Where the World’s Market Intelligence Leaders Meet

29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition

May 5 - 8, 2014 Caribe Royale Orlando, Florida
www.scip.org 

KONOWLEDGE PARTNER

FROST & SULLIVAN

“A good opportunity to meet with other like-minded professionals. A great opportunity to stretch outside of your "box" and look at things a little differently.” — Competitive Intelligence Program Manager/IP Enforcement Management, HYBERTHERM, INC.

“The SCIP Conference is the who's who event focused on competitive strategy.” — Senior Director, Market Intelligence, ADP

“A must attend for not only practitioners of CI and strategy but those in leadership positions to better understand critical decision making processes for business success.” — Manager, Competitive Analysis, DELOITTE

“Great learning moments both by presenters and peers.” — Manager, Market & Competitive Intelligence, EXCELLUS BLUE CROSS BLUE SHIELD

“This was my first SCIP Conference experience. Simply outstanding! Great mix of tools, insights, and perspectives.” — Director, Research, UNITED HEALTH GROUP

“Merge with industry rock stars and go home suitably humbled and motivated to achieve great new things.” — Marketing Director, PROGRESS SOFTWARE

“Very insightful, lots of ideas for any knowledge level of CI.” — Manager – Competitive Intelligence, VERIZON WIRELESS

“Very informative and gave me energy to go back and start to transform the CI function to align with organizational goals and provide real value.” — Market Intelligence Analyst, ENDRESS & HAUSER

“If you want to learn from the key opinion leaders, develop or polish your skill sets, or network with front-line entry-level practitioners and major thought leaders alike, this is where to do it!” — Manager, Scientific Intelligence, Literature Resources, GILEAD SCIENCES, INC.

“This conference was fantastic! It was well-organized and provided a good mix of introductory materials and materials for seasoned professionals.” — Manager, Market Planning, DAIMLER TRUCKS
1. **Build Your Contacts:** The 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition is the largest and most diverse assembly of global business leaders driving competitive and market intelligence in their organization.

2. **Take Home a Portfolio of Decision Support Tools:** Your role is to support decision-making and competitive strategy, and you will leave this conference with the tools you need to get it done.

3. **Network:** The 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition brings together senior executives and managers specializing in competitive and market intelligence; strategic planning; marketing; and business development, among other business disciplines. Plus, our global and cross industry representation guarantees you access to thought leaders you won’t find at any other event.

4. **Get Savvy:** Our agenda is comprehensive and packed with great executive insight presentations and interactive sessions spanning nine critical tracks.

5. **Gain Amazing Insight:** Our stellar speaker roster represents some of the best and brightest stars of strategic, competitive and market intelligence and strategy.

6. **Collaborate and Learn:** More than 20 interactive sessions buzz with energy as participants engage in candid discussions about what they are doing, what’s working, what’s not, and the lessons they have learned.

7. **Access:** Two dozen presentations by powerhouses ensure you remain on the cutting edge of the latest best practices.

8. **Get Introduced to New Solutions:** Our exhibit hall and solutions wheel will expose you to a broad range of solution providers, providing you insight on how they can assist in overcoming your challenges.

9. **Relax and Have Some Fun:** Keep your networking engine at high rev and join us for competitive team exercises along with a casual Wine and Dine and other activities designed to make our conference a great experience every step along the way.

10. **Don’t Miss Out:** This simply is the most valuable competitive intelligence event you will attend! We have a strong and growing association community to prove it!

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**WHO WILL PARTICIPATE**

- Vice Presidents, Directors & Managers of:
  - Competitive Intelligence
  - Marketing Intelligence
  - Technical Intelligence
  - Business Intelligence
  - Business Development Executives

- Strategy and Corporate Development
- Strategic, Business and Market Analysis
- Strategic Marketing Executives
- Marketing Research Executives
- Business Researchers
- Information Professionals

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**THE 29TH ANNUAL STRATEGIC AND COMPETITIVE INTELLIGENCE PROFESSIONALS INTERNATIONAL CONFERENCE & EXHIBITION COMMITTEE**

- Cynthia Cheng Correa
  - Managing Director
  - Knowledge InForm
  - Simmons College

