

Great Data Points Usher Actionable Insights

Introduction

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



“It gave me some additional insight on challenges affecting my organization and business in general. The Future of the United States presentation by Richard Sear was excellent and really gave me some great data points to bring back to the office as we consider future actions.”

Challenges

The business challenges that led the profiled organization 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
 - Content being a one-way push from the podium with little interaction or Q&A
 - 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
 - Lack of community amongst event participants
 - Poor communication & customer service by organizers
 - The audience being too young

Use Case

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

- Evaluates the following as some of the most important factors when deciding on an event:
 - The content
 - The organizer
 - The reputation of the event
- 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
- Recommends that 2 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 organization achieved the following results with Frost & Sullivan Executive MindXchange:

- Generated 10 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 attend a Frost & Sullivan GIL: Silicon Valley external event.
- Would strongly recommend this event to their colleagues and/or peers.

Organization Profile

The organization 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.

Industry:
Membership Organization

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:

[Frost & Sullivan](#)