

# Offer of Service Live

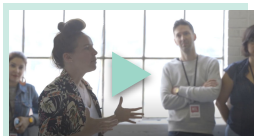
 **braindate**™

A creation of

 eigo



# about us



Christine Renaud :  
[The Braindate Story: Unlocking Collaborative Learning at Events](#)

Since a decade, e180 has built peer learning experiences for communities all over the world.



**Our mission is to unlock human greatness by helping people learn from each other**

We're also a woman-led, certified B-Corporation: we believe in (and practice) business as a force for good.

We created Braindate **to help participants meet and learn from each other through meaningful conversations**—no matter where they are in the world.



# ten years of transforming gatherings

Braindate has brought experiential peer learning to global events, communities, and Fortune 500 companies and have since transformed 600,000+ users and hundreds of world-class events into vibrant experiential learning hubs with partners like Workday, Tableau, C2 Montreal, Airbnb, TED, Cannes Lions and Salesforce.



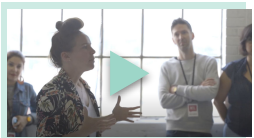
**Skift:**

**fresh**

**Inspiring Fifty**

# our beliefs

Our work is built upon the core belief that learning should always be collaborative, self-directed, and experiential.



> [Creative morning article + video](#)

Christine Renaud :

*How to unlock human greatness*



## collaborative

Each person has something to share.



## self-directed

Each participant is the designer-in-chief of their own learning journey.



## experiential

We learn best by feeling and by doing.



# go beyond networking

Engineer the meeting of minds  
to create lasting human  
connections.



Braindate™  
is experiential  
*peer* learning  
for events.

## It's more than a tool

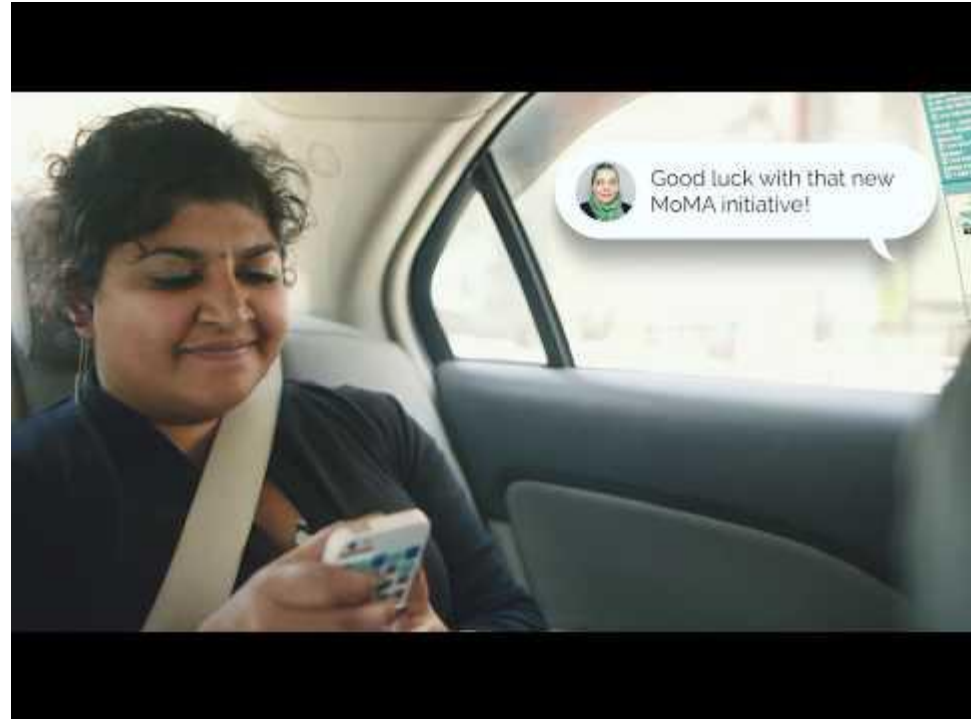
It's an experiential content stream complete with a **fully integratable web app**, custom engagement strategy, and a **hosted experience both in person and virtually**.

## It activates the knowledge of an entire participant base

Your participants can learn from each other through **topic-driven conversations**—and **build real relationships**, based on trust and common goals.

# what is Braindate?

Watch video



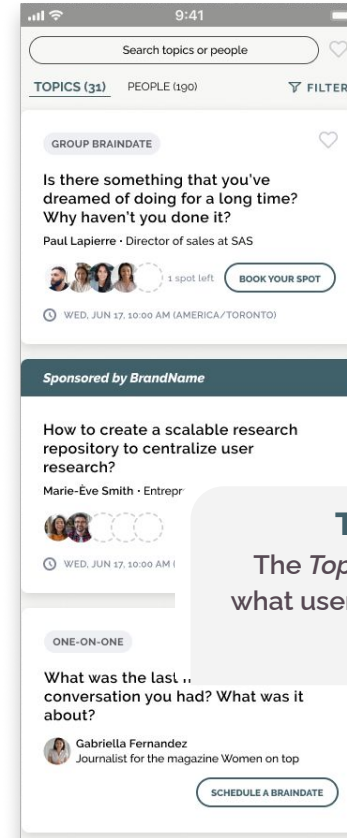
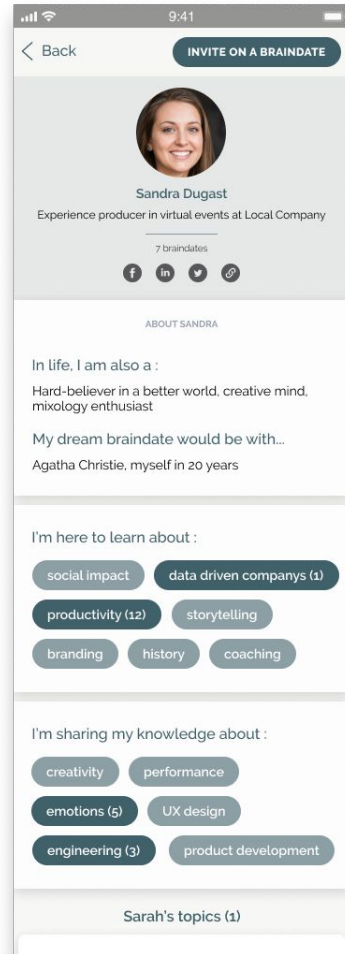


