



## Designing meaningful learning experiences for medical professionals

Vendome Healthcare Media Group produces high-quality publications and premier events for professionals in today's healthcare industry. Through award-winning conferences, they strive to supply tools and education that allow their customers to bring their services and products to market. The mission of Vendome Healthcare Media's conference team is to design and implement meaningful learning experiences that offer information and resources to help improve clinical outcomes, quality of care, cost efficiencies, and patient safety and satisfaction.

Vendome selected Hubb because they needed a tool that would:

- Allow staff to focus on strategy instead of time-consuming admin tasks
- Integrate with their existing technology ecosystem
- Provide relief for web developers who were making manual event website updates
- Give their marketers a faster, more reliable agenda to market sooner

VENDOME  
HEALTHCARE  
MEDIA

### CUSTOMER PROFILE

**INDUSTRY:**

Medical

**LOCATION:**

New York City, NY

**HUBB SOLUTIONS:**

Call for papers,  
content management,  
abstract grading

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**DANIEL MELORE**, Chief Marketing Officer at Vendome Healthcare Media Group



## Seamless integration and gold-standard support

Daniel Melore, chief marketing officer at Vendome Healthcare Media Group, oversees the company's event tech stack. When shopping for technology, Vendome looks for tools that integrate seamlessly with their existing technology ecosystem, which includes systems marketing and events, and customer and speaker databases.

"When we evaluated Hubb, we asked, 'Will this tool integrate into our stack?' Check. 'Will it provide relief to internal web dev resources?' Check. 'Will it give my marketers a faster, more reliable agenda so we can promote events sooner?' Check," Dan said.

With a small marketing and development team that coordinates nearly 30 regional and national events each year, Vendome also looks to partner with companies that offer gold-standard customer support.

### **They found all those benefits with Hubb.**

## Created by people who understand the challenges of producing events

Vendome selected and implemented the Hubb event content management platform in 2017.

"From the moment we started working with Hubb, we realized that we were working with people who knew the challenges and experiences of producing events, and not just software developers," said Michael Raggiani, Vendome's Director of Programs, Conferences and Events.

After a successful onboarding, numerous teams involved in Vendome's event planning processes realized benefits from using Hubb's cutting-edge event content management tool:

**Program managers:** Vendome's program managers discovered they were able to quickly and efficiently recruit speakers, develop and implement their call-for-presentation and selection processes for educational sessions, workshops and plenary sessions.

**Speakers:** Speakers, which the Vendome team refers to as "thought leaders," were excited to use a single technology solution to submit all of their event materials, including photos, bios, resumes, presentations, videos, whitepapers and travel reimbursement forms and receipts.

**Graders:** Despite initial trepidation in learning a new technology for grading speaker content, Vendome's Advisory Board members found Hubb's system easy to navigate.

**Web development team:** For Vendome's web developers, room updates and speaker changes had previously been a giant time suck that escalated in the weeks leading up to events. After the development team set up real-time syncing between Hubb to their event website, those updates happen dynamically, so they now spend very little time making manual changes to their event websites.

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MICHAEL RAGGIANI, Director of Programs, Conferences and Events at Vendome Healthcare Media Group

## Improved brand recognition and market leadership

With Hubb, Vendome's program managers have been able to manage event content and presenters from inception to post-event faster and more efficiently. Additionally, the teams that access speaker content—from Vendome's editorial department and marketing team, to internal designers and operations team members—feel confident knowing they are using the most up-to-date materials for outbound marketing and onsite print collateral.

Hubb has allowed Vendome's event and marketing team to get agendas online faster, so they can promote events earlier. They believe, as a result, they have experienced improved brand recognition as a leader in the events marketplace.



## 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.