

Case Study: Global 500 Telecommunications Equipment Company Cites Great Content

Introduction

This case study of a Global 500 telecommunications equipment company is based on a October 2015 survey of GIL 2015: Silicon Valley customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“I’ve had a positive experience overall. I’ve been able to leverage the content by thinking outside of my current product focus.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Content being a one-way push from the podium with little interaction or Q&A
 - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
 - The audience being too young

Use Case

- Evaluates the following as some of the most important factors when deciding on an event:
 - The speakers
 - The content
 - The reputation of the event
- The unique interactive structure of Frost & Sullivan’s GIL: Silicon Valley leads to:
 - More value overall
- Recommends that 3 team member(s) are sent to Frost & Sullivan’s GIL: Silicon Valley.
- Would be more likely to inquire about Frost & Sullivan’s GIL: Silicon Valley’s services if a solution provider sponsored them.

Results

- Generated 5 business and/or personal relationships at Frost & Sullivan’s GIL: Silicon Valley.
- Evaluates the value of the content received as being timely and relevant.
- 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:
Global 500

Industry:
Telecommunications Equipment

About GIL 2015: 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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