# How it works

Dive into our core functionality — a 100% human experience in a virtual context

# create braindate topics

1 Complete your profile,  
then post **one-on-one** or **group**  
**topics** in the Braindate Topic  
Market.



# book braindate with others

2

Find topics that inspire you.  
**Schedule a one-on-one** meeting  
by proposing times to meet or  
**join group** braindates directly.

The screenshot displays two examples of Braindate listings. The top listing is for a 'ONE-ON-ONE' meeting on the topic 'How to properly assess risks in decision-making?' by Paul Lapierre, Director of sales at SAS. It features a 'SCHEDULE A BRAINDATE' button. Below this is a calendar view for the week of October 6th to 10th, with a 'WRITE A MESSAGE' dialog box open. The message text reads: 'Introduce yourself and let sandra know why you'd like to meet!'. A 'SEND INVITATION' button is at the bottom of the dialog. The bottom listing is for a 'GROUP BRAINDATE' on the topic 'How to get better results with A/B testing?' by Alexander Smith, a Developer freelance. It shows '3 spots left' and a 'JOIN A GROUP' button. The meeting is scheduled for 'WED, JUN 17, 10:00 AM (AMERICA/TORONTO)'.

# Meet in-person at

 **braindate™**  
lounge

**When it's time to meet,**  
join them on the Braindate platform.



## One-on-one

**(30min)**

Dive deep into a topic with one other person on a *one-on-one braindate*.



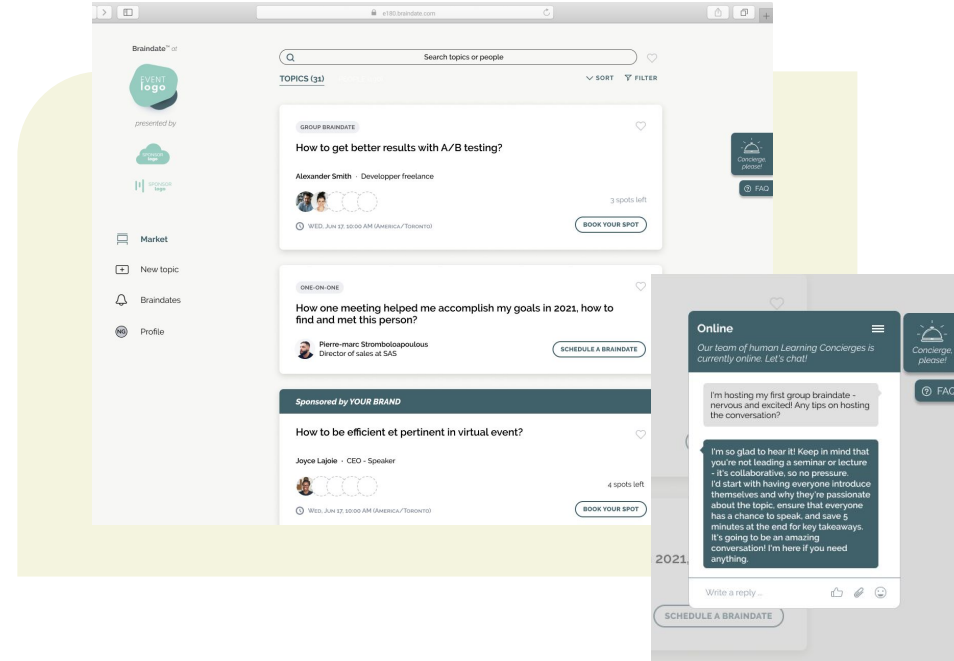
## Group

**up to 10 (45min)**

Enjoy a discussion with up to five/ten other people to gain perspectives on a *group braindate*.

# consult your learning concierges

**4** Learning Concierges are there to lend tech support, to monitor braindate attendance, help participants find great braindates to join, and generally support attendee learning needs so they can make the most of their event experience.







