



Steps Towards a **Checklist to** **the Future**

Sample Findings Summary



The following pages contain sample gleanings from CPA Convene: an industry-wide virtual collaboration. The event brought together accounting and finance professionals from across the globe to build collective knowledge through a virtual conference. While hearing from speakers, attendees could converse with them in real time through chat messaging. This format allowed attendees to either actively engage with their peers or instead, to sit back, relax, and watch the event unfold!

We have assembled a wide array of insights from these conversations into a body of knowledge for the association community. This whitepaper includes statistics and data from the event, themes from the speakers' conversations, snapshots of ideas from guest speakers, contributions from attendees, links to further resources, and more.

If you missed the live event, we invite you to visit the [CPA Convene event](#) and enjoy watching the sessions for free.

We would sincerely like to thank everyone that contributed to this industry-wide conversation! Furthermore, we would like to thank our partners for making this event possible!

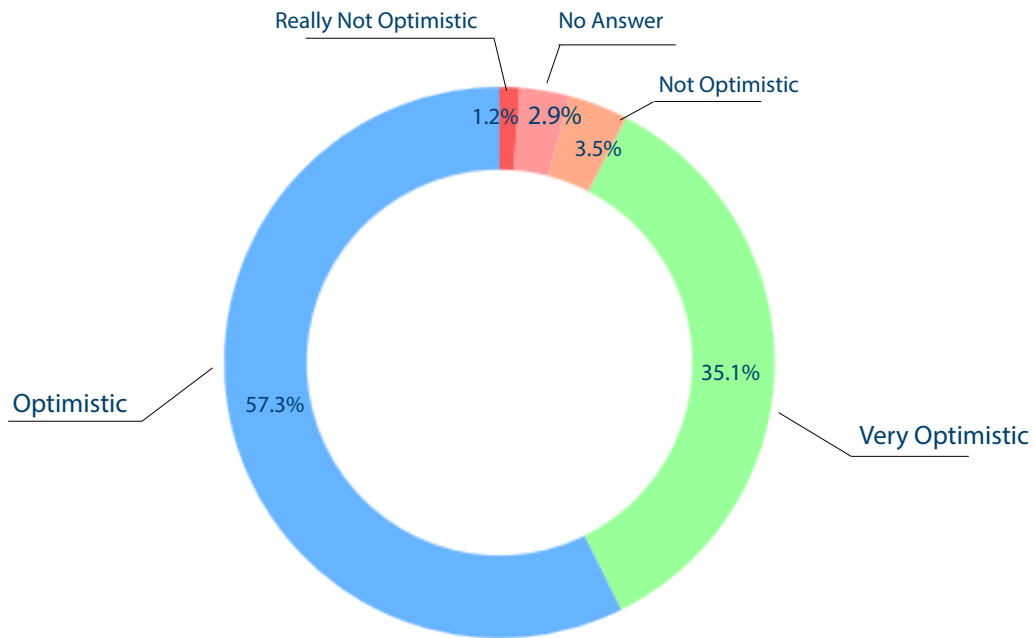


How This Whitepaper Was Made

The source whitepaper was made by the Matchbox Virtual Media team with assistance from the contributors to pinpoint and highlight crucial thoughts and ideas that were brought up during the conference. The thoughts, ideas, and notions expressed in this whitepaper come directly from the attendee chat. The Matchbox team organized this information to make the event's intellectual output accessible to anyone who chooses to enjoy this whitepaper!

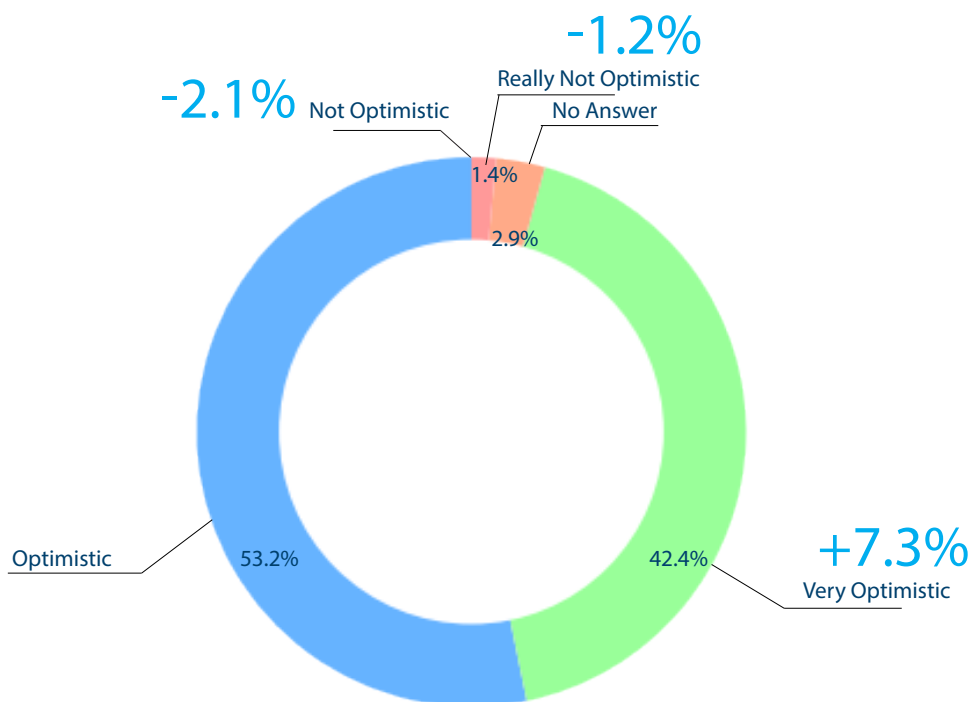
Optimism Before

The vast majority of participants felt optimistic going into CPA Convene.



Optimism After

There was a sizable shift in optimism levels after the event. Most notably, the most pessimistic option was dropped completely, and there was a 7.3% shift to the highest levels of optimism.



Mind Map of Topics

Here is a mind map of the following themes, topics, and quotes compiled in this section. It's something of a bird's eye view. It will mainly serve to help you easily pinpoint how the following section is organized and to help you envision the topics as they relate to the themes.





Do you feel confident hosting your own conversation that matters? Or are you still unsure of some aspects of the process? Reach out to us and learn more to get a head start in organizing your very first event. Contact us at any time by [clicking here!](#)

