



AIBC Case Study

Summary:

The Australia India Business Council (AIBC) partnered with Mindhive to create a discussion that focused on the opportunities and challenges for each of the key sectors. The aim of the discussion was to engage all those who had attended the event to share their own insights, ideas, opinions or suggestions on the potential business outcomes possible within their sector of interest.



Case Study

Attendees were encouraged to share their thoughts in real time as they were listening to the panel sessions. The panelists and key speakers were also a part of the Mindhive discussion. Generating high profile participants helped highlight the weight of importance the Summit demonstrated. The findings from the discussion emphasized the multitude of opportunities open to Australian and Indian business, and the imperativeness of the AIBC Summit for People to People connections. The discussion ran from the 23rd of August to the 12th of September 2022, providing ample time for participants to comment and ideate together. Results from the discussion highlighted the importance of the Education, Edutech & Future Skills panel based on the level of engagement generated, and the ideations produced. AIBC had also utilised the YeahNah app to gather quantitative insights into each panel and the Summit overall. The YeahNah app is powered by Mindhive, and is a pragmatic way to collect data by getting users to answer 'Yes' or 'No' on a question by swiping left and right. This data was used to scope the quality of each sector session by surveying attendees opinions on the panel.

Outcomes

The data produced from the YeahNah app received a majority of positive responses in regards to the quality and value the Summit provided for attendees and their business. Feedback from the YeahNah survey showed that 100% of participants found the Summit engaging and insightful, while 80% learnt something new from the panels. Each of the discussion topics attracted a considerable number of comments from both experts in the field and people with an interest in the industry. The most popular topic was the Edutech & Future Skills sector, which generated the most comments and likes. Progressive ideas were highlighted by AIBC, which were then open to voting and further discussion by participants. The ideations generated some innovative and actionable suggestions. The highest voted ideation was '**Strengthening bi-lateral relations between Australia and India**'. This ideation had highlighted comments taken from across several discussion topics, all relating to the growing importance of India's economy for Australia now.



Australia India
Business Council

About AIBC

The AIBC is a national membership organisation with active chapters in Sydney, Melbourne, Brisbane, Adelaide, Perth and Canberra and maintains close relationships with federal and state government agencies, the diplomatic corps and industry bodies, and showcases opportunities to the Australian business community through an active program of events throughout Australia.



About Mindhive

Mindhive is a Brisbane innovation and the world's first collective ideation platform enabling users to engage and understand their audience at scale in real-time. Recently recognised as the World's Boldest Crowdsourced Online Platform by Global Crowdsourcing Awards in Venice, Italy, Mindhive facilitates discussion by connecting users to an online community to gain rapid insight and innovation from a diverse audience.

Join Mindhive for Free