

 **Mindhive**

What is Mindhive

Mindhive is a venue for the meeting of minds. A space for thinkers and doers to get together, take on challenges, share thoughts and tackle real issues.

How Mindhive works

We're more of a *workshop* than a forum.

Mindhive is based on a methodology that popularized by design thinking and consultancies. We utilize both divergent (brainstorming) and convergent (analytic) stages to surface collective insight.

How Mindhive works

Ask→

Your question can be simple or detailed – it can include:

- Curiosity statement
- Description
- Background
- Resource links.

Discuss→

A familiar forum structure with topics and replies.

Hosts and admins can highlight key points, relevant insights or things of interest.

Highlights are grouped into categories of similar content or context.

Ideate→

“Highlight categories” become their own discussion topics that further focus the debate.

As a community, votes are placed to identify which categories are the most insightful or relevant.

Report

The host augments an automated discussion summary with a conclusion to sum up the two rounds of discussions and community votes.

Top contributors and insights are given recognition.

Conference x Mindhive

The conference challenge

1. Branding

It's on! And then it's g o n e . . .

2. Outcome

Is being inspired enough value?

Staying top-of-mind

Re-engagement, re-conversion, and new competitors are a drain on resources.

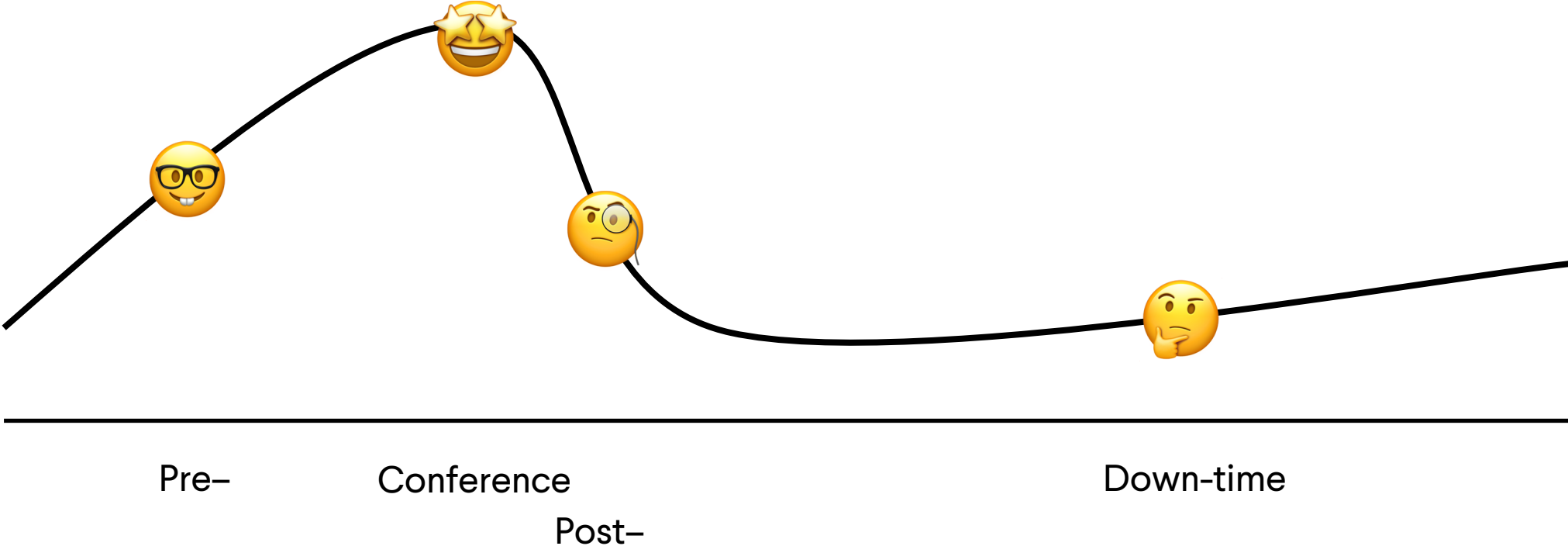
Constantly having to pitch to your audience every year as the landscape gets more crowded and expensive is not a viable strategy.

“So, what now?”

Like a great TED talk, the sugar rush and euphoria of the crowd rarely translates to tangible or lasting action.

A conference hypes and inspires in the moment, but often leaves its attendees with the same inevitable question – “So, what now?”

Conference cycle



Pre-conference

- Attendees are excited – gauge expectations, reinforce topical ideas, and find out what they are hyped for.
- Use Mindhive as a sense check as well as a deep-dive of the attendee sentiment and motivation.

During the conference

- **Attendees are hyped** – discussion is occurring on social channels; transition to Mindhive for record-keeping and deep conversation.
- Opportunity to gather considered questions for panellists.

Post-conference

- Attendees are inspired – but what now?
- Continue the discussions on Mindhive with the speaker/panel, invite in other experts, foster and build communities around these topics.

Down-time

- **Attendees are primed** – discussions lead to reports, networking leads to opportunities, and a *start* becomes a *journey* worth telling.
- Community is engaged, new experts emerge, the conference becomes the source & destination.

Conference x Mindhive

- Extend the brand beyond the event.
- Empower the self-forming community.
- Mobilise the experts and advocates to drive the next cycle.

 **Mindhive**