

Case Study: Apollo Group, Inc.

Introduction

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

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
 - 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

Use Case

- Rates the networking as outstanding at the Frost & Sullivan Executive MindXchange.
- Recommends sending 3 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:
 - Increased networking & relationship building
 - 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 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.

Organization Profile

Organization:
Apollo Group, Inc.

Industry:
Educational Institution

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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