




 **braindate**[™]
virtual



A creation of

eigo



A grayscale background image of a conference or networking event. In the foreground, a woman with her hair in a bun is sitting and writing in a notebook. To her right, a man with glasses and a lanyard is leaning in and talking to her. Other people are visible in the background, some standing and talking. A large white circle is superimposed over the center of the image, containing text.

It's more important than ever
to create opportunities for
meaningful connection and
knowledge exchange for our
communities—**No matter
how far apart we may be.**

ABOUT US



e180 builds 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 Virtual Braindate to help participants meet and learn from each other through meaningful conversations—**no matter where they are in the world**.

THE OPPORTUNITY AT HAND

Digital events don't have to feel dreary—or distanced.

Braindate is an award-winning experience that has brought thousands of people together at events around the world to meet and learn from one another.

As the event industry rushes to adapt to and welcome virtual audiences, so have we. That's why we've evolved our beloved team, technology, event experience, and the personalized care that comes with it, to serve you—and your new, fully digital audience.

*We're proud to present **Virtual Braindate.***

Part I

HOW IT WORKS

(Hint: It *still* takes more than technology)

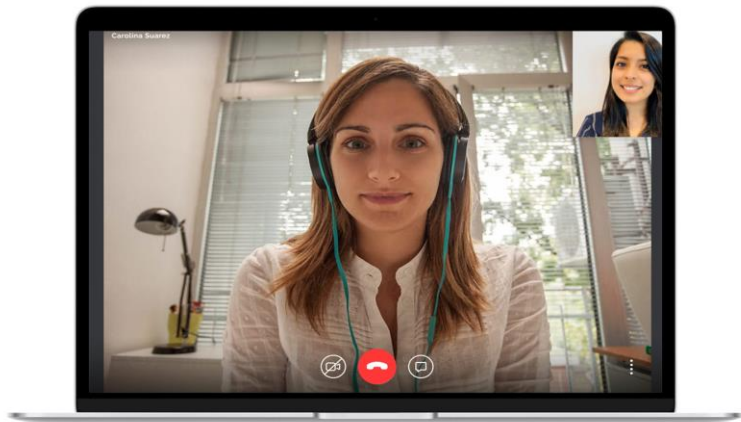
VIRTUAL COMMUNITY- BUILDING, FAR BEYOND THE SCREEN.

Virtual Braindate is experiential peer learning for communities

Welcome to your new **digital gathering place**—one that inspires rich discussions, meaningful knowledge exchange, and real human connections, all inspired by peer learning.

This entirely online experience helps your people find and meet those who share their interests—and challenges—for topic-driven, learning-focused, **fully virtual** conversations called *braindates*.

JOIN 1:1 OR GROUP CONVERSATIONS



One-on-one (30min)

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

VS



Small group (45min)

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

1

CREATE BRAINDATE TOPICS

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

Tips for engaging local communities
in your next big creative project.



Youssef Shoufan
Visual Storyteller, Imago

Let's talk about how civic engagement
must change before
the 2020 election.



Arnab Kumar
Political Analyst, 580.org

(Actually) prioritizing diversity and
inclusion in your organization.



Traci Johnson
Talent Manager, PT Whitney

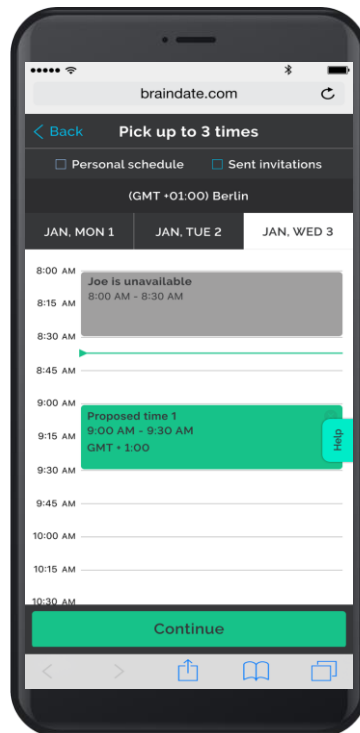
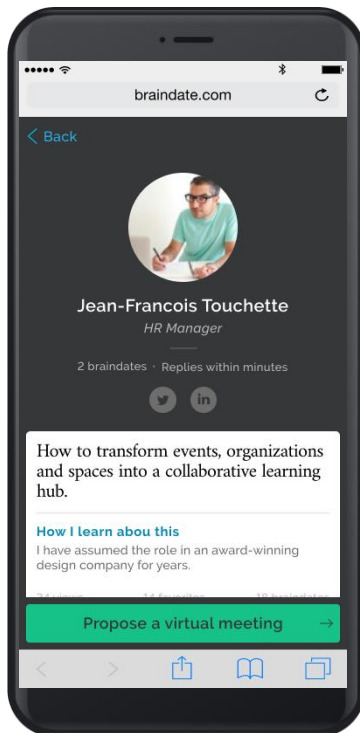
How to build—and measure—
sponsorship programs that directly lead
to long-term social impact.



