

Effectiveness of Networking and Relationship Building

Introduction

This case study of a Fortune 500 computer hardware 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.

“Great content, great networking, and great interactive participation with industry peers.”

Challenges

- Find that “traditional” tradeshows and conferences are plagued with the following problems:
 - Content does not stay on point and speakers are not qualified to present on topic
 - Aggressive sales tactics by sponsoring & exhibiting companies

Use Case

- Rates the networking as outstanding at the Frost & Sullivan Executive MindXchange.
- Recommends sending 2 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
- Generated 20 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 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:
Fortune 500

Industry:
Computer Hardware

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.

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