

Ready in Weeks: APHL's Eventscribe Website

THE ASSOCIATION OF PUBLIC HEALTH LABORATORIES

is a nonprofit professional membership organization that strengthens laboratory systems serving the public's health in the U.S. and globally. Their 75th anniversary conference convened leaders, scientists, and partners from across the public health laboratory community to share research, trends, and best practices. Select sessions were recorded for on-demand access after the event, making a well-built website essential for both live attendees and those joining afterward.



THE CHALLENGE

APHL came to SB with a clear need and a short runway. They were launching an Eventscribe website to house sessions, webinars, and recordings from their annual conference in a matter of weeks. The site needed to be built, branded, tested, and live with little time for back-and-forth.

The content had to display correctly across devices, the navigation had to be intuitive for attendees, and the evaluation links had to work properly through Survey Magnet. A clunky or broken site the week of a major annual



conference isn't just an inconvenience; it reflects poorly on the event itself.

That's a lot riding on a fast build. It's exactly the kind of project SB's Cadmium Consultants are ready for.

THE STRATEGY

SB handled the full build from start to finish: setup, branding, configuration, testing, training, and launch support.

What SB Did	
Site Setup & Branding	Built the Eventscribe website in Cadmium with APHL's graphics loaded and custom branding applied, so the site looked like their event from day one.
Tile & Navigation Layout	Configured tiles and left-hand navigation items—all sessions, webinars, and annual meeting recordings—based on APHL's specific event structure.
Session & Presentation Display	Set up presentation pop-ups with title, date, time, room, track, speaker names, available credits, session description, and links to live sessions, recordings, and evaluations.

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"With weeks, not months, to build and launch our Eventscribe website, we needed a team that could move fast without cutting corners. SB delivered our website fully branded, fully functional, and right on time. Our staff walked out of training confident and ready to manage the site on their own. For our 75th anniversary conference, that kind of customer service wasn't just nice to have. It was essential."

— Jennifer Crouse, MTA, CMP, Director – Conferences and Events, APHL

What SB Did	
Survey Magnet Integration	Linked the site to APHL's Survey Magnet evaluations and confirmed play-only mode was properly enabled for evaluation access.
Testing & QA	Ran end-to-end testing across tile functionality, left navigation, and mobile responsiveness, then adjusted configurations based on APHL's feedback before launch.
Staff Training	Provided a one-hour recorded Zoom training so APHL's team knew exactly how to manage the site, import attendee lists, and add recording links moving forward.
Launch & First-Week Support	Oversaw final testing and live site verification at launch, then provided real-time support through the first week to catch and resolve any immediate issues.

HOW SB AND APHL WORKED TOGETHER

On a rush build, the working relationship matters as much as the work itself. SB kept things simple: one designated point of contact on APHL's side, one team on SB's. All communication ran through email, Zoom, and shared documents—no chasing threads across multiple platforms.

APHL provided graphics and recording links; SB handled everything else. When feedback came in before launch, the team incorporated it promptly and kept moving. Our goal: to meet a tight deadline without something falling through the cracks.

THE RESULTS

APHL's Eventscribe website went live on time, fully branded, and working exactly as it should—with a team that knew how to run it. APHL's staff walked away from SB's training session confident, not dependent on SB for every update. And if anything came up in that first week live, SB was right there.

For an association celebrating its 75th anniversary, the last thing you want is an event website that creates friction for attendees trying to access sessions or evaluations. That's not what happened here.