

Great Keynotes, Excellent Networking, and Best Practices Galore

Introduction

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



“Networking with executives who have similar issues and concerns as I’m experiencing gave me the opportunity to see some solutions through different paradigms that will help me tackle those issues stronger upon my return.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Content does not stay on point and speakers are not qualified to present on topic
 - Content is a one-way push from the podium with little interaction or Q&A
 - 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
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants
 - Poor communication & customer service by organizers
 - The audience is too junior

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

Use Case

- Evaluates the following as their top three most important factors when deciding on an event:
 - The speakers
 - The organizer
 - The reputation of the event
- 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.

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:

[Frost & Sullivan](#)

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
 - 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.