

Case Study: Small Business Health Care Company Cites Great Value, Networking & Content

Introduction

This case study of a small business health care company is based on a October 2014 survey of GIL 2014: Silicon Valley customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

- Problems that plague today's "traditional" trade show and conference include:
 - Presentations produce too few action items and takeaways – too theoretical

Use Case

- Rated the networking at Frost & Sullivan's GIL 2014: Silicon Valley as great.
- Recommends that other organizations send 2 team members to Frost & Sullivan's GIL.
- Rated the value of the content they received at Frost & Sullivan's GIL 2014: Silicon Valley as timely and relevant.

Results

- Agreed that the unique interactive structure of Frost & Sullivan's GIL 2014: Silicon Valley led to the following:
 - Increased networking & relationship building
- Was able to generate 10 real business and personal relationships at Frost & Sullivan's GIL 2014: Silicon Valley.
- Agreed that they would be more likely to inquire about their services in the future if a solution provider sponsored Frost & Sullivan's GIL 2014: Silicon Valley.
- Would strongly recommend this event to their colleagues and/or peers.

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:
Health Care

About GIL 2014: Silicon Valley

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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