# collaboration

Our collaborative approach to creating an unforgettable participant experience

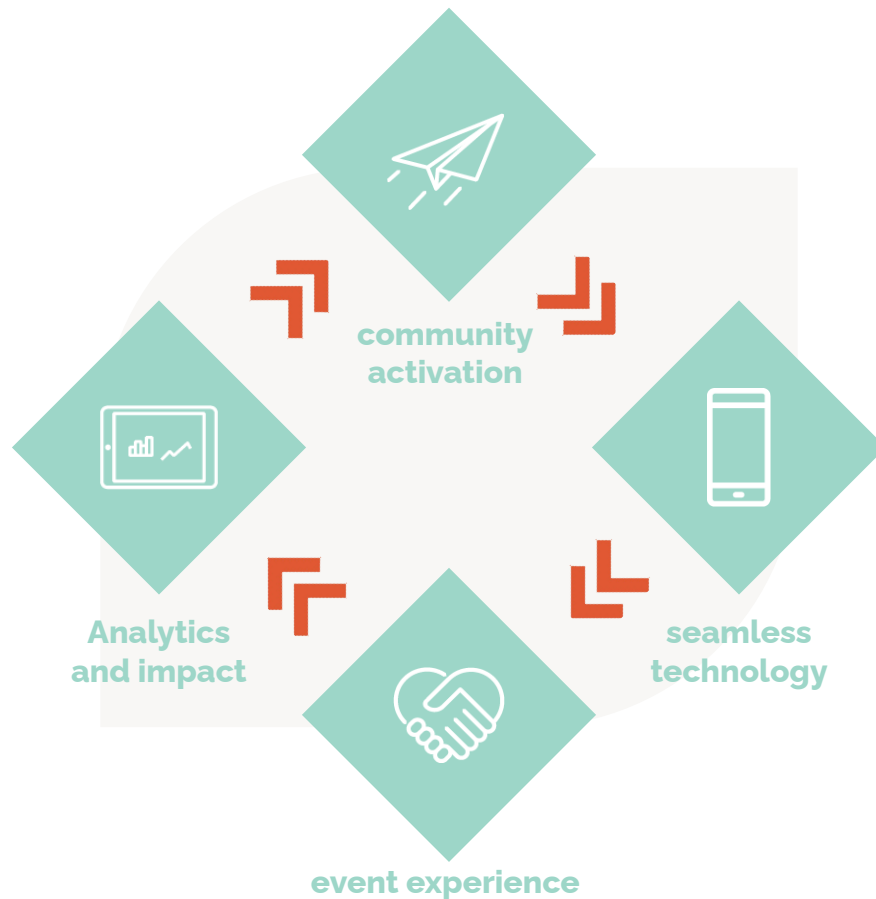


# Your Braindate Team

- Your Braindate **Experience Producer** is your creative and strategic guide through the whole production. They'll lead you through best practices tailored for your community, help establish clear objectives and success metrics, manage deadlines, provide key assets and templates— and much more.
- A **Technical Solutions Specialist** will work with you to define your participants tech user journey, to support you in setting up your braindate platform and will work with your tech partners to build a seamless integrated tech experience for your event.
- A team of **learning concierges** will also be proactively communicating with your participants to share personalized suggestions and provide support as-needed.



# the 4 pillars of our partnership



# community activation

Design your Braindate experience—from promotion to execution—to ensure maximum impact and participant engagement.

Read our  
**Case  
studies**



**Community Engagement**

The key to success is participant engagement!  
Your mission is to get people to login to your Braindate event, and we're here to help. Just below, you'll find resources to best position Braindate within your overall event marketing strategy.

**STEP 1** Activate your community ambassadors

**STEP 2** Prepare your communications & marketing assets

**STEP 3** Launch to all participants

**4/11 tasks done** 30 days away

**5 WEEKS AWAY** | Feb 1-7

- Setup Braindate platform
- Enable Live Chat add-on
- Upload participants

**4 WEEKS AWAY** | Feb 8-14

- Add Braindate to marketing strategy
  - Craft your Braindate blurb
  - Feature Braindate on website
  - Add Braindate to event program

**3 WEEKS AWAY** | Feb 15-21

- Invite ambassadors

**2 WEEKS AWAY** | Feb 22-28

- Launch to all participants

**LIVE** | Mar 1-3

- Feature Braindate during sessions

**POST** | Mar 4

- Download final report; learn & celebrate!

Notification	Open	Click
<b>Create a Topic</b> Sent to participants who have logged in but not yet created a topic, either 3 days after their first login or 4 days before event start, depending on which occurs first.	80%	43%
<b>Resolve Pending Braindates</b> Sent to participants who have logged in and have pending actions that are 16 hours old or more.	67%	34%
<b>Book a Braindate</b> Sent to participants who have logged in but not yet booked a braindate one day before the event.	75%	52%

# seamless technology

From 1 to 200,000 participants, our platform allows for personalization to let your brand shine, and provides meaningful visibility and engagement opportunities for the sponsors you love.

We also integrate with 50+ tech partners (registration, event portals, and mobile apps) to create a seamless participant experience.



cvent

rainfocus

SPOTME



eventbrite



slack



# event experience

Onsite, the magic unfolds in the Braindate Lounge. Whether in an expo hall, a hotel lobby or on a ferris wheel, we'll work with you to design a warm and inviting space for braindates —one that leads to inspiring conversations, and encourages new and valuable connections.

Read more about our [Approach](#).







