

GIL Silicon Valley Participant Case Study

Introduction

This case study of a small business financial services company is based on a September 2016 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Executive MindXchange:

- Problems that plague today’s “traditional” trade show and conference include:
 - Speakers which are not qualified to present on a topic/content which does not stay on point
 - Presentations which produce too few action items and takeaways
 - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Poor communication & customer service by organizers

Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Evaluates the following as some of the most important factors when deciding on an event:
 - The speakers
 - The content
 - The audience
- The unique interactive structure of Frost & Sullivan’s GIL: Silicon Valley leads to:
 - Better practices
 - Increased networking & relationship building
 - A forum which allows me to get real solutions for my business challenges
 - 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

The surveyed company achieved the following results with Frost & Sullivan Executive MindXchange:

- Generated 15 business and/or personal relationships at Frost & Sullivan’s GIL: Silicon Valley.
- Evaluates the value of the content received as being very timely and relevant.
- would attend a Frost & Sullivan GIL: Silicon Valley external event.
- Would very 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:
Financial Services

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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