

Innovative Webinar by Frost & Sullivan

Introduction

This case study of a Fortune 500 telecommunications services company is based on a September 2020 survey of Frost & Sullivan's Webinar customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



Frost & Sullivan's webinar was very well done and received.

Challenges

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

- Solved challenges in the following areas with a Frost & Sullivan webinar:
 - Pipeline generation
 - Thought leadership
 - Brand awareness

Use Case

The key features and functionalities of Frost & Sullivan's webinar that the surveyed company uses:

- Received the following benefits from the sponsorship of a Frost & Sullivan webinar:
 - Access to new prospects
 - Another integrated touchpoint for sales and marketing
 - Credibility of the Frost & Sullivan brand/message
 - Content in the form of an online event
 - Extended shelf life beyond the live day
 - Ability to position themselves as a thought leader
- Valued the following deliverables included in Frost & Sullivan's webinar:
 - ROI Report (detailed breakdown of the audience)
 - OnDemand shelf life

Results

The surveyed company achieved the following results with Frost & Sullivan's webinar:

- Strongly recommends a Frost & Sullivan webinar as a thought leadership tool
- Strongly recommends a Frost & Sullivan webinar as a business development tool
- The quality of the participants that registered for their Frost & Sullivan Webinar exceeded their expectations
- Strongly recommends sponsorship of a Frost & Sullivan webinar to their peers
- Agrees that Frost & Sullivan's webinars are the best sponsorship investment of its kind.
- Rated Frost & Sullivan's webinar as innovative

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:
Fortune 500

Industry:
Telecommunications Services

About Frost & Sullivan's Webinar

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.

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