EXAMPLE

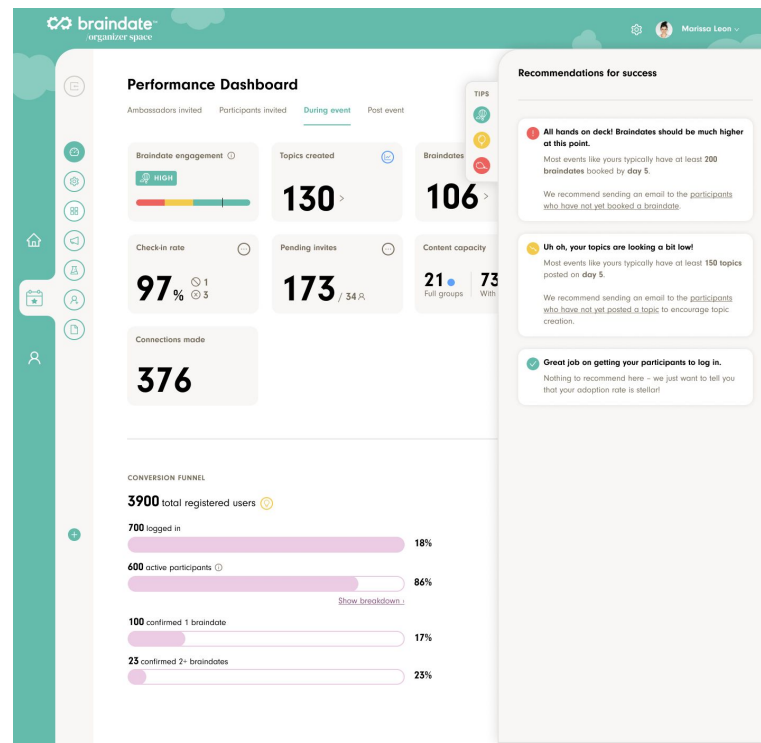
*Braindate Lounge*

# analytics and impact



With access to your Braindate Organizer Space, you will have real-time insights and results.

We conclude each collaboration with a Braindate Final Report that responds to your original objectives. We also provide content and audience insights along with recommendations to help you plan for next year.





**braindate**<sup>™</sup>  
/organizer space

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**create, engage, learn**

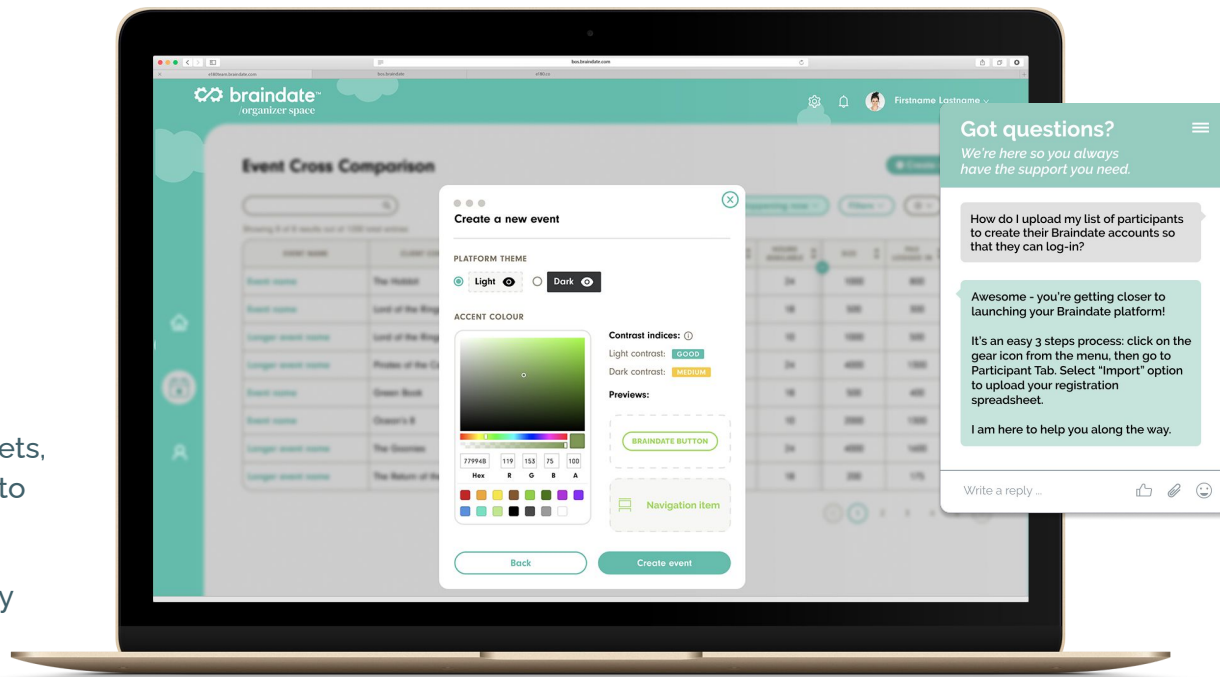




## Set up your platform & manage your braindate experience with ease

Personalize the look and feel of the platform by adding your branding assets, setting a schedule and giving access to your participants.

Enhance your Braindate experience by enabling add-ons and 3rd party integrations.



Concierge,  
please!

### Got questions?

We're here so you always have the support you need.

How do I upload my list of participants to create their Braindate accounts so that they can log-in?

Awesome - you're getting closer to launching your Braindate platform!

It's an easy 3 steps process: click on the gear icon from the menu, then go to Participant Tab. Select "Import" option to upload your registration spreadsheet.

I am here to help you along the way.

Write a reply ...



