# Mindhive

YeahNah Case Study

How YeahNah is used at events

Enterprises have utilised the power of YeahNah to efficiently gather information in a quick and easy-to-use way. During events and conferences, Mindhive representatives place phone stands around the venue with the YeahNah survey for attendees to complete, in addition to engaging with attendees to assist them with completing the surveys. The results of the YeahNah surveys are then used in presentations by the enterprise, and documented in their Mindhive report.
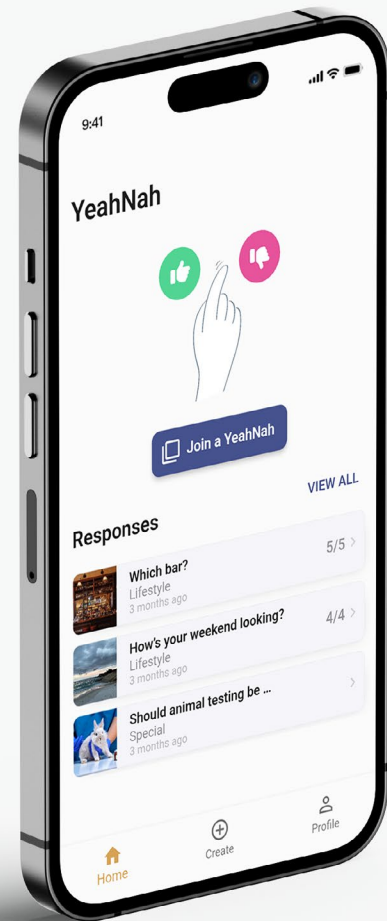
Case study PMDoS

The Project Management Institute Queensland (PMIQ) used YeahNah during their Project Management Day of Service (PMDoS) event. The YeahNah survey was open to all attendees to try to gather insight into how they use data and tech, opportunities for collaboration within their workplace, and whether they'd be interested in future events hosted by PMIQ. We asked five questions of the NFP attendees, aiming to further understand the sector and determine how we, as service providers, can assist in overcoming potential barriers facing NFP sector leaders. As a result, the PMIQ team presented the results of the survey to attendees at the end of the event and what they meant for NFPs and the event overall.

1. Are you analysing data in a meaningful way to advise your business decisions?
2. In your business environment are there opportunities to collaborate?
3. Do you think you could use tech in a smarter way to advance your business?
4. Is your company struggling with compliance?
5. Would you be interested in joining your peers in a quarterly session to discuss further?

Case study AIBC

In order to gain an understanding of the value and insights attendees of the Australian-Indian Business Council (AIBC) Summit received, AIBC, in partnership with Mindhive, used the YeahNah app throughout the Summit to gather consensus on the impact the event had on attendees. We asked seven questions of the AIBC Summit audience focusing on how informational the panels were, and if they were valuable towards their own business decisions.

1. Have you learned something new?
2. Has the panel provided you with information that will be helpful for future business decisions?
3. Was there ample opportunity for crowd engagement?
4. Was the panel engaging and insightful?
5. Have you attended more than one panel throughout the three-day summit?
6. Have you attended as a representative for your company?
7. Would attend any future AIBC events?

Case study BDO

BDO used two YeahNah surveys over two days of their Audit and Assurance Conference to gain insights into what delegates learned from the sessions with questions relating to the key themes and messages of that day's sessions. The first YeahNah survey asked six questions focusing on the themes of collaboration and innovation. The second YeahNah had seven questions on mental well-being and sustainability. As a result, BDO's audit team with Mindhive has compiled the top outcomes and insights for each of the two YeahNah surveys in a comprehensive report that was distributed to their board, along with all delegates who attended.

Day 1
1. Do you think collaboration is important within your current role at BDO?
2. Do you think you could collaborate more effectively with others across the audit and service line?
3. Are you familiar with the National Audit strategy under Thrive25?
4. Do you think that innovation is important to growth and access at BDO?
5. Do you know how to log an innovation or efficiency idea at BDO?
6. Are you interested in hearing or learning more about innovation methods or approaches?

Day 2
1. Do you believe you are effectively prioritising well-being as part of your daily life?
2. Do you discuss health and well-being with your team?
3. Do you know where to go to find help if needed?
4. Are you currently a mentor or mentee?
5. Would you be interested in joining a mentoring program if offered at BDO?
6. Do you feel you have a good understanding of ESG?
7. Do you feel ESG is relevant to your clients?

Case study CFB

The Committee for Brisbane has used YeahNah for two events in the past. Their first use case was during a panel, where they used YeahNah to gain insights into attendees' views on southeast Queensland's position in the global digital race. The second event was a members-only panel event focusing on Brisbane hosting the 2032 Olympic Games. They used YeahNah to find out what attendees thought of Brisbane's cultural life, and if the city was prepared to host international visitors. During these events, attendees would have to complete a YeahNah survey during registration, and all results would be discussed at the end of the panels.

Event 1
1. Is southeast Queensland well placed in the global digital race?
2. Would better access to data improve your organisation?
3. Would you pay for access to data that's useful for your oganisation?
4. Do you consider your organisation to be digitally mature?
5. Did the recent Optus and Medibank data breaches raise concerns for your organisation?

Event 2
1. If you could, would you work from home more than you do now?
2. Do you think Brisbane's CBD is still the "beating heart of the city"?
3. Should we do more to get international students back into Brisbane?
4. Do you feel positive about a vibrant future of Brisbane's inner city?
5. Do you think Brisbane offers enough attractions to satisfy international visitors?

powered by Mindhive

Outcome

Results from YeahNah provides our clients insight into the views and opinions of their users. These results can be used to develop future actions for their business strategy, or highlight gaps within their company framework. This also opens the opportunity for our clients to expand on their YeahNah findings by creating a Mindhive challenge to gain qualitative insight into their results.

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.

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