

Vita-Mix Corp

Introduction

This case study of Vita-Mix Corp is based on a May 2017 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“If I could only go to one event a year, I would choose to participate in Frost & Sullivan’s Executive MindXchange.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Executive MindXchange:

- Problems that plague today’s “traditional” trade show and conference include:
 - Speakers which are not qualified to present on a topic / content which does not stay on point
 - Content being a one-way push from the podium with little interaction or Q&A
 - Presentations which produce too few action items and takeaways
 - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants
 - Poor communication & customer service by organizers
 - The audience being too junior

Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Evaluates the following as some of the most important factors when deciding on an event:
 - The speakers
 - The content
 - 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.

Results

The surveyed company achieved the following results with Frost & Sullivan Executive MindXchange:

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Increased networking & relationship building
 - A forum which allows them to get real solutions for their business challenges
 - 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 very strongly recommend this event to their colleagues and/or peers.

Company Profile

Company:
Vita-Mix Corp

Company Size:
Medium Enterprise

Industry:
Industrial Manufacturing

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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