Sophie Silkes
Director of Communications, e180

TOPIC MARKET

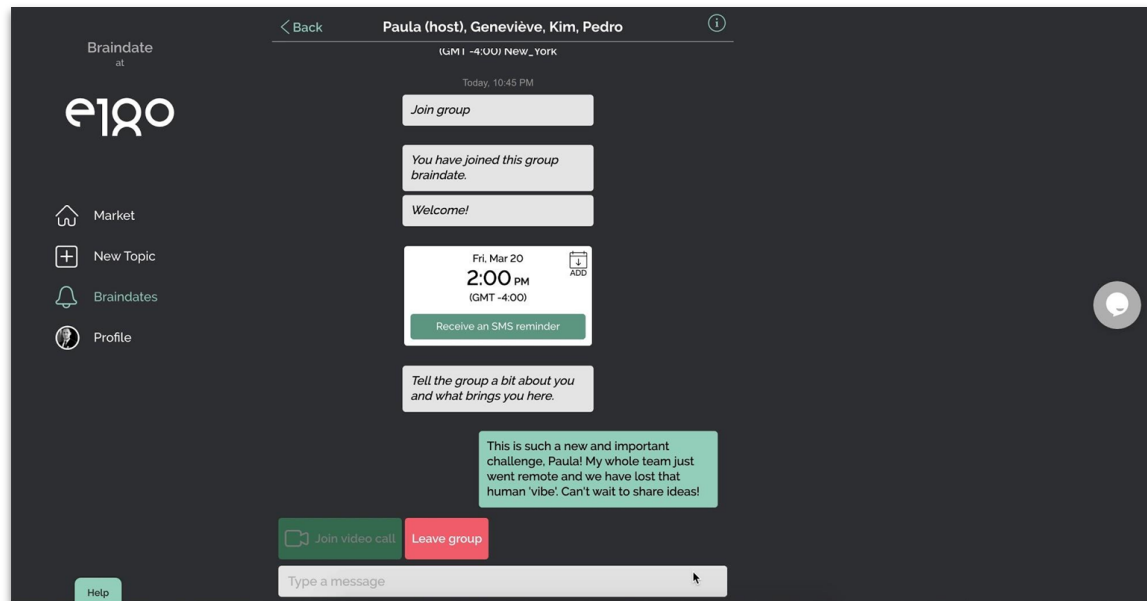
The *Topic Market* reflects
what users want to discuss
at your virtual event



2

BOOK BRAINDATES WITH OTHERS

Find topics that inspire you, and propose times to meet (or join *group braindates* directly).

