


**CENTRAL SQUARE**

CentralSquare is a purpose-driven software company serving the unique needs of the public sector, enhancing nearly every aspect of public safety and public administration. After three years of mostly virtual interactions, CentralSquare was ready to host its ENGAGE 2022 conference in Orlando, Florida to reconnect with its customers—many of whom had a particularly challenging time during the pandemic.

## BUSINESS OBJECTIVE

[CentralSquare](#) supports people who work in the public sector, including public safety, law enforcement and public administration. In 2019, four very different entities merged together as CentralSquare, and a new leadership team came on board. The company had to manage lots of change and customer challenges during the pandemic, all through virtual customer interactions. This impacted their trusted relationships with customers, who value in-person interactions and open communication.

Their ENGAGE 2022 conference was a vital opportunity to reconnect with customers, clear the air about all they'd been through together, rebuild those trusted relationships, and re-launch the CentralSquare brand with customers at the center.

### 1. The Challenge

CentralSquare clients are spread out across North America, in distinct communities with distinct needs, and usually only familiar with the aspects of the company they leverage. At past conferences, each individual part of the business focused on its own products and solutions. But ENGAGE 2022 was as much about building a trusted connection with the CentralSquare brand and its people as it was about showcasing any individual product. The customers needed to feel seen, heard and respected, secure in the knowledge that CentralSquare was delivering solutions as a unified, innovative, and forward-thinking company.

CentralSquare partnered with Rob Roy to develop a series of authentic and compelling presentations—from the CEO's opening keynote down to individual product sessions.

### 3. What We Accomplished Together

Our partnership helped CentralSquare achieve its key goals:

- Relaunching the brand and sharing the commitment to customer success
- Confident speakers delivering an authentic, consistent message
- Social media results that exceeded expectations for sentiment and volume
- Renewed confidence and pride from employees
- Overwhelmingly positive customer feedback

CentralSquare's VP of Marketing [Melissa Pippine](#) observed, "Every speaker confirmed our brand and commitment to customer success. After a three-year hiatus, everyone was delighted at the energy and professionalism at ENGAGE 2022."

### 2. Strategic Approach

Rob Roy worked closely with CentralSquare to help them discover their [AIM](#) for this event:

- **Audience:** customers, prospects and employees of CentralSquare
- **Impact:** confidence in CentralSquare's leadership team and future vision
- **Message:** a rededication to open communication and a shared mission to building safer, smarter and more connected communities

Rob Roy also coached more than 30 presenters across the organization—including C-suite, product teams, and services—empowering each person to deliver the new story with conviction.



## POISED FOR FUTURE SUCCESS

With a newly-engaged customer base and workforce, CentralSquare looks forward to helping more communities become safer, more connected and more responsive. Melissa Pippine is certain that Rob Roy will be part of the team for future ENGAGE shows. "Rob Roy augmented my team with an external level of expertise and authority that allowed me to focus on the logistics of putting on the show. And I've already told them to be ready for more."