

# Case Study: Great Relationship Building, Networking and Content

## Introduction

This case study of a large enterprise computer software 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.



“Networking with peers helps me gain different perspectives on current issues.”

## Challenges

- Problems that plague today’s “traditional” trade show and conference include:
  - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
  - Lack of community amongst event participants
  - The audience being too young

## Use Case

- Evaluates the following as some of the most important factors when deciding on an event:
  - The content
  - The audience
  - The networking activities
- The unique interactive structure of Frost & Sullivan’s GIL: Silicon Valley leads to:
  - Increased networking & relationship building
- 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

- Generated 5 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 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:  
**Large Enterprise**

Industry:  
**Computer Software**

### 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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