

Medium Enterprise Professional Services Company Cites Excellent Networking & ROI

Introduction

This case study of a medium enterprise professional services 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.



“The ability to meet with key decision makers as peers in a low-stress yet highly energized environment is fantastic. It lays the groundwork for lasting relationships in a meaningful way.”

Challenges

- Finds traditional trade shows and conferences are plagued with the following sponsor challenges:
 - Transient audiences that drive few relationships
 - Content and presentations that are inconsistent and a one-way push from the podium
 - Limited networking and dull activities, resulting in lack of touch points with participants
 - Poor communication & customer service by organizers
 - A lack of true decision makers in attendance
 - PR opportunities rather than demand generation drivers
 - Too much competition
 - A lack of ROI

Use Case

- Generates their greatest returns from the following marketing tactics:
 - Event sponsorship
- Find the Frost & Sullivan Executive MindXchange so unique and valuable in comparison to other events their company sponsors due to:
 - Positioning of vendors as peers
 - Ratio of decision makers in attendance
 - Environment that fosters relationship building
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.

Results

- Leveraged 15 different touch points through their sponsorship of the Frost & Sullivan Executive MindXchange.
- Generated 15 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Ability to generate ROI is 5 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.

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:
Professional Services

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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