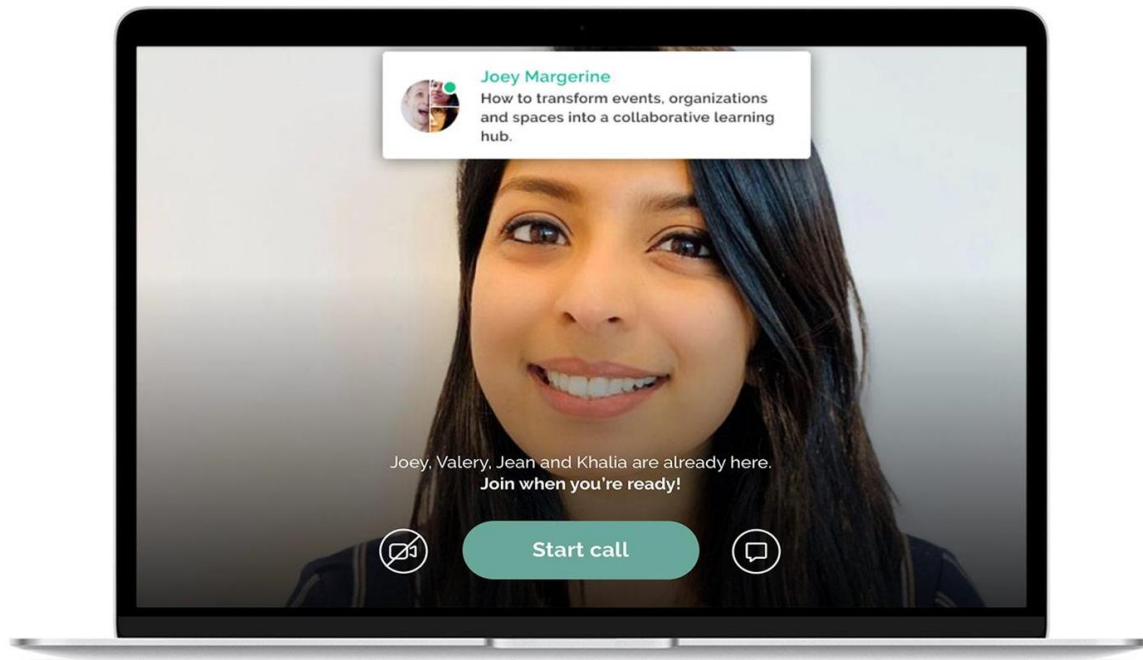


2

BOOK BRAINDATES WITH OTHERS

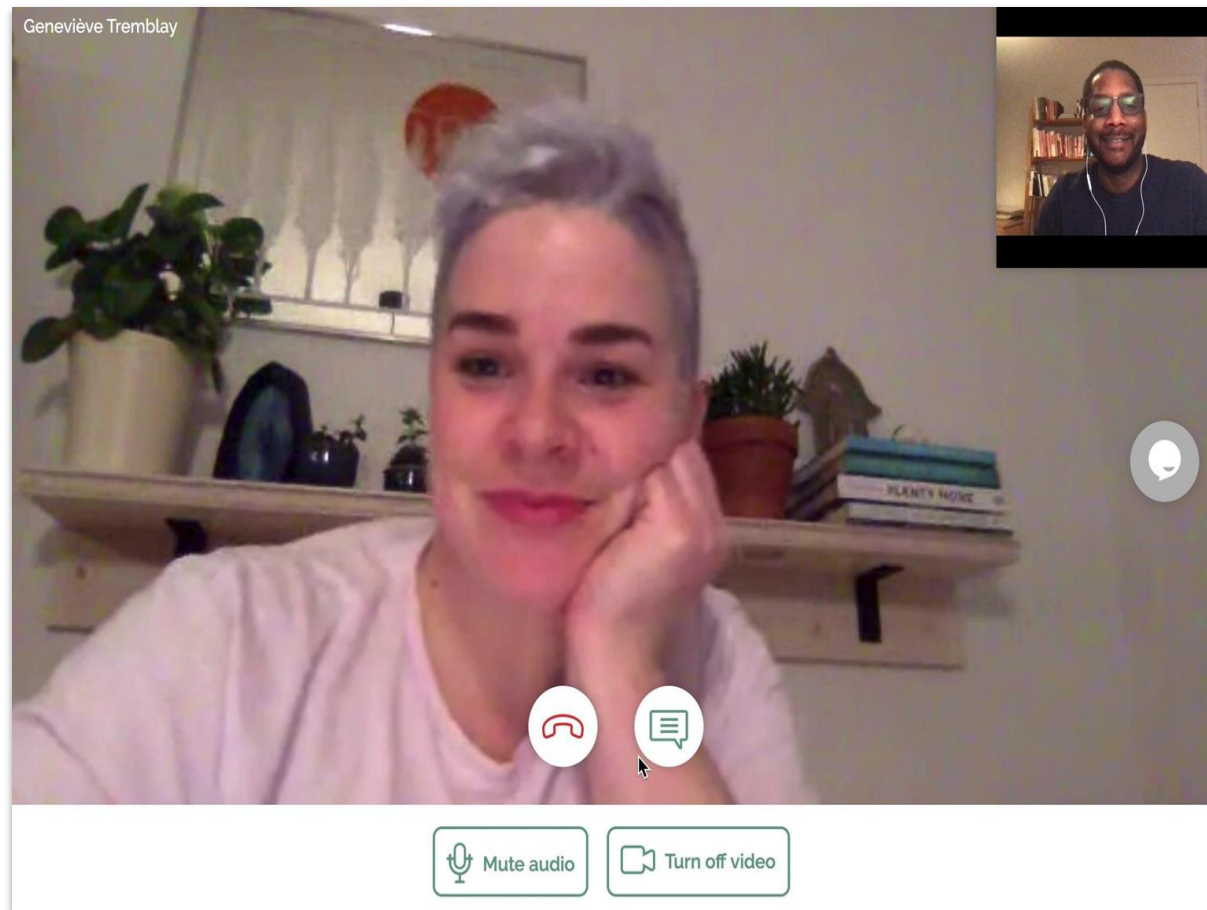
3

MEET UP ONLINE



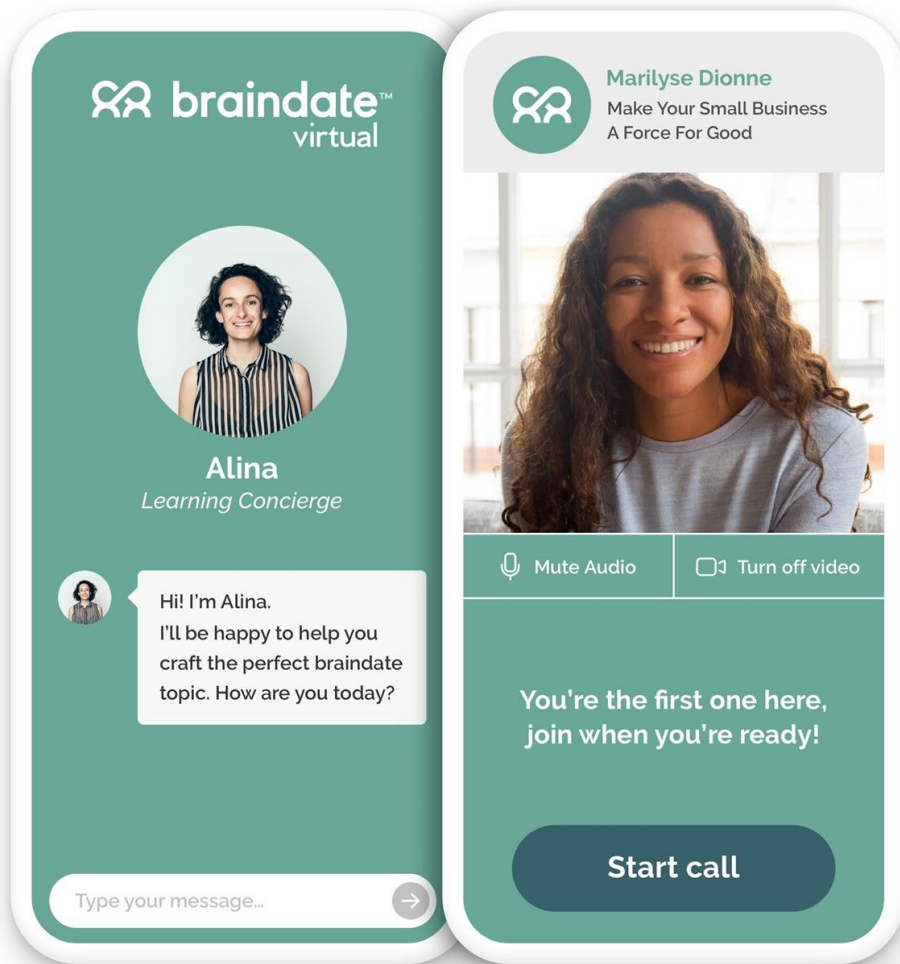
3

MEET UP ONLINE




4


CONSULT YOUR LEARNING CONCIERGE





Braindate
at

e1go


 Market

 New Topic

 Braindates

 Profile

Help



SORT ▾


13 TOPICS


FILTER

Help someone else learn from your unique experiences.


