

Innovative and Timely Content for the Win!

Introduction

This case study of MAHLE Filter Systems North America, Inc. is based on a January 2016 survey of Executive MindXchange customers by TechValidate, a 3rd-party research service.



“I was able to see how other companies used new tools, like crowd sourcing to generate breakthrough designs that far surpassed what was generated in house. The change in metrics and culture required to transform to a more innovative company was also interesting.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Content being a one-way push from the podium with little interaction or Q&A
 - Limited networking, dull activities, and difficult-to-build relationships due to a transient audience
 - Aggressive sales tactics by sponsoring & exhibiting companies
 - Lack of community amongst event participants

Use Case

- Evaluates the following as some of the most important factors when deciding on an event:
 - The speakers
 - The content
 - The vendors/sponsors
 - The reputation of the event
 - The networking activities
- 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
 - More value overall
- 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

Company:
MAHLE Filter Systems North America, Inc.

Company Size:
Medium Enterprise

Industry:
Automotive & Transport

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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