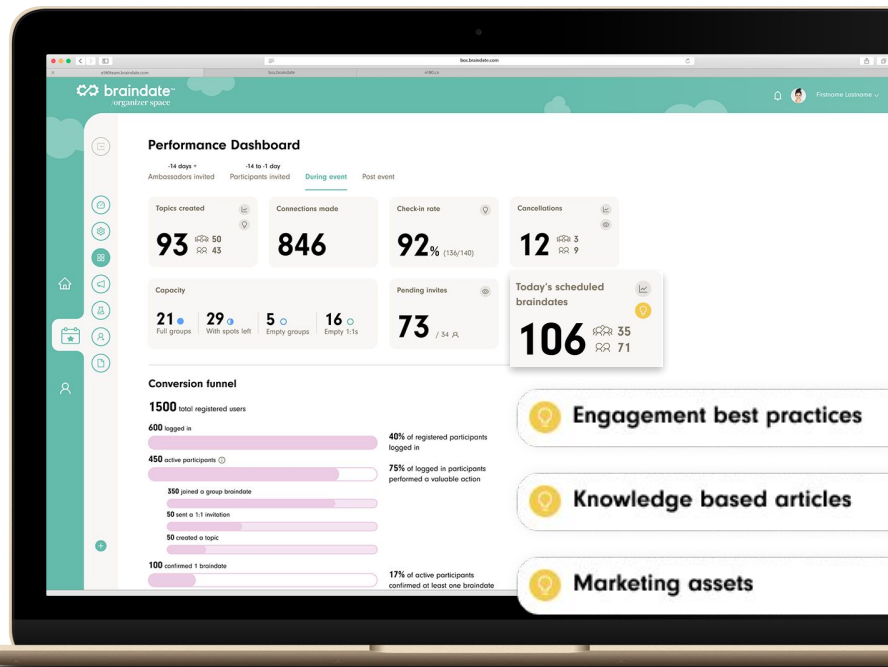


## Toolbox to promote & tactics to get your people to braindate

You'll have access to a robust resource center where we share everything you need to successfully engage your community.

Use our data analytics to monitor, in real time, all the activity that is taking place on your Braindate platform.

Refer to our knowledge base articles, best practices and insightful reports to take action and deploy engagement tactics that will drive participation.





Post-event, collect valuable content and audience insights along with recommendations to help you plan for next year.



## Data tell an important story. Your story.

Dig deeper into the behaviour of your participants and the success of your event by downloading our analytics report.

Measure your impact through participant surveys and learn from knowledge sharing trends and needs expressed by your community.

**Impact**

After each braindate, we asked what benefits the participant experienced, if any. We sent out 172 surveys and collected 112 responses, resulting in a 65% response rate. A breakdown of the benefits:

**IMPACT METRICS**

- 87% Connection** - Effective means to network, with at least one new valuable connection made
- 85% Learning** - Empowering an active learning experience
- 73% Community** - Greater sense of belonging to and satisfaction with the event

**MULTIPLE CHOICE RESULTS**

Which of the following did you experience on your Braindate? (112 responses)

- Useful insights: 85% (95)
- A feeling that my experiences or knowledge are valuable: 70% (78)
- A potentially valuable professional connection: 87% (97)
- A potentially valuable personal connection: 73% (82)
- No significant benefits: 10% (11)

A woman with voluminous curly hair is sitting on a blue couch, smiling broadly while looking at a laptop. She is wearing a pink and black plaid jacket over a black top. Her right hand is raised in a gesture, palm facing up. The background is a bright, modern office space with wooden walls and a window with a plant. In the top right corner, there is a small logo that says "eigo".

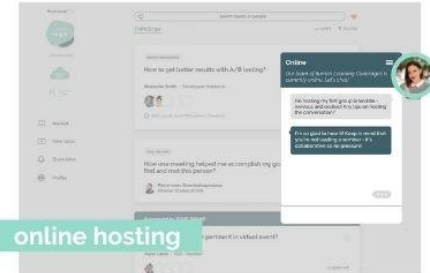
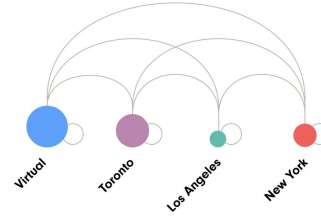
# New Ways to Meet People

Braindate features that make this happen

# Braindate Hybrid Unified Experience

- Distinctive connection experiences per attendee group and multi-location management.
- Central place of knowledge with cross pollination:
  - Onsite and virtual participants can book each other for 1:1 discussions that take place via video chat.
  - Onsite participants can book each other for 1:1 and group conversations that take place onsite.
  - Virtual participants can book each other for 1:1 and group conversations that take place via video chat.
- Engagement strategies and user journey recommendations focusing on creating onsite connections

HYBRID EVENT: CROSS-POLLINATIONS  
(% of connections made)



