

# Case Study: Unbeatable Content Necessary in a Changing World!

## Introduction

This case study of a medium enterprise energy & utilities company is based on a June 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.



“In an environment of change, the unbeatable content helps make decisions to gain the best results.”

## Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
  - The departure in advance of some members

## Use Case

- Rates the networking as very good 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
  - A forum which allows me to get real solutions to my business challenges
- Generated 2 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 very 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:  
**Medium Enterprise**

Industry:  
**Energy & Utilities**

### 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.

Learn More:

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