Get Started


Team spirit vs. productivity... some ideas for how to have both.




 Geneviève
Fri 20, 3:00 PM (GMT -4:00) - 4 spots left


The one thing that usually goes wrong in the Art of Hosting



 Karrie Benjamin
Learning Designer at GTI


Lessons from my kids about gamification



 Kim, Karrie
Fri 20, 3:00 PM (GMT -4:00) - 3 spots left




Jo
Learning Concierge at Braindate


Haha! I hear that more often than you think. Let me know if you change your mind. Maybe there's a question you want to explore with a group!

 ...

We're ⚡ by tawk.to

Write a reply..



Braindate
at

e1go

< Back

Pedro James

i

LET'S PUSH THE LIMITS OF WHAT "PROGRAMMING"
MEANS.

(GMT -4:00) New_York

Today, 10:35 PM

Your group braindate is now
live. Way to go!

I'll notify you when someone
books a spot.

Fri, Mar 20
2:00 PM
(GMT -4:00)

ADD

Receive an SMS reminder

Jo
Learning Concierge at Braindate

I think that's a great topic for a
group braindate. What about
something like... Let's push the limits
of what "programming" means.

That's perfect.

We're ⚡ by tawk.to

Write a reply..

Join video call

Edit
group braindate

Cancel
group braindate

Type a message

<https://virtual.develop.braindate.com>

Part II

THE PARTNERSHIP

THE 3 PILLARS OF OUR PARTNERSHIP



Community Activation



Seamless Technology



Event Experience



Community Activation

Our team of Learning Experience (LX) Designers and Producers works with you to identify your community's needs and build a tailored plan for your virtual peer learning experience.

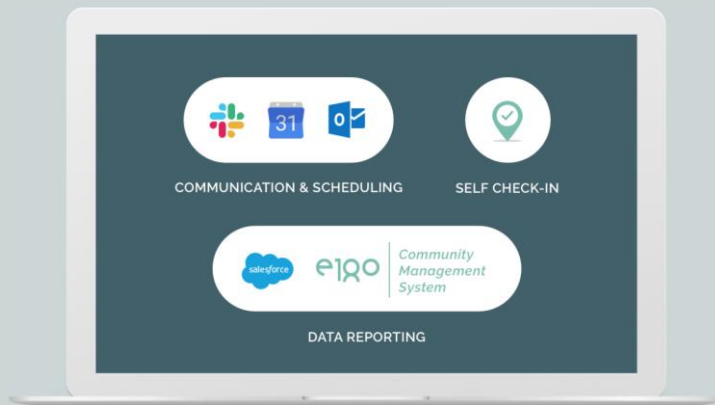
We'll also create a custom communications strategy with you that speaks to the unique value proposition of braindates at your virtual event