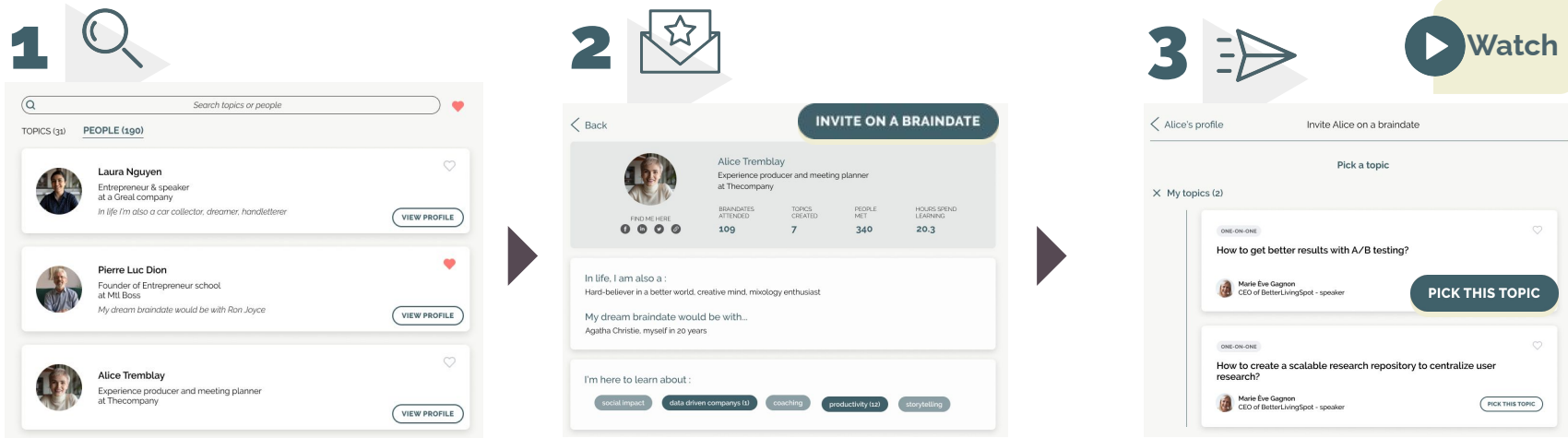
[Learn more here](#)

# people feature

This feature takes a “topic driven” approach to the traditional participant list—empowering participants to send direct meeting invites based on their braindate topics.

## Our topic twist:

- Eliminate awkwardness by using your braindate topic as the means of introduction.
- Qualify the nature of the meeting opportunity.
- Increase commitment for the meeting by ensuring valuable connections.



# conversation format feature

This feature empowers participants to dive deep into the types of conversations they actually want to have at your event.

Skip the small talk—

- Have more focused and relevant conversations.
- Assign a conversational style to set the tone and build anticipation towards the discussion.
- Generate real results like forming valuable business connections, solving a challenge, get access to resources, and more.

Braindate at

EVENT logo

PRESENTED BY

Market

New Topic

Braindates

Profile

POST

Braindate at

< Back **New Braindate Topic**

What kind of braindate would you like to have?

Choose one

**Help me solve**

Brainstorm

Storytelling

Ask me anything

Open discussion

Friendly debate

Ex. I learned about this topic while I was...

Add keywords to help people find your topic

Add at least one keyword



Watch

ONE-ON-ONE HELP ME SOLVE

How to turn your customers into a community

Smriti Bansal  
Communications Manager at e180/Braindate

SCHEDULE A BRAINDATE

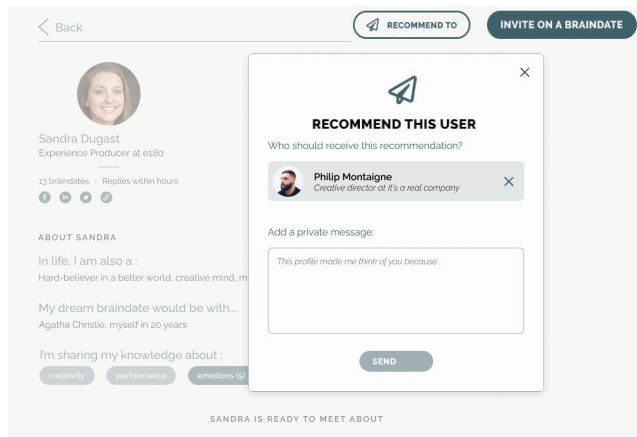
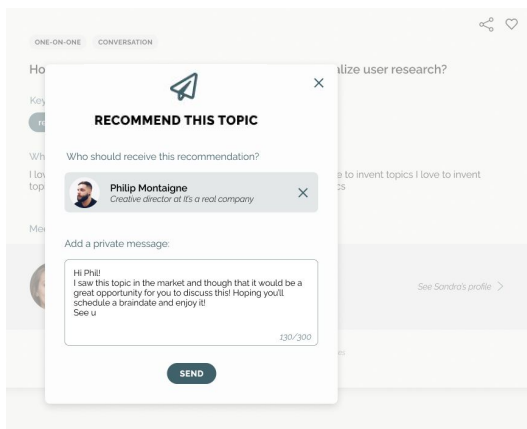


# recommendation feature

This feature allows users to suggest braindate topics to each other, and/or recommend a participant that they think their contact should connect with.

## *Better than AI:* participant driven matchmaking

- Invite a colleague to join a braindate you're hosting/participating in.
- Can't make it? Ask a colleague to take part and capture the learnings.
- Increase the % of connections among your participants.
- Refer topics and participants to enhance lead generation and business development.



Always up to date on the latest content, **our concierges will proactively recommend** topics/users to participants.

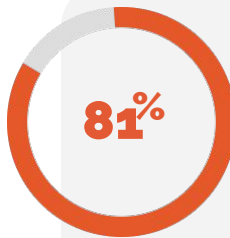




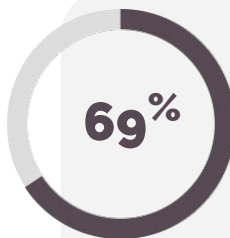
# Our impact

Based on an independent impact evaluation completed in 2020 by Cathexis Consulting

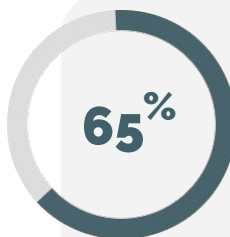
# measurable community impact



Braindate is a draw for event attendees: 81% of participants surveyed said that inclusion of **Braindate would make them more likely to attend a future event**



