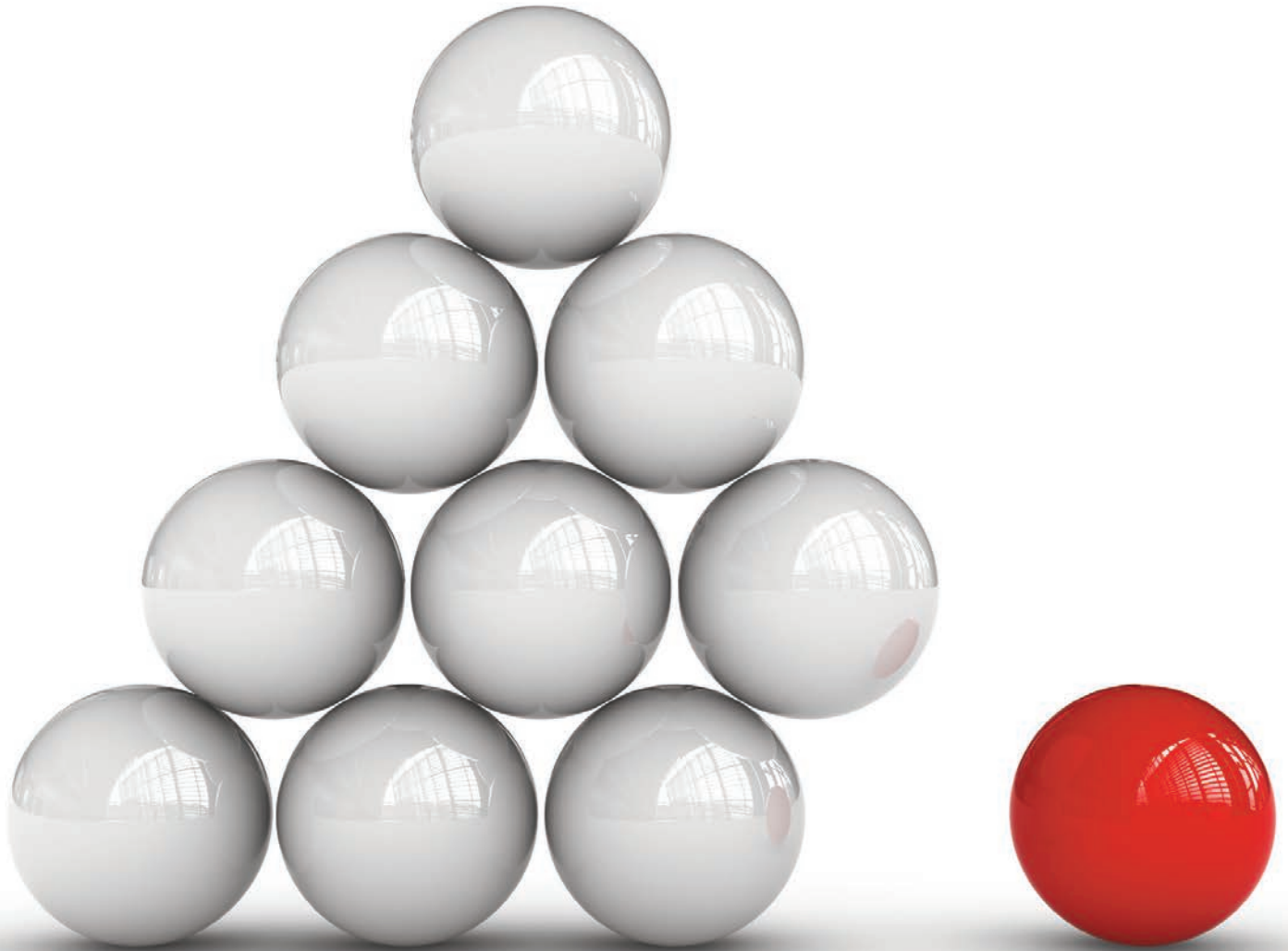


20th Anniversary  
SCIP European Summit

# GAME CHANGERS



New Intelligence. Bold Decisions.

**MADRID**

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3 - 5 NOVEMBER 2015  
MELIA AVENIDA AMERICA  
MADRID, SPAIN



# SCIP IS...

A global nonprofit membership organization for everyone involved in creating and managing business knowledge. Its mission is to enhance the success of its members through leadership, education, advocacy, and networking. SCIP provides education and networking opportunities for business professionals working in the rapidly growing fields of strategy and competitive intelligence. SCIP enjoys a thriving global membership through its many international chapters and summits.

## GAME CHANGERS are...

IDEAS, PEOPLE, PRODUCTS, SOCIAL ISSUES, and entire INDUSTRIES.

SCIP GAME CHANGERS include not only people that push boundaries, but tools and strategies that test our vision for the future. Join us as we EXPLORE Intelligence Skillsets necessary to build a Future Force of individuals that will take the next big steps forward for your company. CREATE meaningful organizational strategy that maximizes those skill sets. BUILD a strong customer centric environment that delivers fast and accurate outputs resulting in a measurable Return on Investment. SCIP drives the Intelligence Industry toward exciting change with new people, new ideas, new skills, new session formats and GAME CHANGING educational opportunities.

What is your GAME CHANGER? Tell us at #SCIP

## TOP 5 REASONS TO ATTEND

1. Take home a portfolio of decision support **TOOLS** in hand.
2. **CONTACTS**: the largest most diverse assembly of global business leaders driving CI and MI in their organization.
3. Gain **CRITICAL INSIGHT**: our stellar speaker roster represents some of the best and brightest visionaries of strategic CI, MI, and strategy.
4. **COLLABORATE** and Learn: 25+ dynamic sessions as participants engage in discussions about what to expect for the future of the profession.
5. Keep your **NETWORKING** engine at high rev and join us for competitive team exercises, learning labs and other forums.

## SUMMIT COUNTRY REPRESENTATION

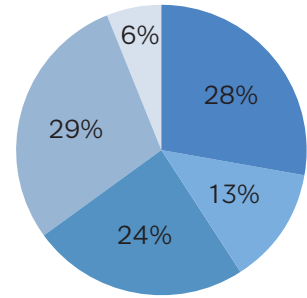
Armenia	Greece	Romania
Austria	Hungary	Russia
Bahrain	India	Saudi Arabia
Belgium	Ireland	Singapore
Brazil	Israel	Slovakia
Bulgaria	Italy	Spain
Canada	Lithuania	Sweden
China	Luxembourg	Switzerland
Croatia	Malta	Tunisia
Czech Republic	Monaco	Turkey
Denmark	Netherlands	Ukraine
Estonia	Nigeria	United Kingdom
Finland	Norway	USA
France	Poland	
Germany	Portugal	