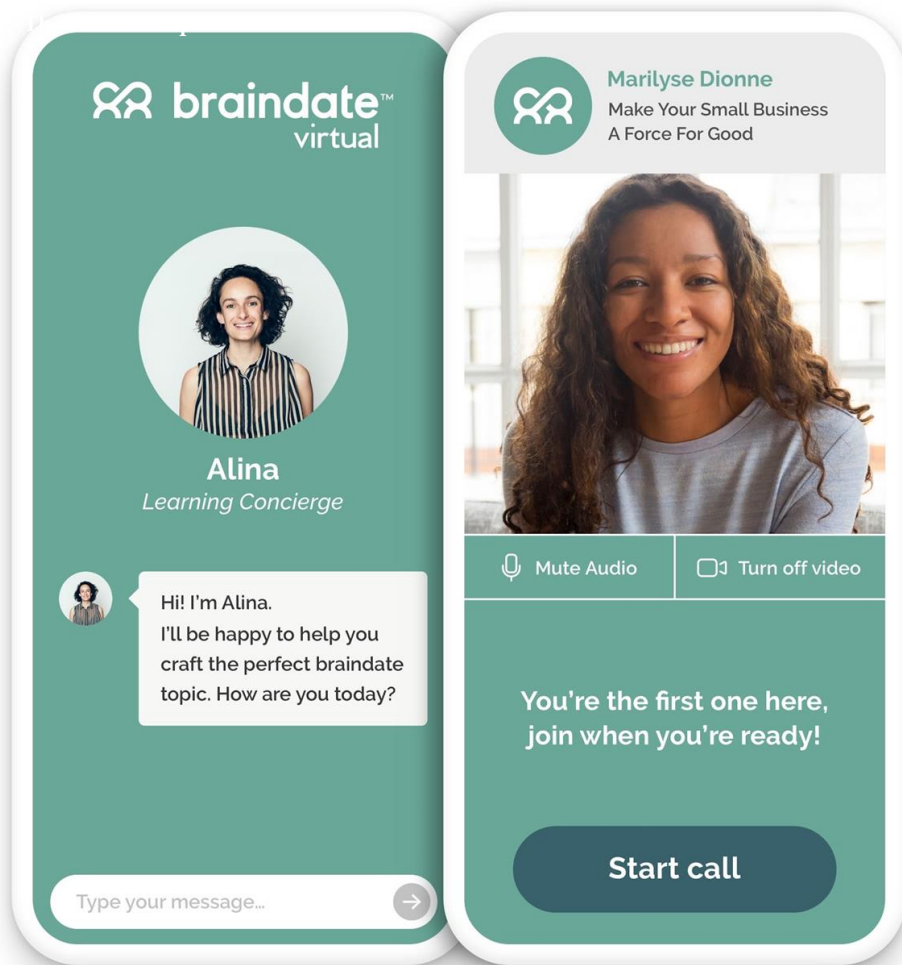


Seamless Technology

We synchronize our tech experience with your vision for participant experience, and we've optimized the platform to provide meaningful visibility and unique engagement opportunities for the sponsors you love.

Beyond the core experience, we've also built a library of add-ons. These include everything from personal calendar imports to self checkin, and will allow you to tailor your participants' experience to your vision.





Event Experience

Virtual Learning Concierges

(real humans—no bots here!) will be on call to help participants set their intention for your virtual event, discover the knowledge they can share with others, and find the right conversations to take part in.

A large, white version of the braindate logo, consisting of a stylized infinity symbol.