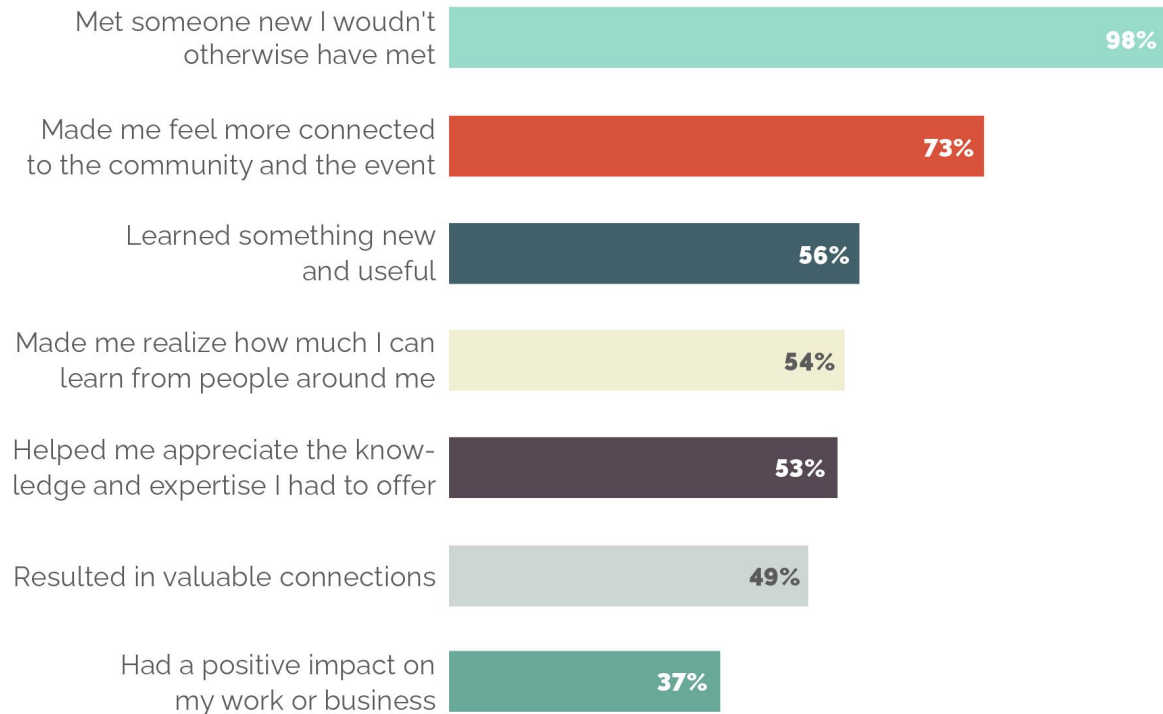
69% of clients observed that **Braindate empowers their participants to be more active learners.**



65% thought Braindate **increases participant engagement** and satisfaction with the event

## BENEFITS EXPERIENCED BY PARTICIPANTS

**long-term  
participant  
benefits**



# 7<sup>th</sup>

BRAINDATE COLLABORATION  
IN 2019

## C2 MONTRÉAL

### CHALLENGE

Provide the key experiential learning pillar for **8,000 participants** at one of the world's most innovative conferences, C2 Montréal

> **5200** | **3200**  
CONNECTIONS | INVITATIONS SENT







# TABLEAU CONFERENCE

**1<sup>st</sup>**  
BRAINDATE COLLABORATION  
IN 2018

CHALLENGE

Make the **17,000-person** Tableau Conference feel like a tight-knit community with deeper opportunities for connection.

**> 2500** | **1600**  
CONNECTIONS | INVITATIONS SENT



**join these  
pioneering  
organisations**

The  
Economist

IVC™

O'REILLY®



skoll  
FOUNDATION





**Our offers**

# 3 experiences that fit your needs

Organizing a series of events for one client? Multiple events for communities?

We have specially-crafted solutions for any context, all relying on our 4 pillars.



## Produced by e180

Live/Hybrid/Virtual

Your Braindate Producer will lead the production, from helping you define a customized vision of success for your event (live, virtual, or hybrid) to implementing a tailored engagement strategy, with the support of Braindate's team of Learning Concierges.



## Coached

Live/Hybrid/Virtual

We'll share our tools and best practices with you so you can implement your Braindate experience with your own team. **You'll also have limited access to a dedicated Braindate Coach** who you can rely on to host a successful Braindate event.



## Do-It-Yourself

Virtual only

Build your own Braindate platform and experience, with your own team, using the brand new Braindate Organizer Space (BOS).





**community  
activation**

	Live/Hybrid/Virtual	Live/Hybrid/Virtual	Virtual only
	Produced by e180	Coached	Do-It-Yourself
Access to Braintree Knowledge Base	✓	✓	✓
Pre-recorded video sessions on our best practices	✓	✓	✓
Chat with our Organizer Space Concierge	✓	✓	✓
Templates for Communication Strategy	✓	✓	✓
Braintree Experience Producer	✓ Unlimited	✓ Up to 4 hours	You produce
Marketing team support on communications and engagement strategies	✓		
Workshops and/or webinars with your stakeholders	✓		



event  
experience


	Live/Hybrid/Virtual	Live/Hybrid/Virtual	Virtual only
	Produced by e180	Coached	Do-It-Yourself
Braindate Topic Market	✓	✓	✓
One-on-One and Group Braindate	✓	✓	✓
Participant Support	✓	✓	✓
Integration with a chat system	✓	✓	✓
Sponsorship features	✓	✓	✓
Braindate Learning Concierge support	✓ Team	✓ 1	



