

Frost & Sullivan Produces Well Organized Webinar

Introduction

This case study of a large enterprise professional services company is based on an October 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.



“Everything was well organized and on schedule.”

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:
 - Demand generation
 - Thought leadership
 - Brand awareness

Use Case

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

- Received the following benefits from the sponsorship of a Frost & Sullivan webinar:
 - Access to new prospects
 - Credibility of the Frost & Sullivan Brand/Message
 - Content in the form of an online event
 - Ability to position themselves as a thought leader
- Valued the following deliverables included in a Frost & Sullivan's webinar:
 - ROI Report (detailed audience breakdown)
 - Post-event written summary for distribution

Results

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

- Strongly recommends a Frost & Sullivan webinar as a thought leadership tool.
- Strongly recommends a Frost & Sullivan webinar as a business development tool.
- Quality of the participants that registered for their Frost & Sullivan webinar met their expectations.
- Strongly recommends sponsorship of a Frost & Sullivan webinar to their peers.
- 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:
Large Enterprise

Industry:
Professional 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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