

How the D2 collective is Making the **Tech World Feel Closer**

the D2 collective partnered with Hivebrite to create a value-based community to unite tech professionals and support connection, collaboration, and growth.

Key Facts



More than **800 active members** in less than **4 months**



Average monthly membership growth rate: **23%**



10 to 15 events organized every month



Meet the Customer

[the D2 collective](#) is a global, value-based, membership community for technology professionals.

The Challenge

More technology professionals than ever are working remotely. While this way of working undoubtedly has benefits, decreasing human contact has increased feelings of disconnection and isolation.

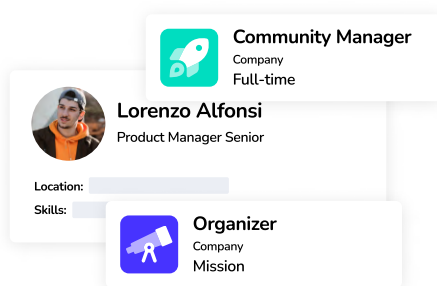
Workers now crave connection, collaboration, and mutual aid more than ever.

The Solution

the D2 collective was founded to unite and inspire individuals in the tech industry.

It offers an online space to exchange ideas and experiences and tap into growth opportunities.

To ensure quality interactions and content and that the community can meet the expectations of all members, each person must be approved by the team or referred by an existing member to join.



Members pay a one-off membership fee processed through Hivebrite to join the community.

Aware of the importance and challenges of sourcing top talent in the tech industry, the community also offers a membership option for tech recruiters to enable them to post unlimited job listings on the community's interactive jobs board.

The interactive directory and map enable members to search for others based on criteria, including location, job role, and company.

The team harnesses customized data collected in the community's sign-up process to discover more about members' motivation for joining and if they are interested in becoming a community chapter lead (Connection Advocate) or collaborating on content, including the community's podcast, Closer in Tech. The podcast is designed to inspire listeners through the ever-changing world of tech and is distributed via the media center on the community's platform.

Events are a significant component of the community's engagement strategy. It organizes 10 to 15 events per month, including workshops, keynotes, and networking opportunities through the Hivebrite platform.

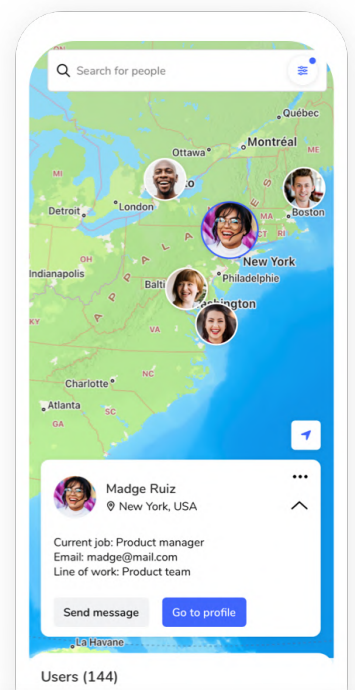


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Professional Growth Workshop

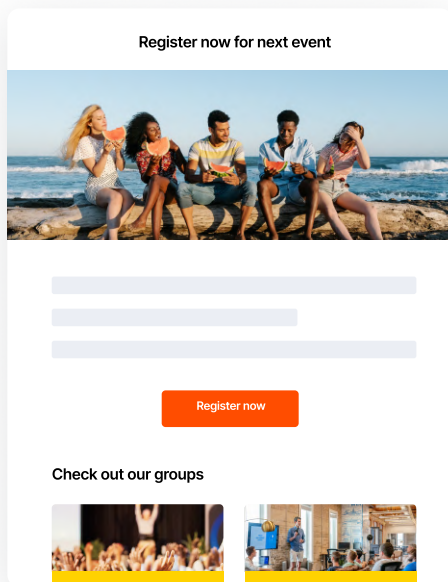


Thanks @Manon for your excellent presentation



Lifelong Membership

[Purchase](#)



The events occur throughout Europe and focus on different topics important to the tech industry. Attendance ranges from 15 to 30 people per event.

Non-members can purchase tickets for certain events. All ticket payments are seamlessly processed through the community platform.

The team can also build newsletters and segment its mailing list to send emails with tailored content directly within the platform.

The Outcome

“ the D2 collective has grown from zero to 800 members in more than 35 countries in less than four months. This is a testament to the value of the community and Hivebrite’s ease of use.

The platform and its features offer everything we need and more to engage our members and keep them coming back. Hivebrite’s modular nature means we can activate additional features as community engagement grows and our strategy evolves. ”

Erica Isotta Surace, Co-Founder, D2 Collective

“ The community platform has made it so easy for me to sign up for events and connect with other members. I can seamlessly engage with the rest of the community.

Thanks to its intuitive interface, I can easily navigate through the platform and find exactly what I’m looking for. ”

Giulia Colombo, D2 member