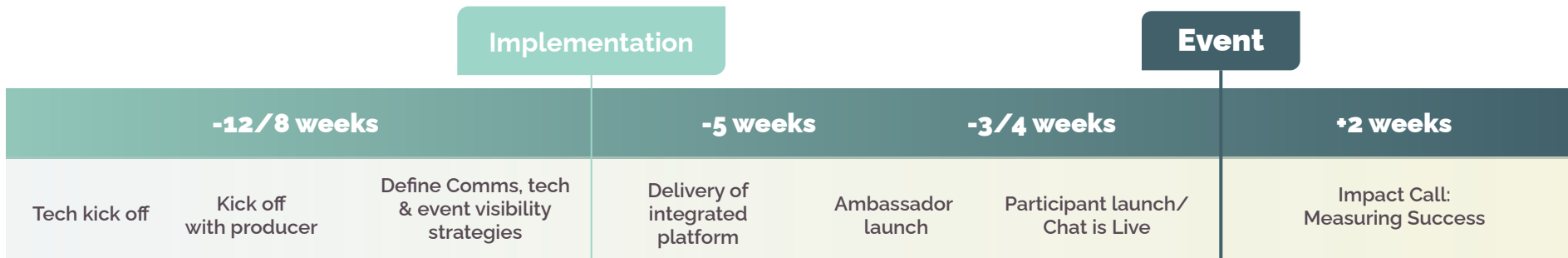
	Live/Hybrid/Virtual	Live/Hybrid/Virtual	Virtual only
	Produced by e180	Coached	Do-It-Yourself
<b>Braindate Organizer Space (BOS)</b>	✓	✓	✓
<b>Event setup and configuration</b>	✓	✓	✓
<b>Event Showcase Page</b>	✓	✓	✓
<b>User Profiles</b> (Twitter, LinkedIn et Slack)	✓	✓	✓
<b>Video Meetings solutions and Timezone Management</b>	✓	✓	✓
<b>User Notifications (email and SMS)</b>	✓	✓	✓
<b>Technical Solutions Team support</b>	✓	✓	
<b>Integration with your Tech Partners</b>	✓ Additional scope	✓ Additional scope	✓ Additional scope
<b>Personalized Platform</b>	✓		
<b>Personalized Features</b>	✓		

# Analytics and impact

	Live/Hybrid/Virtual	Live/Hybrid/Virtual	Virtual only
	Produced by e180	Coached	Do-It-Yourself
Raw Data and Engagement Results	✓	✓	✓
Real-time Analytics Dashboard	✓	✓	✓
Final Braindate Analytics Report	✓	✓	✓
Advanced Results and Recommendations call	✓	✓	
Testimonials and Survey Results	✓		

A woman with short dark hair, wearing glasses and a red sweater, is sitting on a black tufted leather chair. She is smiling and looking towards the right. In front of her is a silver laptop. The background is a dark, textured wall. The text 'Collaboration timeline' is overlaid on the left side of the image.

# Collaboration timeline



## community activation

**Timeframe:**  
4 to 8 weeks

Design your Braindate experience with the help of your Experience producer and BOS.

 [See more](#)

## seamless technology

**Timeframe:**  
4 to 8 weeks


Build a seamless technology experience with your Technical Solution lead and your tech partners.

 [See more](#)

## event experience

**Timeframe:**  
During your virtual event


Tap into the momentum of the event to drive participation on Braindate platform.

 [See more](#)

## data analysis +key insights

**Timeframe:**  
real time & post event

Access event insights and data analytics on BOS to maximize your Braindate experience and plan for the next one.

 [See more](#)



# EVENT NAME YEAR

Offer

Format

#pax - # days

# Pricing – part 1 of 2

<b>Technology &amp; Data</b>			<b>Total</b>
Licence for one customizable and dedicated Braindate platform for up to xxx participants including Core and Premium features Tech support: Participant troubleshooting + QA Raw data and specific exports			
Integration with third parties			Additional scope
		<b>Subtotal</b>	<b>\$</b>
<b>Devoted Hosts and Virtual Experience</b>			
Learning Concierges are real people who will guide and support your participants during their learning experience. They are not only answering participants questions, but they are proactive in stimulating the participants engagement and make their online or onsite experience memorable. Braindate Learning Concierge team will be present during launch to all participants, pre-event, event and post event			
Online facilitation and support for all participants			
Onsite facilitation = 3 day(s) event + launch and pre-event facilitation x 2 Learning concierge			
		<b>Subtotal</b>	<b>\$</b>

# Pricing – part 2 of 2

## Project Management & Consulting on Community Activation and Virtual Experience

Dedicated Experience producer Project & timeline management Pre-, best practices and dedicated support with participant engagement strategies, technology implementation. Customized material including Braindate Guide, copydeck and comms Overall user journey and engagement strategy through technology and online design Personalized post-event final report & data analysis Sponsorship assets and engagement strategies Specific engagement strategies (webinars, videos, Facebook live)	\$
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**Subtotal**

\$

**Total\***

\$

\* All prices are in USD and valid for 30 days, as of August 20, 2021.

\*\* Total does not include costs related to Travel, Accommodation and Food for the e180 staff travelling onsite.



**Let's discuss the next steps  
of our collaboration.**

eigo