## SCIP BY THE NUMBERS

Membership Growth since Jan 2013

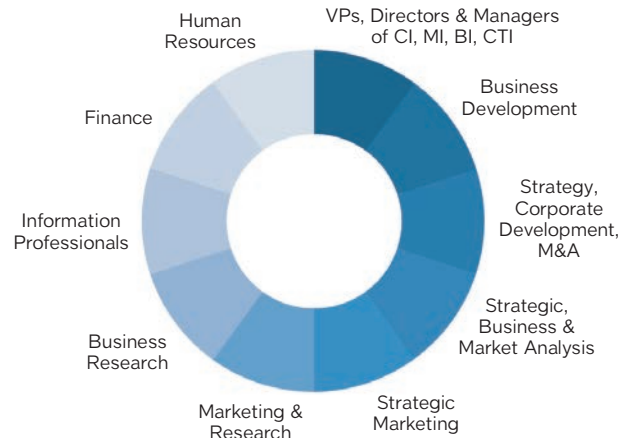
# 32%

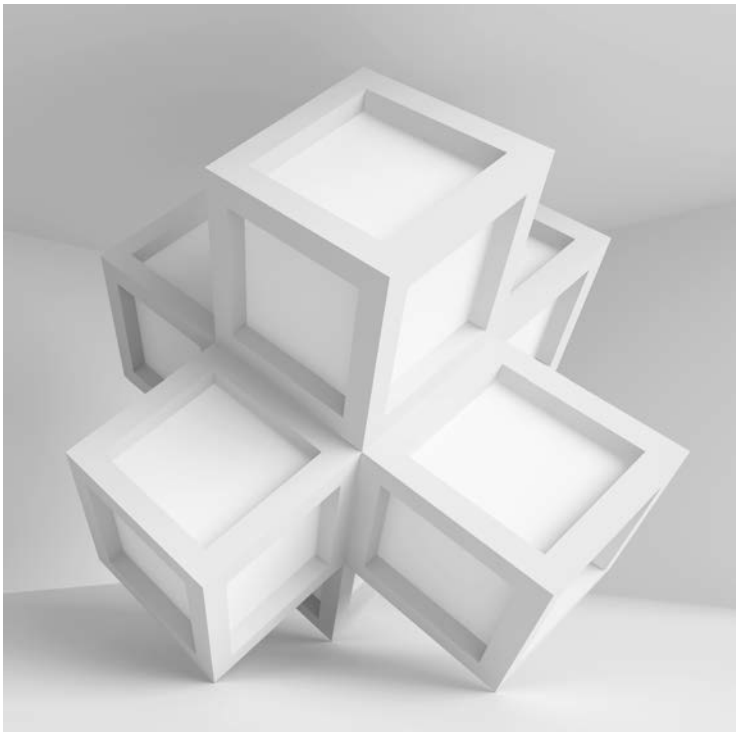
### PAST ATTENDEES



- Analyst - 28%
- Executive Management - 13% (C-Level, President, VP)
- Management - 24%
- Senior Management - 29% (Director and Sr. Manager)
- Other - 6%

### 2015 ATTENDEES





### NEW INTELLIGENCE

New tools, frameworks, and innovations that are redefining the way intelligence is generated and delivered.

### BOLD DECISIONS

The role of intelligence in supporting bold and effective decision-making.

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## LEARNING LEVELS

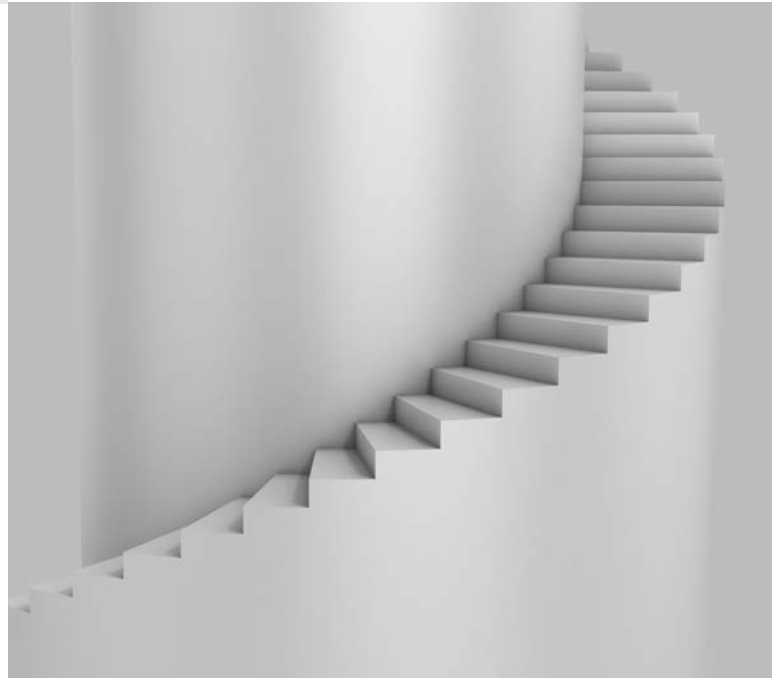
### FUNDAMENTAL

Fundamental techniques encompassing multiple dimensions of intelligence for business.

### ADVANCED

Development and implementation of advanced techniques for decision-making.

*Be sure to select your session choices early to ensure your seat is reserved. We cap/limit attendance in some of the sessions to encourage maximum participant interaction.*



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## NEW SESSION FORMATS

**CASE STUDY CAFÉ** ☼ – Presentation of a business case that presents a challenge and outlines the framework used to reach a solution.

**INNOVATION EXCHANGE** ◆ – Brief presentation of a concept, tool, or technique and its impact as a game changer in Intelligence followed by interactive exercises.

**PANEL** ▶ – Leaders in field discuss a concept or framework pertaining to one of the game changer themes.

**LEARNING LAB** ✦ – Participants rotate through interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.

**MARKETPLACE OF IDEAS** ✨ – An informal discussion debating a range of topics in a casual open forum.

# SCHEDULE AT A GLANCE

REGISTRATION, WORKSHOPS & CERTIFICATION

## MONDAY, 2 NOVEMBER 2015

SCIP University Certification Only

8:30 - 18:00  
8:30 - 18:00

**SUF** - SCIP University Certification - Fundamental Intensive  
**SUA** - SCIP University Certification - Advanced Intensive  
*\*Off-site location to be announced*

## TUESDAY, 3 NOVEMBER 2015

Registration, Workshops, & SCIP University Certification

*Registration for a pre-summit workshop incurs an additional fee.*

*Register for one of the following certifications or workshops:*

8:00 - 16:30  
8:30 - 16:30

Workshop and Registration Open  
**SUF** - SCIP University Fundamental Intensive  
**WS1** - Foundations of Competitive Intelligence (Full Day Workshop, Fundamental Level)

8:30 - 16:30

**SUA** - SCIP University Advanced Intensive  
**WS2** - Scenario Planning and Wargaming (Full Day Workshop, Advanced Level)

8:30 - 11:30

**WS3** - Integrated Market Intelligence and Planning (Half-Day Workshop, Fundamental)

8:30 - 11:30

**WS4** - Market Sizing & Segmentation, Models & and Techniques (Half-Day Workshop, Advanced)

13:30 - 16:30

**WS5** - Strategic Intelligence in a Changing World (Half-Day Workshop, Fundamental)

13:30 - 16:30

**WS6** - Predictive Analytics and Forecasting (Half-Day Workshop, Advanced)

18:00 - 19:00

Sponsor & Exhibitor Registration & Orientation

19:15 - 19:45

Speaker Orientation

## WEDNESDAY, 4 NOVEMBER 2015

GENERAL SESSION & EXHIBITION

7:45 - 18:00

Summit Registration Open

7:45 - 8:30

Continental Breakfast & Exhibition

8:30 - 8:45

Welcome & Opening Remarks

8:45 - 9:30

**OPENING KEYNOTE** - The Reinvention of Competition

9:30 - 10:15

Big Data & Analytics: The CI Perspective ▶

10:15 - 11:00

Networking, Refreshment & Exhibition Break

11:00 - 12:00

### DEEP DIVES

*Choose one of the following deep dive sessions during this time frame:*

#### FUNDAMENTAL:

**F1** - From Mailbox to Mobile: 8 Years of Lessons Learned Building a CI Portal for the Modern Workforce ❖

**F2** - From Start-up to IPO: Supporting a High-Growth IT Company through Market/Competitive Intelligence ❖

#### ADVANCED:

**A1** - The Intersection of CI and Corporate Strategy: Competitive Intelligence as a Key Component in PTC's M&A and Strategy Planning Process ❖

**A2** - A New Intelligence Approach Driving Change at Volvo ❖

#### LL1 - LEARNING LAB

In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness. ❖

12:00 - 13:00

Solutions Wheel  
*Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.*

Running Concurrently with

Game Changers: New Intelligence. Bold Decisions.

