updating the agenda manually would create a big headache. But Hubb’s speaker management system “made organizing the sessions so easy,” says Hitzman.

“Hubb stood out as the most comprehensive, flexible solution”

KRISTINE GAGLIARDI, Radiosurgery Society,
Strategic Development & Business Relations

“I had peace of mind that they were actually doing the work, and immediately knew the average score of each paper. I could send a reminder email to late reviewers with just a few clicks.”

NALANI BROWN,
Radiosurgery Society,
Clinical Programs Coordinator

The RSS also gave conference attendees Hubb's mobile app (and a basic printed agenda) instead of a program book so they could easily research presenters and abstracts, stay up to date with any schedule changes, and create their own schedules on the go. It was a hit: approximately 75% of attendees used the mobile app. Providing Hubb's mobile app also improved the RSS' brand image with attendees, aligning them more closely with the highly progressive SRS/SBRT field.

For the RSS team, it eliminated nearly all printing costs and any concerns about last-minute changes. "One presenter and her colleague were still deciding who would speak on the day of their presentation," Hitzman notes. "I updated the info for everyone instantly in the mobile app. With a program book that would not have been possible."

More time, less stress

Overall, Hubb saved lots of time and reduced stress for the RSS team throughout the entire process of conference planning, coordination, and management. Hitzman especially appreciated the benefits. "I took back 35%-40% of my time since I didn't have to coordinate and lay out a program book, help collect and organize all the abstract spreadsheets, do all the calculations, and send out individual reminders," she says.

In fact, once Hubb was implemented, Hitzman had time to manage her own role and strategically assist the rest of the team with a range of conference needs: exhibitor and attendee billing, management of group registrations, and addressing and directing meeting inquiries. Hitzman even contributed to event logistics (e.g., room setup and speaker management), an area she'd wanted to try but had never had time for. And Hitzman is already strategizing new solutions: Now the RSS is considering adding Hubb's Sponsor and Exhibitor services for the 2017 conference.

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

Hubb's willingness to learn from us and teach us was really important. It was like working with friends. I can't wait to work with you again."



DENISE HITZMAN
Radiosurgery Society
Administration Manager

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.