Chief Information Officer Cites Excellent Networking & Content

Introduction

This case study of City of Portland is based on a October 2014 survey of GIL 2014: Silicon Valley customers by TechValidate, a 3rd-party research service.

Challenges

- Problems that plague today's "traditional" trade show and conference include:
  - Content is a one-way push from the podium with little interaction or Q&A
  - Presentations produce too few action items and takeaways – too theoretical

Use Case

- Rated the networking at Frost & Sullivan's GIL 2014: Silicon Valley as the greatest.
- 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 very timely and relevant.

Results

- Agreed that the unique interactive structure of Frost & Sullivan's GIL 2014: Silicon Valley led to the following:
  - Access to best practices
  - A forum which allows them to get real solutions to their business challenges
  - More value overall
- Was able to generate 5 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 very strongly recommend this event to their colleagues and/or peers.

Organization Profile

Organization:
City of Portland

Organization Size:
State & Local

Industry:
Government

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.

Learn More:

 Frost & Sullivan

Source: Ben Berry, CIO, City of Portland