

Case Study: S&P 500 Consumer Products Company

Introduction

This case study of a S&P 500 consumer products company is based on a April 2014 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.

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
 - Presentations that produce too few action items and takeaways because they are too theoretical
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - An audience that is too junior

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as good.
- Has attended the Frost & Sullivan Executive MindXchange 2 times.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
- Generated 5-10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 3 out of 5.
- Would recommend the Frost & Sullivan MindXchange to their 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:
Consumer Products

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.

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