

# Conference Summit Case Study

## **The Customer's Business:**

The World Bank Group (WBG) has been bringing stakeholder representatives together since 1945. With roughly 14,000 employees, WBG engages hundreds of thousands of people each year, toward the mission of transforming development finance. Most recently, they held their Annual Development Finance Forum in Dublin, where a diverse group of individuals from 40 countries, ranging from CEO's and royalty, to leading female auto mechanics and politicians, focused on initiating a new roadmap for transforming finance in developing markets.

## **The Need for a Solution:**

WBG had tried a multitude of innovative conference techniques, ranging from a focus on speakers and technology to venues and locals, seating arrangements and even curated food selection. Through these experiences they learned that the most important element for long-term success is the connections made between participants. When meaningful, serendipitous relationships developed, knowledge and content was seamlessly shared so that practical applications ensued after the conference.

## **The Decision Process:**

When WBG heard about Collaboration.Ai's capability to intelligently connect the right people, at the right time, they were intrigued but proceeded with caution, armed with many important questions. What type of data would Collaboration.Ai need to collect? How much additional work would be placed on organizers? What changes would need to be made to their focused agenda? Who else has successfully done this?

Most importantly, WBG wanted to ensure a seamless and valuable experience for their attendees. The event was a substantial investment and participants were allocating a considerable amount of time, travelling in from around the world. They needed to be sure this new capability would enhance, not detract from, their important mission.

## **The Implementation:**

WBG was impressed with the ease and lack of disruption in running Collaboration.Ai's PS Engine. Existing registration data was input along with public social profile data, which was automatically captured from the proprietary Engine's machine learning capabilities. The seamless process of data collection and integration omitted the need for any additional requirements on organizers and participants.

Additionally, Collaboration.Ai's capabilities allowed for the flexibility to integrate real-time networking as a last minute addition to the event. To leverage this patented technology, four questions were pushed to attendee's phones halfway through the first day. Engagement skyrocketed with an unprecedented 80% participation rate from the group. WBG was well on their way to ensuring a valuable, memorable experience for their participants.

### **The Solution in Action:**

Given the ease and thoroughness of Collaboration.Ai's PS Engine, participant teams were brought together at multiple points over the two day gathering. There were two designated topical breakouts that participants were 'engineered' into based on personal preferences and big data analysis (ex: energy, climate, urban development, technology). Most participants also engaged in Intelligent Introductions™ where they identified the people they wanted to meet and then had the opportunity to be seated next to their selections. These Intelligent Introductions™ enabled people to genuinely, authentically, connect with one another. The successful knowledge sharing and participant engagement and enthusiasm resulted in WBG wanting to go deeper with the connections that were made.

### **The Results:**

Participants gave an average feedback score of 4.7 out of 5, when surveyed on their conference experience (industry average is 3.7). Not only is this the highest score the World Bank Group has garnered from its multitude of conferences, but many participants cited 'connections that were made' and 'relationships that were developed', as the primary reasons for such successful gathering.

Going forward, WBG is now leveraging the partnership with Collaboration.Ai to restructure how they engage the development finance community as well as the bank itself.

### **Quotes:**

"...I thought, yeah, I wanted to meet you too and I was looking for you as well and they were all right there at my table. It was wonderful!"

*-Atem Ramsundersingh, CEO WEnergy Global*

"It was extremely seamless, literally we filled out a short, four question survey, and were able to fragment a very large group of diverse people...and the conversations flowed very naturally, the collaboration worked incredibly effectively and I think there's a lot of promise to this technology and approach."

*-David Goldman, Syntax Funds*