

Case Study: Fortune 500 Insurance Company

Introduction

This case study of a Fortune 500 insurance company is based on a April 2015 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.



“I was invited as a co-facilitator to this event. The moment I joined the evening mixer on the patio deck I was very impressed with the attendee audience and the Frost & Sullivan coordinators. The caliber of participants provided engaging and thought provoking thoughts and ideas. The session I co-facilitated was very interactive and I appreciated the audience participation in really driving meaningful insights and best practices. For a first timer I walked away with new relationships and broader perspective of the industry.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Presentations produce too few action items and takeaways – too theoretical
 - Networking is limited & activities are dull and relationships are difficult to develop due to transient audience
 - The audience is too junior
 - Speaker quality and topics are subpar

Use Case

- Evaluates the following as their top three 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

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - More value overall
- Generated 15 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:
Fortune 500

Industry:
Insurance

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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