13:00 - 14:10

**FOOD FOR THOUGHT** - Networking Luncheon

For good ideas and true innovation, you need human interaction, conflict, argument, and debate.

- Margaret Heffernan

#### KEYNOTE

Yuri Van Geest 

Partner & Dutch Ambassador  
Singularity University



# SCHEDULE AT A GLANCE

GENERAL SESSION & EXHIBITION

## WEDNESDAY, 4 NOVEMBER 2015

- 14:15 - 14:45 **KEYNOTE** - Branding Intelligence  
14:45 - 15:15 **VISIONARY INSIGHT** - Innovative Business Models of the Future  
15:15 - 16:15 **EXPERIENTIAL** - Designing Disruptive New Business Models for Your Industry  
16:15 - 17:00 Networking, Refreshment & Exhibition Break

17:00 - 18:00

### DEEP DIVES

Choose one of the following deep dive sessions during this time frame:

#### FUNDAMENTAL:

- F1** - Fundamental Skills of BI and MI/CI ✦  
**F2** - Intangible Assets as a Gateway to Predicting Your Competitor's Innovation Strategy ◆  
**F3** - Creating Competitive Perspective: An Analyst Guide to Competitive Framework Analysis ◆

#### ADVANCED:

- A1** - Pricing and Profitability ✦  
**A2** - Social Media Intelligence ◆

#### MI1 - MARKETPLACE OF IDEAS

An informal discussion to debate a range of topics in a casual open forum. ✦

- 18:00 - 19:00 Networking Reception  
19:15 Madrid@Night

## THURSDAY, 5 NOVEMBER 2015

- 8:00 - 17:30 Summit Information Desk Open  
8:15 - 9:00 Continental Breakfast & Exhibition  
9:00 - 9:15 Opening Remarks  
9:00 - 9:45 **OPENING KEYNOTE**  
9:45 - 10:45 Technology Immersion - Lightning Rounds  
10:45 - 11:30 Networking, Refreshment & Exhibition Break



#### KEYNOTE

**Lucrece Foufopoulos** ✦  
Vice President, Marketing & Sales  
Eastman Chemical Company



#### KEYNOTE

**Keith Pigues** ✠  
Former CMO, Ply Gem  
Dean, NCCU School of Business  
Partner, Keen Strategy

11:30 - 12:30

### DEEP DIVES

Choose one of the following deep dive sessions during this time frame:

#### FUNDAMENTAL:

- F1** - C<sup>2</sup> - Customer Insights as a Critical Component of Competitive Intelligence Modeling ✦  
**F2** - Monitoring for Disruption - The Impact of Trend Analysis ◆

#### ADVANCED:

- A1** - The Use of Games to Evaluate Courses to Evaluate Courses of Action ✦  
**A2** - Data Visualization for Intelligence ◆

#### LL2 - LEARNING LAB

In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness. ✦



Exploration is the engine that drives **innovation**.  
Innovation drives economic **growth**. So let's all go exploring.

- Edith Widder

# SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION

## THURSDAY, 5 NOVEMBER 2015

12:30 - 13:40

**FOOD FOR THOUGHT** – Networking Luncheon

13:40 - 14:10

**KEYNOTE** – Business Analytics

14:15 - 15:00

**CONCURRENT PANELS:**

CI Best Practices for Working in A Highly Regulated Industry ▶

Navigating the Politics: Executives' Perspective ▶

Macroeconomic Perspectives on CI ▶

15:05 - 16:05

### DEEP DIVES

Choose one of the following deep dive sessions during this time frame:

#### FUNDAMENTAL:

**F1** - Objective Competitor Identification – Challenges and Opportunities ★

**F2** - Visualize and Monitor your Business Environment by Using Taxonomies for CI ◆

#### ADVANCED:

**A1** - Building a Competitive Intelligence Fusion Center ★

**A2** - Futures Research & Contingency Planning ◆

#### MI2 - MARKETPLACE OF IDEAS

An informal discussion to debate a range of topics in a casual open forum. ★

16:05 - 16:50

Networking, Refreshment & Exhibition Break

16:50 - 17:30

Featured Plenary Presentation & Closing Remarks

## SCIP CERTIFICATION INTENSIVES – FUNDAMENTAL AND ADVANCED TRACKS

### Benefits of SCIP Certification:

SCIP accredited courses taught by expert instructors in an intensive two day program geared to get you the basics and beyond. Our SCIP Fundamental Intensive is packed with practical materials to take your skills to the next level and introduce you to new ideas and techniques within the field of Integrated Intelligence. SCIP **Advanced Intensive** takes the next step in introducing robust models for top-level executives expected to plan for and make strategic decisions in difficult environments. Hands-on learning, networking, roundtable discussions, lunch and testing included.

### SUF – SCIP FUNDAMENTAL Certification Intensive – 50 points

#### Day 1 - SCIP FUNDAMENTAL Certification Intensive Sessions (8:30 – 18:00)

- Introduction to Integrated Intelligence
- Predictive Analytics Introduction
- Introduction to Customer Intelligence, Insights and Analysis
- Introduction to Implementation of CI Portals
- Ethics and Legalities Basics for Intelligence Programs

#### Day 2 – SCIP FUNDAMENTAL Certification Intensive Session (8:30 – 16:30)

- Foundations of Competitive Intelligence - A Practicum – Full Day Course

### SUA – SCIP ADVANCED Certification Intensive – 50 points

#### Day 1 - SCIP ADVANCED Certification Intensive Sessions (8:30 – 18:00)

- CI Functions and Maturity Models
- Mergers & Acquisitions
- ROI Calculations in Implementing a Win Loss Program
- Market Sizing Models

#### Day 2 - SCIP ADVANCED Certification Intensive Session (8:30 – 16:30)

- Wargaming and Scenario Planning – Full Day Course



# AGENDA REGISTRATION, WORKSHOPS & CERTIFICATION MONDAY/TUESDAY






## MONDAY, 2 NOVEMBER 2015

SCIP University Certification Only

*\*Off-site location to be announced. Note that registration for pre-event certification incurs additional fees. See registration page for details.*

08:30 - 18:00

**SUF - SCIP University Certification – Fundamental Track**

-  **Monica Angelova**  
*Founder and Managing Director*  
Intelligence Pathways
-  **Nan Bulger**  
*Executive Director*  
SCIP
-  **Tina Bundgaard**  
*Corporate Market Intelligence Manager*  
Rockwool International
-  **Martin Dimov**  
*Co-founder and Head of Data Science*  
GemSeek
-  **Jesper Martell**  
*Chief Executive Officer and Founder*  
Comintelli

- Introduction to Integrated Intelligence
- Predictive Analytics Introduction
- Introduction to implementation of CI Portals
- Introduction to Customer Intelligence, Insights and Analysis
- Predictive Analytics Introduction
- Ethics and Legalities Basics for Intelligence Programs



06:30 - 18:00

**SUA - SCIP University Certification – Advanced Track**

-  **Nan Bulger**  
*Executive Director*  
SCIP
-  **Glen Brynteson**  
*President*  
Voice of the Business Academy
-  **Arun Jethmalani**  
*Managing Director*  
ValueNotes
- Derek Sugalski**  
*Director, Corporate Competitive Strategy*  
PTC

- CI Functions and Maturity Models
- CI Integration with Mergers & Acquisitions
- Market Sizing Models
- ROI Calculations in Implementing a Win Loss Program

## TUESDAY, 3 NOVEMBER 2015

Registration, Workshops, & SCIP University Certification

*Note that registration for pre-event certification or workshops incurs additional fees. See registration page for details.*

08:00 - 16:30

**Workshop and Registration Open**

**Full-Day Workshops:**

*Register for one of the following certifications or workshops:*

08:00 - 16:30

**SUF - SCIP University Fundamental Track**

**WS1 - Foundations of Competitive Intelligence (Fundamental Level)**

-  **David Kalinowski**  
*President*  
Proactive Worldwide, Inc.
-  **Gary Maag**  
*Chief Executive Officer*  
Proactive Worldwide, Inc.