the braindate[®] report

TAILORED ANALYSIS TO PROPEL YOUR GOALS

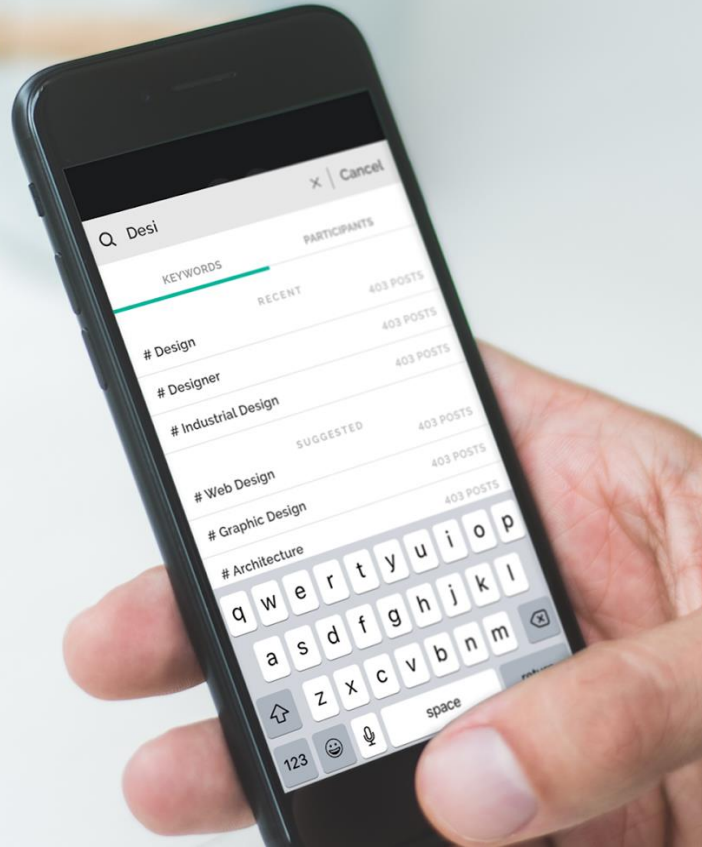


Braindate Final Report analytics provide insights into the communities that matter to you.

Whether you're working to boost interdepartmental innovation or forge authentic bonds with clients, we conclude each collaboration with a **Braindate Final Report** that responds to our original objectives.

We structure each Report around our 5 C's—e180's best practices for Engagement.

Commitment, Credibility, Culture, Collaboration, Community



Each Final Report includes:

- KPI assessment
- Commitment funnel & adoption analysis
- Levels of connection overview
- Recommendations for engagement, integration, and online design
- In-depth content and knowledge-needs analysis
- In-depth audience analysis
- Sponsor Activity Data and ROI

STATS ARE JUST AS IMPORTANT AS THE STORY THEY TELL

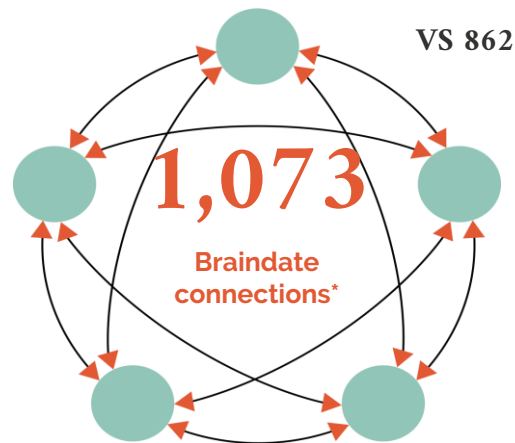
The data are just the beginning. We also provide content and audience insights along with recommendations to help you plan for next year.

 **192** vs 90
1-on-1 braindates

 **288** vs 102
Topics created

 **342** vs 126
Invitations sent

 **119** vs 76
Group braindates



One great thing to do more of:

Champions were so engaged! People were curious; happy to engage with the content.

One thing to work on together:

Next time, let's conduct a morning session with these champions to educate participants about Braindate.

DATA TELL AN IMPORTANT STORY. YOUR STORY.

From content marketing to building next year's agenda, our partners use Braindate Final Report data year-round to:

- ✓ **Develop engaging, relevant event content.** Braindate content trends can shape next year's programming.
- ✓ **Nurture community.** Identify top community contributors and reward them for their efforts
- ✓ **Celebrate sponsors.** Demonstrate unique sponsor ROI based on braindate connections, platform visibility, and content engagement.
- ✓ **Track post-braindate impact.** Follow up with braindaters to see what kinds of new partnerships and collaborations bloom for them, thanks to your event.
- ✓ **Engage participants year-round.** Braindate content insights seed dozens of creative ideas to support community engagement strategies until next year.

Part III

HOW WE GO



Community Activation

Timeframe: 2 to 6 weeks

Our team of Experience Producers works with you to design a promotional plan, ambassador program, and communications strategy to ensure maximum participant engagement for maximum impact.



Seamless Technology

Timeframe: 2 to 6 weeks

We synchronize our tech experience with your vision for participant experience, including full integrations with all of your tech partners..

We've also optimized the platform to provide meaningful visibility and unique engagement opportunities for the sponsors you love.



Event Experience

Timeframe: During your virtual event

We work with you to design an event that feels warm and welcoming to each individual participant. Our **Virtual Learning Concierges** will be on call to help participants to navigate the experience make the most out of their braindates.

After it's all over, we'll take you through our *sensemaking* process.

We consolidate and analyze data from the Braindate dashboard, survey responses, and our shared observations.

Then we share a beautiful Final Report with key insights and recommendations for next time.

THANK YOU!

eigo