

Collaboration and Interaction are Keys to Innovation

Introduction

This case study of a Global 500 pharmaceuticals company is based on a July 2014 survey of Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“I have been to a few Frost & Sullivan Events, and I think that overall, the broad participation by senior leaders provides the chance to collaborate and interact at a higher level than other events I have attended.”

Challenges

- Find that “traditional” tradeshows and conferences are plagued with the following problems:
 - Presentations produce too few action items and takeaways because they are too theoretical

Use Case

- Rates the networking as outstanding at the Frost & Sullivan Executive MindXchange.
- Recommends sending 5 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.
- Is more likely to inquire about future services if a solution provider sponsored the Frost & Sullivan Executive MindXchange.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - Increased networking & relationship building
 - A forum which allows me to get real solutions to my business challenges
 - More value overall
- Generated 10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as very timely and relevant.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would 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:
Pharmaceuticals

About 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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