To excel as an intelligence professional in today's global, competitive marketplaces requires you to have the ability to identify and communicate insights and analysis to business leadership in clear, concise and impactful ways. This fundamentals session will introduce participants to an intelligence operating model that is designed to enable you to deliver high quality results your business leads will value. The course will provide an overview of intelligence strategy, strategic alignment, business and client needs and return on investment. Topics covered in depth include project scoping and estimating, execution, secondary research, primary research, managing contractors and managing internal client expectations. The agenda is designed to be highly interactive and engaging, with numerous exercises and case studies. The workshop is structured to enable you to practically apply the skills learned.

**Key Take-Aways:**

- Define and understand the intelligence capability and how to be effective in your role
- Review and assess seven core areas of the intelligence delivery capability and learn the leading practices of highly effective intelligence teams
- Develop an initial set of intelligence capability skills that will enable you to lead engagements from definition through to final deliverables, presentations and business impact/value

08:00 - 16:30

**SUA - SCIP University Advanced Track****WS2 - Scenario Planning and Wargaming (Advanced Level)****John Swanson***Partner**Proactive Worldwide, Inc.***Erik Glitman***Chief Executive Officer**Fletcher/CSI*

Effective CI teams deliver intelligence that clearly connects market and competitive insights to the decisions executives need to make in certain scenarios, strategies, and planned investments. War Games and Scenario Planning events enable these decisions by linking your intelligence findings and leadership's needs in the context of scenarios, war game results, and planned strategies. Knowing how and when to use these tools is, therefore, one of the most important factors that determine success in an intelligence role. This full day interactive session will engross you in the tools, methods, analyses, and presentation skills needed to be proficient in the use of these tools.

**Key Take-Aways:**

- Learn how to prioritize and focus intelligence collection and analysis around specific War Game or Scenario Planning sessions in ways that help or warn leadership about emerging threats that can strengthen or weaken your competitive position
- Become familiar with frameworks for driving strategic and tactical actions using War Game and Scenario Planning exercises that your executives will view as clearly adding value to the business
- Identify and present the key strategic and tactical insights gained through the War Game and Scenario planning sessions and link those insights to actions
- Share insights into methods used to garner support for and present your insights, analysis and recommendations for actions or responses to leadership

**Half-Day Workshops:**

Register for one or two of the following certifications or workshops:

08:30 - 11:30

**WS3 - Integrated Market Intelligence and Planning (Fundamental Level)****Tina Bundgaard***Corporate Market Intelligence Manager**Rockwool International*

This workshop will focus on connecting MI to the decision process and planning cycle and the subsequent decision support MI tools used in a fast changing business climate that lifts MI to the right organisational platform (away from pure data collection towards piecing information and knowledge together and deliver hands-on conclusions and observations). Tina will discuss the challenges and solutions used to establish the MI platform (examples MI portal, MI tools/templates, Monthly MI report, Alert system, Competitor monitoring etc) and describe how she connecting in-house MI competences and tools to the business decision support system.

**Key Take-Aways:**

- How to integrate MI successfully in a global company with numerous stakeholders
- Identify and get the "quick wins"
- Establish a MI function to be influential (identify and knowing your KEY stakeholders)

08:30 - 11:30

**WS4 - Market Sizing & Segmentation, Models and Techniques (Advanced Level)****Arun Jethmalani***Managing Director**ValueNotes*

Sizing and segmenting markets is critical for opportunity assessment and strategy formulation, and a core skill for success in the CI profession. The workshop presents practical solutions to help participants develop market sizing frameworks customized to their product or industry: and learn how to decompose complex problems, choose appropriate models, make suitable assumptions to deal with information scarce situations, clearly define data collection needs and possible methods of triangulation.

**Key Take-Aways:**

- Learn how to build market sizing frameworks quickly, and deliver insights despite obvious data gaps
- Best practices in segmentation, using multiple models/sources for triangulation and validation
- Using the model development framework to define your re search agenda (information needed) for market sizing

13:30 - 16:30

**WS5 - Strategic Intelligence in a Changing World (Fundamental Level)****Beau Oliver***Director**Cipher Systems*

This session will focus on providing a better understanding of the strategic planning process and how CI practitioners can best be a part of this process and not an outsider. This interactive discussion will serve to provide a brief overview of strategic planning within organizations and how a business operates, outline some of the best ways to provide CI to inform and enhance this process, outline struggles with the definition of boundaries between CI and strategy, combine skillsets across the organization, and embed CI as a necessary lens in strategy development and decision-making. This session will be interactive in nature, encouraging audience participation and inputs. It will focus on proven techniques and methods to help CI gain a seat at the strategy table; including best practices, case studies, lessons learned, and how this role is continuing to evolve and be shaped.

**Key Take-Aways:**

- An overview of what strategy is, how it ties to CI, and how CI can enhance strategic planning and execution
- A new approach to CI in Strategic Planning and Wargaming
- How to best integrate CI with the rest of the business

13:30 - 16:30

**WS6 - Predictive Analytics and Forecasting Advanced Level****Martin Dimov***Co-founder and Head of Data Science**GemSeek*

18:00 - 19:00

**Sponsor & Exhibitor Registration & Orientation**

19:15 - 19:45

**Speaker Orientation**





## WEDNESDAY, 4 NOVEMBER 2015

07:45 - 17:15

Summit Registration Open

07:45 - 8:30

Continental Breakfast & Exhibition

08:30 - 8:45

Welcome & Opening Remarks



**Nan Bulger**

*Executive Director  
SCIP*

08:45 - 9:30

OPENING KEYNOTE – The Reinvention of Competition



**Yuri van Geest**

*Partner & Dutch Ambassador  
Singularity University  
Co-Author, *Exponential Organizations**

Strategic intelligence professionals and their organizations are operating in a business environment that is changing exponentially. The rise of 10 different exponential technologies and intensified globalization will require new intelligence and bold decisions. The older, linear organizations cannot keep up with this new pace while exponential startups like Uber, Airbnb, Github, Xiaomi, Quirky and Waze fill the gaps and dominate old markets in just 5 years. Which new organizational models (inside and outside) are the game changers, and how is this fundamentally different from everything we have learned in the recent past? What will your organization need to know and do to compete and win in a modern business environment?

09:30 - 10:15

**Big Data & Analytics: The CI Perspective**

**MODERATOR:**



**Kalie Moore**

*Director of Global Communications  
Carmudi*

**PANELISTS INCLUDE:**



**John Belchamber**

*Global Business Intelligence  
Telefonica*



**Aart Labee**

*Director, Strategy & Insight  
McDonalds Europe*



**Giovanna Miritello**

*Senior Data Scientist  
Zed*



**Pedro Molleda**

*Vice President, Business Intelligence & Analytics  
NH Hotels*



**Anantha Prasad**

*Senior Data Officer  
HSBC Bank*



**Sergio Romero**

*Director, External Marketing & Performance Analytics  
Vistaprint*

The amount of data in the world is projected to grow >350% in the next five years, redefining what we know about our customers and our operations. Join this panel to hear from big data practitioners on what led them to using big data in their intelligence programs, how it is changing their businesses today, and how they expect it to drive further innovation in the future.

10:15 - 11:00

Networking, Refreshment & Exhibition Break

11:00 - 12:00

**DEEP DIVES**Choose one of the following deep dive sessions during this time frame:**FUNDAMENTAL:****F1 - From Mailbox to Mobile: 8 Years of Lessons Learned building a CI Portal for the Modern Workforce** 🌟

 **Adam Wednick**  
*Manager, Competitive Intelligence*  
 Intel Security

 **Ben Schultz**  
*Manager, Competitive Intelligence*  
 Intel Security

This session will describe and demonstrate lessons learned from Intel Security's eight year evolution from an email box CI service supporting dozens of users to a peer-to-peer CI service supporting thousands of users using off the shelf content management system software.

