

Customer Contact Sponsorship

Introduction

This case study of a small business telecommunications services company is based on a May 2017 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 used a guest pass provided by Frost & Sullivan to invite a potential customer. The potential customer attended and met with my team. We have a demo scheduled in two weeks and are on our way to become their vendor of choice.”

Challenges

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

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
 - Content and presentations that are inconsistent and a one-way push from the podium
 - Limited networking and dull activities, resulting in lack of touch points with participants
 - A lack of true decision makers in attendance
 - Too much competition
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - Due to the lack of an integrated marketing strategy (which produced a short shelf-life)

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:
Small Business

Industry:
Telecommunications Services

Use Case

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

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
 - The ratio of decision makers in attendance
 - An environment that fosters relationship building
 - Nonstop networking
 - Access & Time to Meet with True Decision Makers
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - Integrated marketing approach
 - End-to-end solutions that focus on the return
 - Trusted 3rd party independent brand that drives credibility to their message/brand
 - Access to analysts/industry thought leadership
 - Best-in-class program management and support
 - Confidence in their ability to deliver as advertised

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

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

- Generated 5 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 10 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.