



An Event Management Agency's Competitive Advantage

How does a boutique event management company from a small city twice make the Inc. 5000 list of the fastest growing companies in America? With a shift in strategy supported by best-in-class event technology.

Vancouver, Washington-based Dynamic Events is a 30-person event management and experiential marketing agency. They work with primarily technology companies, ranging from startups to some of the largest companies in the world. Their events range from tiny executive meetings up to 30,000-person city-wide user conferences.

"We've been in business for 20 years. For our first decade, we focused on event logistics," says Dynamic Events President Jamie Timperley. "In recent years, we've evolved into specializing in event strategy. So, coming in and helping understand our customers' business and what their event goals are, helping to create their event roadmap, and then executing on that."



CUSTOMER PROFILE

INDUSTRY:

Event Management

LOCATION:

Vancouver, WA

HUBB SOLUTIONS:

Call for papers, abstract grading, speaker management, content management, sponsor and exhibitor management, attendee mobile app, staffing manager, evaluations

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JAMIE TIMPERLEY, President, Dynamic Events

Saving Time and Preventing Burnout

One of Dynamic Event's biggest challenges is managing the volume of content associated with their events. Says Timperley, "the biggest piece we use Hubb for is content management." Dynamic Events' largest event has over 1,500 sessions, 1,500 speakers, and more than 300 sponsors and exhibitors. "Hubb is a saving grace, giving us a place to manage everything in one tool and have one source of truth instead of managing it in separate spreadsheets. It would literally be impossible to manage our largest event with spreadsheets. I cannot even put into words out much time it would take without Hubb."

The time-savings Hubb has delivered is no small matter; it's a key to Dynamic Event's growth. "A huge selling point for us is our culture. We're a small, integrated, supportive team." Dynamic Events doesn't have the high employee turnover that plagues many event management agencies. Instead, their clients see the same faces year after year. Says Jamie, "When their event rolls around every year, we're jumping right in and helping them innovate because it's the same people they worked with the previous year." Jamie gives credit to Hubb, saying "Hubb has helped us keep our team together. If we had to use spreadsheets and emails, the amount of work involved would absolutely lead to more burnout and turnover."

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Helping Event Managers Serve as Strategic Partners

Hubb also helps Dynamic Events function as a strategic partner to their clients. "One of the reasons why we've experienced such growth is we're able to help clients better measure and think about their event, their data, and their KPIs." A content tool with everything in one place—all the data for what sessions people are going to, evaluation scores, registration—helps Dynamic Events better manage and organize all the other metrics they are trying to measure. "The Hubb team provides all the reporting we need, so we're not trying to pull together five different sources and manipulating data with pivot tables. With Hubb's analytics, we're spending time using the data, not building reports. And the fact we can get real-time data from Hubb is great; it helps us be much more responsive at our events."

New Tools, New Ways to Help Clients

Hubb continues to evolve to meet the needs of Dynamic Events, and their clients. "We've worked with Hubb since their beginning, so it has been fun to watch them evolve. One of my favorite new features is the Staffing Scheduler and Expert Finder." Dynamic Events recently used the tool on their largest conference, a city-wide user conference for a Fortune 50 tech company.

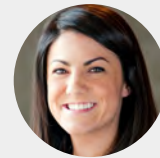
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“These tools really excite our biggest client. They have 800 plus staffers they pay to bring to their conference. They previously lacked a way to keep those staffers accountable to make sure they showed up for booth duty or other commitments.” The Hubb staffing manager allows them to do that. “One of the main reasons attendees come to this event is to get access to the people who actually build the products they use, so they can get answers to their tough questions. Expert Finder allows attendees to easily make those connections on-site. So, it’s a tool that makes everybody happy.”

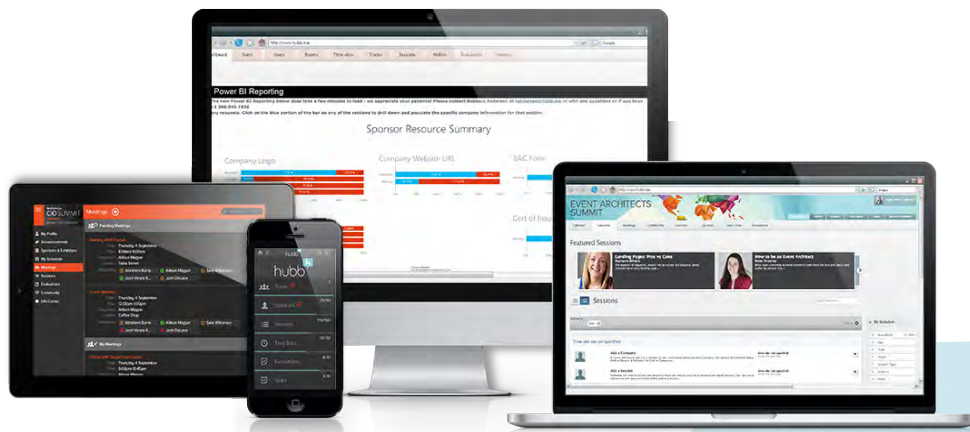
Hubb: By Event Managers, For Event Managers

Hubb is not the first content management solution Jamie and Dynamic Events has used, but it’s the first that’s met their needs. “We’ve tried other tools but struggled with response times and lack of flexibility.” Jamie and her team found other tools difficult to work with. “There were times where we’d say, ‘We need this report’ and they’d tell us ‘No, we don’t do that,’ or, ‘That’s going to take four weeks to develop.’ Hubb is much more agile and supportive, and they understand events.” The Hubb team’s knowledge of events helps them provide Dynamic Events with solutions, not workarounds, that help Dynamic Events solve their problems, according to Jamie. “Hubb is easy to collaborate with because they understand events and what’s going on in our industry.”

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JAMIE TIMPERLEY,
President,
Dynamic Events



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.