- Bob Franc
  - Manager, Competitive Intelligence
  - Humana

- Fred Rigsby
  - Manager, Market Intelligence & Research
  - AmeriHealth Caritas

- Nisha Sewdass, Ph.D.
  - Associate Professor
  - University of South Africa

- Jerry D. St. Clair, Ph.D.
  - Principal Investigator
  - DuPont Chemicals and Fluoroproducts

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**INTERNATIONAL REPRESENTATION**

- **Austria**: France
- **Brazil**: Germany
- **Canada**: India
- **China**: Israel
- **Estonia**: Japan
- **Finland**: Mexico
- **Azerbaijan**: Netherlands
- **Nigeria**: Spain
- **Germany**: Sweden
- **India**: Switzerland
- **Israel**: Tunisia
- **Japan**: United Kingdom
- **Mexico**: USA
- **United States**: France

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**PAST PARTICIPANT PROFILE**

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

**SNAPSHOT OF PAST PARTICIPANTS**

- JPM Company
- AAA Auto Club South
- ABF
- ABB Automation
- Abbott Laboratories
- ADP
- AeroVironment
- Anheuser-Busch
- Applera Corporation
- AIRBUS SAS
- AkzoNobel Chemicals
- Alcatel-Lucent
- Alcoa
- Alcon/Novartis
- Allstate Insurance Company
- American Express
- American Express Global Business Services
- Anheuser-Busch
- Anglo American
- Aniwana
- Anixter
- BA Products
- Bank of America
- Bank of New York Mellon
- Barclays Capital
- BASF
- Bausch Health
- Bayer Medical
- Boston Scientific
- Bell Canada
- Bell Helicopter
- Benjamin Moore & Co.
- Best Buy Co.
- Black & Decker
- Boeing
- Bombardier Aerospace
- Boss Corporation
- Boston Scientific Corporation
- CACI-Federal Inc.
- Capital One
- Cargill
- Ceva
- Cisco
- Cigna
- Cinque
- Circuits
- Cognizant
- Commerce
- Comtech
- ComQi
- Comcast
- Connexion
- Corning Incorporated
- Covintex
- Coviden
- Cox Communications
- CUNA Mutual
- CVS Caremark
- Damato Trucks North America
- Dealex
- Deere & Company
- Deutsche Bank
- Dents<br>
- Discover Financial Services
- Dow Chemical Company

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**SMALL MANUFACTURING COMPANY PROFILE**

- Discover Financial Services
- Dow Corning
- Dupont
- Eaton
- Eastman
- Edwards Lifesciences
- Emerson
- Endo Pharmaceuticals
- Enbridge
- Exl
- Equifax
- Ernst & Young
- Ethicon
- Exstream
- Fiji
- Fiserv
- FMC
- Ford Motor Company
- GE Energy
- Genentech
- General Dynamics
- General Motors
- Gillette Company
- Glasswing
- Guardian Life Insurance
- H&R Block
- Hartford Financial Group
- Henkel
- Hess
- Hewlett-Packard
- Hologic
- Honeywell
- Hughes Space & Communications
- IBM
- Illumina, Inc.
- Intertek Group
- Intel Corporation
- Intuit, Inc.
- ITT Mission Systems
- Johnson & Johnson
- Johnson Controls
- Kaiser Permanente
- Kimberly-Clark
- Korea Telecom
- L-3 Communications
- Lexmark
- Loehner Martin
- Loma, Inc.
- Lucent
- Mactel
- Microsoft
- Monsanto
- Monster Worldwide
- Mosaic
- Mylan Laboratories, Inc.
- National Instruments
- Nestle
- Novartis
- Nokia
- Northrop Grumman
- Novus
- O Boticario Franchising SA
- Office Depot
- Omnicell
- Oracle
- Oracle Clinical Diagnostics
- Owens-Illinois
- Parker Hannifin Corporation
- Pepco Energy Services
- Pfizer
- Pharmacia Corporation
- Philips Healthcare, Royal Dutch
- Pirelli
- Pizza Hut
- Polystyrene
- Praxair
- Prudential
- Ramseyen
- Raytheon
- RelaStart Holding Company
- Rent-A-Center
- Research In Motion
- Rockefeller Foundation
- Rodwell
- Rolls-Royce
- SABIC
- SAIC
- Smith & Wesson
- Solaris
- Sandy National Laboratories
- SAP
- Sara Lee Food & Beverage
- Sears, Roebuck & Co.
- Shell
- Siemens
- Sikorsky Aircraft
- Smith & Nephew
- Solectron
- Sun Microsystems
- Sun Microsystems
- Swisscom
- Swissport
- T.D. Williamson, Inc.
- Thales Communications
- Time Warner Cable
- Time Warner Cable
- Toyoda Motor Sales USA Inc.
- Toys "R" Us
- Trane
- TV Guide
- Tyco Flow Control
- Unilever
- United Parcel Service
- United Healthcare
- USAA
- Ventana Medical Systems, Inc.
- Verizon
- Volvo
- Vontz
- Volpe North America
- Voya
- W.H. Granger
- Walgreens
- Washington Mutual
- Water<br>
- Willi-Arion, Inc.
- Wells Fargo & Company
- Whirlpool Corporation
- Win-Wings Informational
- Wyeth Pharmaceuticals
- Xerox
- Xyloc
- Yoleefication Electric Corporation
- Zurich North America
Dear SCIP 2014 Attendees,

