

Participant Case Study: Blue Cross And Blue Shield Of North Carolina

Introduction

This case study of Blue Cross and Blue Shield of North Carolina is based on a October 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“I was able to interact with other professionals that are facing or have faced the same challenges my organization faces. I was able to mine best practices and examine solutions that will assist. Excellent participants, presenters and sponsors.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Presentations produce too few action items and takeaways – too theoretical
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants
 - 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.
- Is 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 me to get real solutions to my business challenges
 - 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 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

Company:
Blue Cross and Blue Shield of North Carolina

Company Size:
Small Business

Industry:
Health Care

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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