**Key Take-Aways:**

- A template for evaluating feature requirements for a peer to peer CMS
- Lessons learned building a CMS using open source and enterprise off the shelf software
- Lessons learned from running a beta program and rolling out a new CMS successfully

**F2 - From Start-up to IPO: Supporting a High-Growth IT Company through Market/Competitive Intelligence** 🌟

 **Gwendoline Savoy**  
*Director, Market Intelligence*  
 Scytll

Scytll, the global leader in secure electoral technology has evolved from start-up to pre-exit company over the past 5 years while maintaining 70% average growth year over year. To maintain this growth, the company has had to overcome a series of challenges amongst which was supporting the company's strategy with the right market insights. With the expansion of its global footprint to 38 countries, the acquisition of complementary products to build an end-to-end portfolio and targeting new market segments, Scytll has had to address an increasingly competitive environment very quickly via the acquisition of market insights. Setting up a comprehensive market and competitive intelligence framework was aimed at supporting not only the sales team in meeting or exceeding its sales quota, but also supporting the management team in understanding the market and its evolution for strategic decisions. With limited resources and high expectations, being creative and innovative in the way to generate and deliver intelligence is of paramount importance. 2 years after the creation of the market intelligence unit and the launch of a centralized online repository, the market intelligence team is able to proactively support the sales team in revenue generation, and the management team is provided with specific market insights to support their decision making processes.

**Key Take-Aways:**

- A framework for setting up a market intelligence unit based on your human and budget resources
- A guide to Data Collection – how to collaborate with other teams and be clear on the data types and sources you need to collect
- How to quantify the value brought by your department and set metrics for performance evaluation
- An overview of tools and technology that can support market and competitive intelligence, can save time and resources, and help overcome hurdles

**ADVANCED:****A1 - The Intersection of CI and Corporate Strategy: Competitive intelligence as a Key Component in PTC's M&A and Strategy Planning Process** 🌟

 **Derek Sugalski**  
*Director, Corporate Competitive Strategy*  
 PTC

CI professionals frequently talk about “competitive strategy” and leveraging CI in the development of corporate strategy, yet few really understand what this means or how to execute. Too often, CI is used to analyze and refine proposed business scenarios. Few of us learn how to elevate its impact, transforming CI into a driving force which influences the future of a company.

This session will present an insider's view on the structure of an intelligence-centric strategy planning process and will demonstrate how CI can create a sustainable advantage. Participants will explore the intersection of strategy and CI through a case study on PTC's decision to embrace a disruptive trend to drive growth. Most importantly, the direct impact of CI on the execution of PTC's M&A strategy to quickly build a leadership position in a dynamic, high-growth market will be discussed. Finally, this session will look at the future of CI, areas of innovation, and best practices enabling CI practitioners to quickly increase their impact.

**Key Take-Aways:**

- Gain real-world insight into the structure of an intelligence-centric strategy organization
- Learn how the CI practitioner can influence corporate strategy
- New and innovative practices CI professionals can embrace to truly “change the game”

**A2 - New Intelligence Approach Driving Change at Volvo** 🌟

 **Andreas Strasser**  
*CI Strategy & Change Manager*  
 Volvo Car Corporation

After 7 years of declining market shares, Volvo Cars needed to make a complete turnaround. With a competitive environment in rapid change and increasingly shorter product cycles, the need for a more pro-active and market oriented organization was crucial. A total make-over of the intelligence function with a new model of stakeholder engagement and information delivery was one of the keys to change the direction of the entire company. This session will describe how Market Intelligence at Volvo Car Corporation evolved from a service center to an internal consultancy – and how the turnaround succeeded.

**Key Take-Aways:**


- Insight into how a new organizational model can unlock your CI potential
- Techniques to identify and prioritize stakeholder needs
- Scalable information delivery methods for increased stakeholder engagement
- Ensuring cooperation in distributed teams and integration of experts outside your CI organization



### LL1 - LEARNING LAB

In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.

#### 1. Analysis of Relevant Factors in Competitive System Implementation

 **Ander Azkarate**  
*Strategic Innovation Manager*  
IK4-Ideko

This lab will analyse the effect of a set of factors in the implementation of competitive intelligence (CI) systems in order to determine if they act as drivers or barriers.

#### 2. Essential Structured Analytic Techniques

 **Ruben Arcos**  
*Professor of Communication Sciences*  
Rey Juan Carlos University

Participants will learn key step-by-step analysis techniques to be used in combination with other frameworks and techniques in Competitive Intelligence.

#### 3. Presentation by the students of the Master's Class at the Center for Intelligence Services and Economic Systems, at Rey Juan Carlos University

12:00 - 13:00

#### Solutions Wheel

*Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers*

*Running Concurrently with*

#### Game Changers: New Intelligence. Bold Decisions.

 **Troy Pfeffer**  
*Competitive Intelligence Director*  
Cintas

13:00 - 14:10

#### FOOD FOR THOUGHT – Networking Luncheon

##### Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

14:15 - 14:45

#### KEYNOTE - Branding Intelligence

 **Joel Windels**  
*Vice President, Inbound Marketing*  
Brandwatch

14:45 - 15:15

#### VISIONARY INSIGHT - Innovative Business Models of the Future

 **Sarwant Singh**  
*Senior Partner*  
Frost & Sullivan

This session will help you gain valuable insight into new marketplaces, implications across value chains, and examples of how Mega Trends can be leveraged to develop new business models. We will explore some of the best case studies globally and help you identify new channel partners, new customers, new convergence ideas and revenue streams across the entire ecosystem.

#### Key Take-Aways:

- An assessment of the future success potential of current and emerging business models in the B2B and B2C segments across industries
- Identification of new partner networks, future customer segments and valuable revenue streams for your company
- Analysis of new product positioning, new value proposition through creation of a business model canvas

15:15 - 16:15

#### EXPERIENTIAL - Designing Disruptive New Business Models for Your Industry

 **Sarwant Singh**  
*Senior Partner*  
Frost & Sullivan

This interactive exercise provides an opportunity to help you design a new business model for your industry. You will identify new customers, new partners in your ecosystem and define a unique value proposition for your company in the future

#### Key Take-Aways:

- Analysis of Top 3 Mega Trends most relevant to your industry
- Identification of the best business model for your company/ industry
- Creation of a unique value proposition
- Identification of new channels to market and future revenue streams for your company
- Design of the business model canvas

16:15 - 17:00

#### Networking, Refreshment, and Exhibition Break

17:00 - 18:00

## DEEP DIVES

Choose one of the following deep dive sessions during this time frame:

### FUNDAMENTAL:

#### F1 - Fundamental Skills of BI and MI/CI ✪

 **Tina Bundgaard**  
*Corporate Market Intelligence Manager*  
 Rockwool International

In this interactive session, we address the two integrated intelligence disciplines of market intelligence and business intelligence, illustrating both their differences and synergies— with each other and with CI. We will present case studies and interactive activities that will address the need to integrate all intelligence disciplines in order to attain comprehensive insight into the market.

#### Key Take-Aways:

- A definition of each integrated intelligence capability and the competency requirements for each
- Insights that are derived from the disciplines and skills of an MI and BI professional
- Interactive exercises to combine various intelligence capabilities into true decision support reporting tools and capabilities

#### F2 - Intangible Assets as a Gateway to Predicting your Competitor's Innovation Strategy ◆

 **David Jarczyk**  
*President & Chief Executive Officer*  
 ktMINE

By some estimates, Intangible Assets (“IA”) represents up to 80% of corporate value. Therefore, knowing your competitor's innovation strategy is equivalent to understanding their business strategy. This session will discuss how the transparency created by ktMINE allows practitioners to more accurately predict a competitor's innovation strategies, and monitor a competitor's innovation activities.

