

# Case Study: Medium Enterprise Food Company

## Introduction

This case study of a medium enterprise food 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.

## Challenges

- Problems that plague today’s “traditional” trade show and conference include:
  - Presentations produce too few action items and takeaways – too theoretical
  - Lack of community amongst event participants

## Use Case

- Rates the networking as very good at the Frost & Sullivan Executive MindXchange.
- Recommends sending 3 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:
  - Increased networking & relationship building
- Generated 10 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rates the content received at the Frost & Sullivan Executive MindXchange as 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:  
**Medium Enterprise**

Industry:  
**Food**

### 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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