

# Community Suite

Communities form when motivated people get together regularly to exchange ideas. They inspire each other and give advice, but it is the emotional bonds that really make a community shine. Participants laugh together, work through frustrations together, applaud each other's successes and help each other get over setbacks. For this to work, real engagement is important – supported digitally effectively and efficiently.



Generally, your organisation profits if it fosters communities, irrespective of whether these are based on professional or organisational structures. It is therefore worthwhile to actively set up communities and to support their growth with suitable measures. Chemistree's Community Suite helps you to use the full potential of active, self-referential communities.



Useful modules include:

## Networking Module

- ▶ **Lunch Dates**  
Meeting in real life is an invaluable boost for any online community. People who know each other personally and don't just exchange posts are really engaged and treat each other with respect. A shared meal is the perfect time for members of mainly virtual communities to meet in a relaxed setting – brought together by our Lunch Dates module.
- ▶ **Onboarding**  
Help your communities to remain open to new members and help interested parties to find and join suitable communities quickly. Our Onboarding module is the right tool for this.
- ▶ **Stay In Contact Groups**  
Shared experiences can also bring about communities, e. g. after manager training workshops or professional training sessions. Our Stay in Contact Groups module allows your target audience to take the first step and stay in regular contact with their former companions.

## Management Module

- ▶ **Define Circles**  
The larger the community, the more important are community internal interest groups. Help your communities to create effective structures by defining meaningful exchange groups, identifying suitable members and inviting them with our Define Circles module.
- ▶ **Generate News**  
Communities are powerful multiplication channels. Our Generate News module allows you to easily tap into this potential. In a few simple steps you can inform the whole community or certain interest groups.
- ▶ **Manage Participants**  
Manage your community members comfortably and flexibly: The Manage Participants module is particularly useful and saves time if you are working with different groups and

sub groups. Even when faced with complex structures and hierarchies you can create participants lists without mistakes and duplicates.

▶ *View Networking Matches*

Who gets along with whom? That's the big question. Use our View Networking Matches module and analyse which community member is matched to which group or partner. This will allow you to draw valuable conclusions about the make-up of the community and who the drivers are behind it.

## Social Network Module

▶ *Find & Connect*

Communities thrive on member initiative. Support your members to use that initiative and target it towards maintaining and expanding their network. With the Find & Connect Module you can look for and find new contacts within the community or you can win new members to join.

## Event Module

▶ *Special Events*

Community members really bond during meet ups, parties or incentives. Organise such highlights with our Special Events module and ensure, especially in large communities, that the right individuals meet during these events.

## Our Experience

**BMW  
GROUP**

### BMW 100 Year Anniversary World Tour

*London & LA, 2016; Rotterdam 2018, BMW Group  
100 international participants each*

*Innovation groups and Lunch Dates*

“The rad<sup>o</sup>hub event brings together influencers from varying disciplines, e. g. design, research, development or architecture in order to discuss the future of mobility. During the first two years we handled managing the participants and linking up rad<sup>o</sup>influencers before the event via a classic event app. As a result, we were able to communicate with participants, who were also linked up via the app, very well for a few weeks. After the rad<sup>o</sup>hub event we weren't able to do any more networking as the app was only active temporarily. In order to avoid this, we looked for and found a solution together with Chemistree – a tool that is both

event app and a community solution. Furthermore, the tool can perform a rad°hub-tailored matching of work groups and organise Lunch Dates. Together with Chemistree we created 'rad°hub connect' – a bespoke solution that networks all rad°influencers and ensures that all findings from our rad°hubs are taken further and thought through."



**Michaela Gilg**

Organiser, BMW Group, rad°hub, October 2018