#### Key Take-Aways:

- An overview of the sources of available IA documentation including license agreements, patents filings, trademark filings, and M&A disclosures
- Insight into the interconnectivity of IA information and where the most valuable competitive intelligence insight is revealed
- How to answer questions such as: What is the competition's IA portfolio? Where is the competition innovating? Where is the competition divesting? Who is the competition dealing with? What strategic moves is the competition making?

#### F3 - Creating Competitive Perspective: An Analyst Guide to Competitive Framework Analysis ◆

 **Kevin Cannon**  
*Corporate Strategy Analyst*  
 PTC


PTC's Strategy Group leans heavily on techniques for analyzing industries and competitors originally created by Michael Porter. This session will map out the steps needed for an analyst to create competitive perspective by leveraging proven approaches and resources.

#### Key Take-Aways:

- Competitive Strategy Guide covering: Generic Competitive Strategies, Market Signals, Structural Analysis of/within Industries, and Biases
- Review of various free resources that are crucial for a Competitive Intelligence Analyst to be successful
- Framework structure used by PTC when analyzing competitor capabilities

### ADVANCED:

#### A1 - Pricing and Profitability ✪

 **Daniel Cho**  
*Marketing Director, Market Intelligence & New Product Introduction*  
 Philips Healthcare

#### A2 - Social Media Intelligence ◆

 **Kalie Moore**  
*Director of Global Communications*  
 Carmudi

#### MI1 - MARKETPLACE OF IDEAS

An informal discussion to debate a range of topics in a casual open forum.

 **Fran Chuan**  
*Founder and Chief Executive Officer*  
 Dicere

#### What is a Culture of Innovation?

Why are so many companies failing at creating a Culture of Innovation? Why is it that often when we try to imitate the concepts, methodologies and tools of successful innovative companies they don't work in our companies? This session will discuss and debate the ways in which to create a sustainable Culture of Innovation within an organization.

#### Key Take-Aways:

- An understanding of what the buzzword “innovation” truly is: a discipline
- How to measure the Culture of Innovation within your organization
- A framework and lessons learned how to make your company more innovative

18:00 - 19:00

#### Networking Reception

## THURSDAY, 5 NOVEMBER 2015

08:00 - 17:30

#### Summit Information Desk Open

08:15 - 09:00


#### Continental Breakfast & Exhibition

09:00 - 09:15

#### Opening Remarks

09:15 - 09:45

#### OPENING KEYNOTE

 **Lucrece Foufopoulos**  
*Vice President, Marketing & Sales*  
 Eastman Chemical Company

 **Keith Pignes**  
*Former CMO, Ply Gem Dean, NCCU School of Business Partner*  
 Keen Strategy

09:45 - 10:45

#### Technology Immersion – Lightning Rounds

 **Miguel Jimenez**  
*Head of Strategy*  
 Fast Forward

10:45 - 11:30

#### Networking, Refreshment & Exhibition Break



11:30 - 12:30

## DEEP DIVES

Choose one of the following deep dive sessions during this time frame:

### FUNDAMENTAL:

#### F1 - CI<sup>2</sup> – Customer insights as a Critical Component of Competitive Intelligence Modeling ✪



**Paul Santilli**

*Senior Manager, WW OEM Business Intelligence & Customer Insights*  
Hewlett Packard

Competitive Intelligence is a widely used activity that frequently only focuses on that data one gathers from doing analyses surrounding market, competition, and products. Used together, you can portray an environment that will aid you in understanding the market, where and how your competitors are positioned, and ultimately what you can do to increase your market penetration and exploit opportunities in your competitive portfolio. Unfortunately, this will get you only so far. A key element that is critical to the ultimate success of a Comprehensive Competitive Intelligence Program is to integrate findings from the overall Customer Experience, and to overlay those findings into the outcome of your Intelligence modeling. Consequently, equally important and relevant to this is information surrounding Customer Insights.

#### Key Take-Aways:

- An overview of the components of a Customer Insights Model
- How the model can be successfully integrated into your Competitive Intelligence activities to provide a more comprehensive and clear approach to understanding the market
- How to better position your organization to grow both revenue and customer satisfaction

#### F2 - Monitoring for Disruption – The Impact of Trend Analysis ♦



**Beau Oliver**

*Director*  
Cipher Systems

Understanding market trends and their impact is key in the future success of any organization. The ability to anticipate changes and disruptions could be the difference between life and death for some organizations. In this session, we will discuss how to best monitor trends that could impact an organizations differentiation in the market and anticipate potentially disruptive trends and business models. The lessons learned are vast in this area (see Blockbuster, Hummer, Kodak, etc.), where simply reacting to trends and disruptions is not enough to remain successful.

- An overview of what a ‘trend’ is and how to know if it is potentially disruptive
- How to best align monitoring efforts with impacts to your differentiation rules
- How to prioritize and monitor identified trends and better understand the strategic implications and impact
- Standard processes and procedures for effective trend monitoring and analysis

### ADVANCED:

#### A1 - The Use of Games to Evaluate Courses to Evaluate Courses of Action ✪



**Roger Mason**

*Co-founder and Vice President*  
LEC Management

By some estimates, Intangible Assets (“IA”) represents up to 80% of corporate value. Therefore, knowing your competitor’s innovation strategy is equivalent to understanding their business strategy. This session will discuss how the transparency created by ktMINE allows practitioners to more accurately predict a competitor’s innovation strategies, and monitor a competitor’s innovation activities.

#### Key Take-Aways:

- An overview of the sources of available IA documentation including license agreements, patents filings, trademark filings, and M&A disclosures
- Insight into the interconnectivity of IA information and where the most valuable competitive intelligence insight is revealed
- How to answer questions such as: What is the competition’s IA portfolio? Where is the competition innovating? Where is the competition divesting? Who is the competition dealing with? What strategic moves is the competition making?

#### A2 - Data Visualization for Intelligence ♦



**Joost Drieman**

*Vice President, Head of Intelligence Best Practices*  
M-Brain

**LL2 - LEARNING LAB**

In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.

**1. My Boss wants to Know 'Everything' and Printing the Web is not an Option**


 **Pascal Frion**  
*Founder*

*Acrie Competitive Intelligence Network*

What should you do when your boss asks you to know everything? Providing every single bit of information is not possible – so what does he really want? What are the alternatives? This lab will demonstrate how to react to this mission impossible.

**2. Combining Intelligence Software with Research to Drive Higher-order Analysis**

 **Alexander Stumpfegger**  
*Managing Director*  
CID

 **Larry Fauconnet**  
*Senior CI Strategist*  
INOVIS Inc.

Intelligence software systems are too often used either as just platforms to help collect and organize information from multiple sources, or as only platforms to manipulate and help analyze information, and produce specific types of reports. The combination of both primary and secondary research with a software solution is a way to optimize both competitive products and workflows. In this beneficial cycle, analytics in the form data visualization to create insights serves drive and refine research, which in turn provides the basis for higher-order analytics. The effective integration of the software platform into the intelligence cycle; and the ongoing cross-engagement with research providers (or internal research); helps optimize workflows while taking the level of intelligence analysis to the next level. This session looks at combining these elements to provide greater overall capabilities to a client.

