

# What does a Fortune 100 Company say about Frost & Sullivan's Product Development Event?

## Introduction

This case study of a large enterprise aerospace & defense company is based on a January 2015 survey of Frost & Sullivan customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Seeing that other companies like mine have implemented robust innovation programs and having the ability to engage with knowledgeable people on how these initiatives were accomplished brought me the most value.”

## 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
  - Networking is limited & activities are dull and relationships are difficult to develop due to transient audience
  - Aggressive sales tactics by sponsoring & exhibiting companies
  - Focusing on community development with peers who have common interests is good – Sometimes you see events where participants are only interested in trolling for their next job or customer.

## 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
  - A forum which allows me to get real solutions to my business challenges
- 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 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:  
**Aerospace & Defense**

### About Frost & Sullivan

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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