

For Large Enterprise Telecommunications Company, Professional Growth is Key

Introduction

This case study of a large enterprise telecommunications services 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.



“[By attending Frost & Sullivan Executive MindXchange] I grow professionally and get insight to how others do things and why they work. I also bring my leaders with me to give them the same growth and development opportunity and it has worked well for several years.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants

Use Case

- Evaluates the following as their top four most important factors when deciding on an event:
 - The content
 - The vendors/sponsors
 - The reputation of the event
 - The fun factor (networking activities)
- Recommends sending 4 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.
- 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
 - A forum which allows them to get real solutions for their business challenges
 - More value overall
- 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.

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:
Telecommunications Services

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:

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