

Case Study: Blinds.Com

Introduction

This case study of Blinds.com is based on a October 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“During the Frost & Sullivan Executive MindXchange I was able to share issues, ideas, and learn what my peers were doing in various industries. I found that to be very helpful in gauging where my focus should be for strategic planning purposes.”

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
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - The audience is too junior

Use Case

- Rates the networking as outstanding at the Frost & Sullivan Executive MindXchange.
- 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

- 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 10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as timely and relevant.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would strongly recommend this event to their colleagues and/or peers.

Company Profile

Company:
Blinds.com

Company Size:
Medium Enterprise

Industry:
Retail

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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