



## Helping SPIN create authentic community for professional planners

Senior Planners Industry Network (SPIN) is an association dedicated to event professionals who have been in the industry for 10 or more years. The association strives to impact personal success through an authentic community that is rich in meeting and event expertise by providing support, education, rejuvenation and fun for every member, whenever they need it.

They adopted Hubb to support their SPINCon conference because they:

- Wanted their conference submissions and collection material in one place.
- Needed a solution that was easy to adopt and use.
- Appreciated Hubb's unparalleled customer service throughout the onboarding process and beyond.



### CUSTOMER PROFILE

**INDUSTRY:**

Professional Association

**LOCATION:**

Eagan, MN

**HUBB SOLUTIONS:**

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

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CATHERINE JENSEN, VP of Operations at Senior Planners Industry Network

### With expansion came the need for better tools

The team at SPIN headquarters consists of two people. Each of SPIN's regional branches is volunteer-run. Members come together for one annual event, SPINCon, and individual branches hold quarterly meetings. Featuring a holistic approach to supporting planners, SPINCon offers four tracks: brain, body, being and business.

With around 100 speaker submissions, SPIN leaders decided in 2017 they would need a solution to help manage their abstract submission and review process.

“We realized that we were going to need multiple graders, and we wanted to have all of our submissions and collection material in once place,” said Catherine Jensen, VP of Operations. Previously, they had been collecting speaker submissions and content using inadequate web survey tools, and migrating data from one Excel spreadsheet to another, hoping they didn't lose or duplicate data.

### Software created by a planner who understands planners' needs

Jensen and her team were introduced to Hubb via a staff member who was researching potential solutions for their conference planning challenges. Once Jensen experienced a demo, she knew Hubb was going to be a great fit for her team. And, bonus!, Hubb was created by a SPIN member. That's right, Hubb founder and CEO Allie Magyar is a member of SPIN. That was comforting to the SPIN team, to know that the woman who created Hubb is a veteran event planner who truly understands their needs.

“As somebody who wasn't familiar with session procurement technology, I felt Hubb was a system I could figure out fairly easily,” Jensen said. “As we were going through the onboarding process, I asked so many questions, but our Hubb onboarding partner never made me feel like my questions weren't important. She was incredible.”

Jensen said the feedback from SPINCon speakers was that they also found the system easy to use. “Everybody loved it. This has been a fantastic experience for us,” she said.

Jensen and her team are already looking toward their second year of using Hubb to prepare for SPINCon. They are excited to incorporate even more of its robust features into their conference planning process.

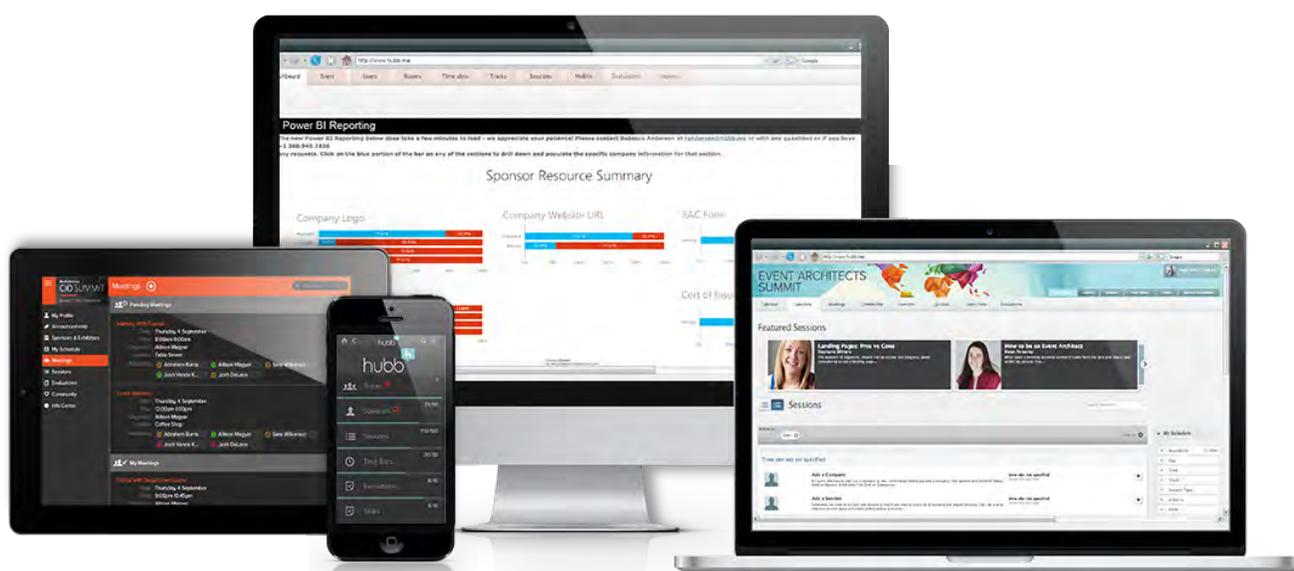
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## Associations are more than just conference planners; they are community builders

Associations who have turned to Hubb have discovered a more professional, streamlined system for organizing their conference speakers and sessions. They can focus on community building and offering outstanding educational experiences for their members, rather than wasting precious time on admin tasks and spreadsheet overload.

Our cloud-based platform makes it easier for associations to manage exhibitors and sponsors, automate thousands of event-related communications, and share a single location to submit, review, grade, approve and publish conference session content. All in a portal that can be customized with your unique community and industry in mind.



### *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.