

S&P 500 Financial Services Company

Introduction

This case study of a S&P 500 financial services company is based on an October 2017 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Ability to bring back actionable learnings.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Executive MindXchange:

- Problems that plague today’s “traditional” trade show and conference include:
 - Speakers which are not qualified to present on a topic / content which does not stay on point
 - Presentations which produce too few action items and takeaways
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - The audience being too young

Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Evaluates the following as some of the most important factors when deciding on an event:
 - The speakers
 - The content
 - The audience
- Recommends sending 2 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.
- Is more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

Results

The surveyed company achieved the following results with Frost & Sullivan Executive MindXchange:

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Increased networking & relationship building
 - A forum which allows them to get real solutions for their business challenges
- Generated 5 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as very timely and relevant.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend this event to their colleagues and/or peers.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
S&P 500

Industry:
Financial Services

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

Learn More:

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