

Real Relationships = Real Results!

Introduction

This case study of Centerline Digital is based on a July 2016 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“I am certain that the authentic relationships we kicked off at the Frost & Sullivan Executive MindXchange will directly lead to new clients for us. Instead of continually pitching ourselves to prospective clients – like at other events – decision makers at large companies were seeking us out to talk about their challenges and set up meetings after the event. It was a great opportunity to showcase our company’s expertise.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Frost & Sullivan Executive MindXchange:

- Finds traditional trade shows and conferences are plagued by 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
 - A lack of true decision makers in attendance
 - PR opportunities rather than demand generation drivers
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
 - Due to the fact that the wrong messages were delivered to the right audience

Use Case

The key features and functionalities of Frost & Sullivan Executive MindXchange that the surveyed company uses:

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
 - Positioning of vendors as peers
 - The ratio of decision makers in attendance
 - An environment that fosters relationship building
 - Nonstop networking
 - Access & Time to Meet with True Decision Makers
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan’s Brand and Demand Solutions Practice as a trusted marketing partner for the following reasons:
 - Ability to reach our target audience
 - Access to analysts/industry thought leadership

Results

The surveyed company achieved the following results with Frost & Sullivan Executive MindXchange:

- Generated 5 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 strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.

Company Profile

Company:
Centerline Digital

Company Size:
Medium Enterprise

Industry:
Media & Entertainment

About Frost & Sullivan 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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