**Key Take-Aways:**

- A case study demonstrating the symbiotic relationship between research and software
- A roadmap for integrating software and research in order to conduct higher-order analysis
- Insights on the integration of intelligence software and research into their own work flow

12:30 - 13:40

**FOOD FOR THOUGHT – Networking Luncheon**

**Hosted by Industry Leaders**

Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

13:40 - 14:10

**KEYNOTE – Business Analytics**

14:15 - 15:00

**CONCURRENT PANELS**

**CI Best Practices for Working in a Highly Regulated Industry ▶**

**PANELISTS INCLUDE:**

 **Ludivine Rattin**  
*Associate Director, Global Competitive Intelligence*  
Merck

 **Jason Wells**  
*Global Lead, Business Risk and Control Management (BRCM)*  
HSBC

**Navigating the Politics: Executives' Perspectives ▶**

**PANELISTS INCLUDE:**

 **Roberto Cortucci**  
*Head of Market Intelligence & Demand Planning - MEAI Region*  
Pirelli Tyre S.p.A.

 **Alan Nance**  
*Vice President, Technology*  
Royal Philips

 **Heraldo Sales-Cavalcante**  
*Director of Strategic Analysis, Group Function Strategy*  
Ericsson

**Macroeconomic Perspectives on CI ▶**

**PANELISTS INCLUDE:**

 **Jose Domingo Rosello**  
*Macroeconomics Analysis Coordinator*  
BIAM, Instituto Flores de Lemus

 **Martin Redigolo**  
*Senior Strategy and Innovation Planner*  
OMD

15:05 - 16:05

**DEEP DIVES**

Choose one of the following deep dive sessions during this time frame:

**FUNDAMENTAL:**

**F1 - Objective Competitor Identification – Challenges and Opportunities ✖**

 **Giedrius Daujotas**  
*Editor, Centre for Analytics Modelling and Innovation*  
Euromonitor International

 **Virgilijus Narusevicius**  
*Senior Data Scientist*  
Euromonitor International

Competitor identification is critical to any competitive intelligence exercise, but there are few practical tools available to objectively support this type of analysis. We will introduce the innovative metric of Market Overlap to quantitatively measure competitive distance and an interactive tool to analyse a company's global footprint and performance, provide detailed competitor lists, and scrutinise major competitive battlegrounds for more than 25,000 FMCG companies.

**Key Take-Aways:**

- A framework and practical measure for competitive distance – market overlap
- An interactive demonstration illustrating key drivers of competitive distance: competitor actions, strategic drift, product launches
- How to “walk in your competitors' shoes and assess the asymmetrical nature of competition
- An overview of “white space” identification and complementary portfolio analysis to support strategic planning and M&A prospecting/speculation



## F2 - Visualize and Monitor your Business Environment by using Taxonomies for CI ♦

 **Jesper Martell**  
*Chief Executive Officer and Founder*  
Comintelli

 **Christian Bjersér**  
*Senior Vice President*  
Comintelli

 **Daniel Thomasson**  
*Senior Project Manager*  
Comintelli

A structured and systematic approach to Competitive Intelligence requires well organized tools and processes. To solve this, taxonomies (or topic maps) can be used to classify and tag information according to a pre-determined system to provide a conceptual framework for finding and analyzing information. Learn how to develop and optimize taxonomies not only for supporting information navigation and findability, but also for improving strategic communication in your organization. The session is designed to be highly interactive and engaging, with exercises and case studies. You will learn what a CI taxonomy is and how to build an intelligence taxonomy hands-on. You will also learn how to define key topics using search queries and how the taxonomy structure affects its usability and what criteria to use for adding/excluding topics. Finally, you will learn how to connect the right sources to your taxonomy and how to maintain and develop the taxonomy over time.

### Key Take-Aways:

- An understanding of the benefits of using taxonomies in CI
- A hands-on structured process for creating taxonomies for CI
- Examples of best practice taxonomies that can be applied in your organization

### ADVANCED:

## A1 - Building a Competitive Intelligence Fusion Center ✪

 **David Krauza**  
*Senior Competitive Intelligence Consultant*  
Independence Blue Cross

Many competitive intelligence professionals face challenges when integrating various streams of information into actionable intelligence for decision makers. These challenges include developing relevant insights and are not weighed down with noise. In this session I will walk the participants through my experience standing up a "Competitive Intelligence Fusion Center" at a large health care organization that incorporated information from primary and secondary market research, data analytics, and human intelligence. The Fusion Center allowed the competitive insights team at the health care organization to build compelling intelligence products that utilized the best information available to the team.

### Key Take-Aways:

- A guide on implementing a fusion center
- The key lessons learned when implementing a fusion center
- The success factors when integrating various streams of data into actionable insights

## A2 - Futures Research & Contingency Planning ♦

 **Larry Fauconnet**  
*Senior CI Strategist*  
INOVIS Inc.

Using a proven method of combining futures research, scenario planning, and war-gaming in an actionable way that drives the intelligence cycle and integrates intelligence into the decision cycle. This methodology focuses on the development and tracking competing potential courses of evolution on the competitive landscape over time. Starting with a method that helps participants understand the drivers of change; participants then learn to identify possible courses of evolution regarding the competitive landscape - and courses of action when focused on the competition. As these courses are tracked over time, the decision cycle is engaged in order to ensure that action is taken in order to either take early advantage of an emerging opportunity of taking proactive action to mitigate or interdict the impact of competitive activity.

### Key Take-Aways:

- Insight on the application of macro & micro environmental analysis
- A template that combines futures research & scenario planning culminating in course-of-action development
- A template that provides a road-map for action, both for the intelligence team as well as the leadership team with the organization

## MI2 - MARKETPLACE OF IDEAS

An informal discussion to debate a range of topics in a casual open forum.

16:05 - 16:50

### Networking, Refreshment & Exhibition Break

16:50 - 17:30

### Featured Plenary Presentation & Closing Remarks

## SPONSORS



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[Lauren.Jaeger@frost.com](mailto:Lauren.Jaeger@frost.com) or 843.763.2150



# 20th Anniversary SCIP European Summit

3 - 5 NOVEMBER 2015 | MELIA AVENIDA AMERICA | MADRID, SPAIN

*We strongly recommend you register and select your sessions early to ensure your seat is reserved.  
We cap/limit attendance in some sessions to encourage maximum participant interaction.*

First name: \_\_\_\_\_

Last name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Work Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Work Phone #: \_\_\_\_\_

Work Fax #: \_\_\_\_\_ Mobile #: \_\_\_\_\_

Email Address: \_\_\_\_\_

### SESSION REGISTRATION:

Your base conference registration gives you access to all general sessions (for which reserved seating is not required), the exhibit hall and networking receptions. The registration also gives you access to limited seating sessions you select below.

## NEW SESSION FORMATS KEY

CASE STUDY CAFÉ ☼ INNOVATION EXCHANGE ◆ PANEL ▶ LEARNING LAB ❖ MARKETPLACE OF IDEAS ★

### WORKSHOPS AND CERTIFICATION AVAILABLE FOR AN ADDITIONAL FEE

#### MONDAY, 2 NOVEMBER – TUESDAY, 3 NOVEMBER 2015 SCIP UNIVERSITY CERTIFICATION

- SUF** - SCIP University Certification – Fundamental Intensive.....**€1,770**  
2 November, 8:30 – 18:00  
3 November, 8:30 – 16:30
- SUA** - SCIP University Certification – Advanced Intensive.....**€1,770**  
2 November, 8:30 – 18:00  
3 November, 8:30 – 16:30

#### TUESDAY, 3 NOVEMBER 2015 WORKSHOPS

Register for one of the following full day workshops or half-day workshops:

- 8:30 - 16:30** **Full Day Workshops: €814**
  - WS1** - Foundations of Competitive Intelligence (Full Day Workshop, Fundamental Level)
  - WS2** - Scenario Planning and Wargaming (Full Day Workshop, Advanced Level)
- 8:30 - 11:30** **Half-Day Workshops: €407**
  - WS3** - Integrated Market Intelligence and Planning (Half-Day Workshop, Fundamental)
  - WS4** - Market Sizing & Segmentation, Models & and Techniques (Half-Day Workshop, Advanced)
- 13:30 - 16:30**
  - WS5** - Strategic Intelligence in a Changing World (Half-Day Workshop, Fundamental)
  - WS6** - Predictive Analytics and Forecasting (Half-Day Workshop, Advanced)

