

Case Study: Great Understanding of B2B Marketing Practices!

Introduction

This case study of RMD is based on a July 2015 survey of Executive MindXchange customers by TechValidate, a 3rd-party research service.



“By attending the Frost & Sullivan Executive MindXchange, I got a better understanding of some of the key B2B practices that we can potentially use.”

Challenges

- Problems that plague today’s “traditional” trade show and conference include:
 - Content is a one-way push from the podium with little interaction or Q&A
 - Presentations produce too few action items and takeaways – too theoretical
 - Networking is limited & activities are dull and relationships are difficult to develop due to transient audience
 - Lack of community amongst event participants

Use Case

- Evaluates the following as their top three most important factors when deciding on an event:
 - The speakers
 - The content
 - The reputation of the event
- Recommends sending 1 team members to the Frost & Sullivan Executive MindXchange based on the amount of networking opportunities and range of content being delivered.
- Is less 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
 - Increased networking & relationship building
- Generated 5 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:
RMD

Company Size:
Small Business

Industry:
Professional Services

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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