

Conference Case Studies



Mindhive Conference – BDO: Audit and Assurance Conference

Mindhive works as an insight finder tool for conferences and events. We work with companies and organisations to document all the ideas, messages, and outcomes from their conferences through our digital platform. Often, we hear the same issue – A conference hypes and inspires in the moment, but often leaves its attendees with the same inevitable question – **“So, what now?”** With Mindhive, our clients can now keep their attendees engaged and excited before the conference even begins, all the way until days or weeks after it concludes. Below is an example of how one of our clients decided to integrate Mindhive’s services into their conference.

Event

Mindhive worked with BDO at their National Audit and Assurance Conference. The event brought BDO delegates from all over Australia and New Zealand for a two-day conference held in Gold Coast. Over the two days, BDO hosted a number of sessions around key themes related to innovation. Delegates were not allowed to have their laptops with them during any of the sessions to take notes but instead were required to reflect on the sessions' key messages via the BDO Mindhive discussion board. BDO wanted all insights and questions to be posted on Mindhive so that they could identify any crucial information and actions to be used to present to their Board. The Mindhive platform allowed them to organise each session into a different topic for easy access to information, as well as enable delegates to ask questions to panelists during panel sessions. During one of the interactive sessions, delegates were asked to answer a series of questions posted on the discussion board, which was broadcast on the slides so people could read others' answers in real time. All those answers were documented for that session and some comments were highlighted as key insights.



Mindhive role

Mindhive provided BDO with two Accounts Managers to assist with engagement on both the Mindhive platform and YeahNah. During registrations, the Accounts Managers helped ensure all attendees were correctly signed up to Mindhive and had access to the BDO discussion board. They also set up phone stands around the venue with YeahNah surveys for the delegates to answer. During the sessions, all key insights, messages, and transcript were documented in the Mindhive discussion.

Outcome

As a result, BDO documented all the information gathered over the two days of the conference from both the Mindhive discussion and the YeahNah surveys. Mindhive then analyzed and highlighted the key insights from both platforms and put it all in a comprehensive report. This report included the key messages and actions that BDO planned present to their Board at their next meeting.



About BDO

BDO is one of the world's leading accountancy and advisory organisations. We provide the capability and depth of expertise of a large global organisation, with the approachability and relationship-driven style you expect from a local firm. Our history gives us a thorough understanding of the local marketplace, and the knowledge required to provide real value and expert advice to local businesses. Today, across our ten offices in Australia we have 1,901 people, including 219 Partners, providing a full range of audit, tax and advisory services.



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](#)