### SELECT YOUR REGISTRATION CATEGORY:

MAIN CONFERENCE REGISTRATION:	EARLY BIRD*	REGULAR	ONSITE
SCIP Members	<input type="checkbox"/> €1,413	<input type="checkbox"/> €1,513	<input type="checkbox"/> €1,673
New Members (Includes Join Fee)	<input type="checkbox"/> €1,654	<input type="checkbox"/> €1,754	<input type="checkbox"/> €1,914
Non-Members	<input type="checkbox"/> €1,693	<input type="checkbox"/> €1,794	<input type="checkbox"/> €2,035
Academic/Student/Government	<input type="checkbox"/> €1,392	<input type="checkbox"/> €1,392	<input type="checkbox"/> €1,549
Group Member Rate 5 or more	<input type="checkbox"/> €1,271	<input type="checkbox"/> €1,271	<input type="checkbox"/> €1,472
Group Member Rate 3 or more	<input type="checkbox"/> €1,312	<input type="checkbox"/> €1,312	<input type="checkbox"/> €1,392
Solution Provider Member	<input type="checkbox"/> €2,135	<input type="checkbox"/> €2,135	<input type="checkbox"/> €2,135
Solution Provider Non-Member	<input type="checkbox"/> €2,373	<input type="checkbox"/> €2,373	<input type="checkbox"/> €2,373

### DAILY REGISTRATION:

SCIP Members	<input type="checkbox"/> €1,191	<input type="checkbox"/> €1,191	<input type="checkbox"/> €1,271
New Memberst (Includes Join Fee)	<input type="checkbox"/> €1,428	<input type="checkbox"/> €1,428	<input type="checkbox"/> €1,509
Non-Members	<input type="checkbox"/> €1,472	<input type="checkbox"/> €1,472	<input type="checkbox"/> €1,633
Academic/Student/Government	<input type="checkbox"/> €930	<input type="checkbox"/> €930	<input type="checkbox"/> €1,091

\*Early bird rate expires August 31, 2015

Session selections continue on the next page.

## NEW SESSION FORMATS KEY

CASE STUDY CAFÉ ☘ INNOVATION EXCHANGE ◆ PANEL ▶ LEARNING LAB ❖ MARKETPLACE OF IDEAS ★

## WEDNESDAY, 4 NOVEMBER 2015

11:00 - 12:00

## WEDNESDAY MORNING DEEP DIVES

Choose one session during this time frame:

## FUNDAMENTAL:

- F1 - From Mailbox to Mobile: 8 Years of Lessons Learned Building a CI Portal for the Modern Workforce ☘
- F2 - From Start-up to IPO: Supporting a High-Growth IT Company through Market/Competitive Intelligence ◆

## ADVANCED:

- A1 - The Intersection of CI and Corporate Strategy: Competitive Intelligence as a Key Component in PTC's M&A and Strategy Planning Process ☘
- A2 - A New Intelligence Approach Driving Change at Volvo ◆
- LL1 - LEARNING LAB  
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness. ❖

## THURSDAY, 5 NOVEMBER 2015

11:30 - 12:30

## THURSDAY MORNING DEEP DIVES

Choose one session during this time frame:

## FUNDAMENTAL:

- F1 - CI<sup>2</sup> - Customer Insights as a critical component of Competitive Intelligence Modeling ☘
- F2 - Monitoring for Disruption - The Impact of Trend Analysis ◆

## ADVANCED:

- A1 - The Use of Games to Evaluate Courses to Evaluate Courses of Action ☘
- A2 - Data Visualization for Intelligence ◆
- LL2 - LEARNING LAB  
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness. ❖

## WEDNESDAY, 4 NOVEMBER 2015

17:00 - 18:00

## WEDNESDAY AFTERNOON DEEP DIVES

Choose one session during this time frame:

## FUNDAMENTAL:

- F1 - Fundamental Skills of BI and MI/CI ☘
- F2 - Intangible Assets as a Gateway to Predicting Your Competitor's Innovation Strategy ◆
- F3 - Creating Competitive Perspective: An Analyst Guide to Competitive Framework Analysis ◆

## ADVANCED:

- A1 - Pricing and Profitability ☘
- A2 - Social Media Intelligence ◆
- MI1 - MARKETPLACE OF IDEAS  
An informal discussion to debate a range of topics in a casual open forum. ★

## THURSDAY, 5 NOVEMBER 2015

15:05 - 16:05

## THURSDAY AFTERNOON DEEP DIVES

Choose one session during this time frame:

## FUNDAMENTAL:

- F1 - Objective Competitor identification - Challenges and Opportunities ☘
- F2 - Visualize and Monitor your Business Environment by Using Taxonomies for CI ◆

## ADVANCED:

- A1 - Building a Competitive Intelligence Fusion Center ☘
- A2 - Futures Research & Contingency Planning ◆
- MI2 - MARKETPLACE OF IDEAS  
An informal discussion to debate a range of topics in a casual open forum. ★



**SPECIAL DIETARY NEEDS:**

- Vegetarian
- Kosher
- Other \_\_\_\_\_

**I WILL BE STAYING AT THE EVENT VENUE:**

- Yes
- No

**SCIP INSIGHT EBULLETIN:**

As a participant, you are automatically registered to receive SCIP Insight eBulletin. If you are not interested in receiving this, please indicate: \_\_\_\_\_

**MY INDUSTRY IS:**

- |  |   |
|--|---|
| <input type="checkbox"/> Aerospace & Defense         | <input type="checkbox"/> Healthcare                               |
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**PLEASE SELECT YOUR PROFESSIONAL ROLE IN COMPETITIVE AND STRATEGIC INTELLIGENCE:**

- Academia
- Consultant/ Vendor of CI products and services
- Executive practicing CI within my company/organization
- Business line executive with CI responsibilities within my company/organization
- Librarian/Information Specialist
- Student
- Other \_\_\_\_\_

**PLEASE SELECT YOUR APPLICABLE MANAGEMENT CATEGORY:**

- Executive Management (C-Level, President, VP)
- Senior Management (Director and Sr. Manager)
- Management
- Analyst
- Other \_\_\_\_\_

**PLEASE SELECT THE DEPARTMENT YOU WORK IN:**

- |   |  |
|---|--|
| <input type="checkbox"/> Business Development           | <input type="checkbox"/> Marketing/Market Intelligence |
| <input type="checkbox"/> Business Intelligence          | <input type="checkbox"/> Marketing/Advertising         |
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| <input type="checkbox"/> Competitive Intelligence       | <input type="checkbox"/> Manufacturing                 |
| <input type="checkbox"/> Information Technology         | <input type="checkbox"/> Product Management            |
|   | <input type="checkbox"/> Sales                         |
|   | <input type="checkbox"/> Strategic Planning            |

**CATEGORIZE THE SIZE OF YOUR COMPANY (U.S. DOLLARS):**

- Less than 100 million in annual sales revenue
- Between 100 and 500 million in annual sales revenue
- Between 500 million and 1 billion in annual sales revenue
- Over 1 billion in annual sales revenue

**CHECK WHICH BEST DESCRIBES YOUR PRODUCT AND SERVICE:**

- Both B2B and B2C
- Business-to-Business
- Business-to-Consumer

**CREDIT CARD PAYMENT INFORMATION**

Total to charge to credit card \_\_\_\_\_

Name on Card \_\_\_\_\_

Type:

- Visa
- MasterCard
- American Express
- Discover

Credit Card # \_\_\_\_\_

Security Code \_\_\_\_\_

Expiration Date: Month \_\_\_\_\_ Year \_\_\_\_\_

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City \_\_\_\_\_

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