

Case Study: Large Enterprise Insurance Company

Introduction

This case study of a large enterprise insurance 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 was able to refer members of my leadership to individuals I met at the MindXchange, thereby spreading the value of the experience. The most valuable aspect I found was the ability to interact with peers at other organizations and learn from their experiences and perspectives.”

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
 - Content is a one-way push from the podium with little interaction or Q&A
 - Networking is limited & activities are dull and relationships are difficult to develop due to transient audience
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - The audience is too junior
 - Audience is too broad in terms of level.

Use Case

- Rates the networking as outstanding 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
 - A forum which allows me to get real solutions to my business challenges
 - More value overall
 - A forum where meaningful discussions can take place.
- 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:
Insurance

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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