

THE EVENT GAZETTE

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DECEMBER 2008 · VOLUME XXVIII · NEW YORK



**Event Advisor
Extraordinaire (E.A.E)
Advice Column**
*Where To Go to Be in
The Event Know!*

Dear Event Advisor Extraordinaire:

If my team could only go to one event per year, which event provides growth strategies that would immediately impact my business?

Sincerely,
Seeking ROI in Savannah

Dear Seeking ROI in Savannah:

Great question! With so many choices, getting the most value for your investment is a definite concern for most executives today. For starters, a Frost & Sullivan Executive MindXchange is a known entity in the industry and is the clear leader when it comes to events. It provides unlimited value through a variety of interactive sessions, networking activities with high-level executives and top-rated Keynote Speakers. These programs are over 80% interactive, and it is through this format that you and your team can benchmark your peers and hear best practices to apply immediately. To maximize The Frost & Sullivan multi-track program, I would recommend the "Team Experience". This unique program engages multiple disciplines at the very same event. One benefit of the "Team Experience" is the ability to involve those various job functions in a well-rounded and educational program. Additionally, the savings you receive by bringing the team along is huge, over 35%! With today's economic climate, you can do more with less. Hands down, through this combination of features and benefits, this is an event that delivers each and every time.

Yours Truly,
E. A. E.

Dear E.A.E.:

My team and I are remote and we usually meet in person 2-3x a year. However, based on travel freezes, spending cuts, and today's economy, this is becoming impossible to accomplish. Do you have any advice for alternatives?

Warm Regards,
Remote in Raleigh

Dear Remote in Raleigh,

The Frost & Sullivan "Team Experience" program provides organizations the opportunity to conduct a meeting within a meeting. By sending four or more team members, you would automatically qualify for a reserved meeting space at no additional cost. This will provide you the best of both worlds, the face-to-face internal networking and connections you desire, while sharing the experience of a best-in-class event focused on growth strategies.

Yours Truly,
E.A.E.

Dear E.A.E.:

I have participated in previous Frost & Sullivan Executive MindXchange events and always come back with a dozen great new strategies. But, based on how long it could take to coordinate schedules and present to the rest of my team, we always fall short on implementation. How can I turn this around?

Signed,
Halfway There in Houston

Dear Halfway There in Houston:

The Frost & Sullivan "Team Experience" program is the answer to your problem. Send four or more team members to the same event and take advantage of the complimentary meeting space that is included. Not only will you be able to share what each of you has learned, you'll be able to turn ideas into strategy and strategy into action... all before you leave the event.

Yours Truly,
E.A.E.

Dear E.A.E.:

I'm hearing a lot about this "Team Experience" program. Is there any feedback in the market from a company who has leveraged this service?

From,
Skeptic in Sacramento

Dear Skeptic in Sacramento:

Glad you asked! Our good friends at Henkel had this to say:

"Thank you Frost & Sullivan for providing us with the opportunity to not only meet up as a team, but to deliver a program that had something for everybody. Running a department that has people located around the country has made it increasingly difficult to connect face-to-face. By leveraging the "Team Experience" - a "Meeting within a Meeting" program - we were able to reserve a private meeting room through Frost & Sullivan at no additional fee when registering our team of five for the Executive MindXchange. Given our situation, this program is more timely than ever, and highly recommended for any company looking to kill two birds with one stone."

Marketing Director, Automotive
Henkel

Just in case you are still a "skeptic", here is a partial list of "Team Experience" clients:

Blue Cross Blue Shield
Bunge
Cardinal Health
Embarq
Henkel
Medrad
National Research Council
Panduit
US Cellular
Verizon Wireless

Yours Truly,
E.A.E.

Dear E.A.E.:

How do I find out more about the "Team Experience" program?

Best,
Curious in Columbus

Dear Curious in Columbus,

I took care of the research for you! For more details, contact Matt McSweegan at 212.967.2785.

Yours Truly,
E.A.E.

Have a question/concern? Write to our savvy E.A.E. to answer it all!

Get marketing teams on board

For Ann's team

Show Phil company names here!

Bring up at weekly mtg.

Determine TEAM and call Matt!