We are incredibly pleased to have you as a part of our **Strategic and Competitive Intelligence Professionals International Annual Conference & Exhibition**, or SCIP 2014 as I like to call it!

This year marks our 29th annual event and it remains the largest gathering of strategic and competitive intelligence professionals in the world. I am excited about this event in particular, as we have added several new features and initiatives to the SCIP program. These new features include, but are not limited to:

- The Veterans Council and a host of veteran level workshops and sessions, bringing seasoned practitioners from around the world together in one place.
- A think tank focused on career mentoring, including a panel showcasing “career travelogues” through CI and commencing our new SCIP mentoring program.
- Two NEW industry tracks in Healthcare & Life Sciences and Business to Government, allowing SCIP members interested in and/or practicing in these areas to come together to learn and share the latest industry trends, challenges and solutions.

Additionally, based on your feedback, we have carefully selected executive level keynote speakers from a variety of industries, perspectives and regions. They will focus specifically on both competitive intelligence application and implementation, so no matter the stage of your program development or your regional location, you will benefit from the insight our keynotes and speakers will provide!

The SCIP 2014 program provides an opportunity for you to learn, share and network with hundreds of your peers and colleagues across a range of disciplines in an educational and interactive environment. Please make sure you take advantage of that AND that you get involved in the various committees and advisories including the Vendor Advisory, Global Chapters, and SCIP for a Better World, to name a few. (Make sure you check [www.scip.org](http://www.scip.org) for more info on these programs)

To create an outstanding event – encompassing over 60 educational sessions, an exhibit hall filled with the world’s leading solution providers, multiple networking opportunities and nightly social events – takes the collaboration and effort of many individuals, volunteers and supporters, and we thank them all.

Similar to last year, I will be sharing the SCIP strategy going forward with you and looking for your input, so please make sure to provide us with your ideas and feedback… we want to hear from you! This is YOUR association and it needs to be driven by YOUR needs. I am committed to ensure we drive the SCIP strategy in the right direction as we continue our journey together.

The membership is the heart and soul of SCIP and I look forward to continued growth among this very special global community of creators.

I look forward to seeing you in Orlando!

Warmest regards,

Nan Bulger
Executive Director
Strategic and Competitive Intelligence Professionals

PS. To ensure that you have the full SCIP 2014 experience; maximize your networking and foster lasting relationships with other event participants and solution providers, please make sure you take part in all aspects of the event!
**INSPIRE**

**INTELLIGENCE THAT SOLVES, PREDICTS, INNOVATES, REINVENTS, ENABLES**

**CONFERENCE TRACKS**
Dedicated to your chief challenges, opportunities and concerns. Design a program structure to meet your needs. Choose any session within each time frame.

- **Track 1** Competitive Strategy – Linking Intelligence to Global Decision Making
- **Track 2** Enhancing Internal Stakeholder Partnerships
- **Track 3** Intelligence Collection Evolution and Know How – Evolving From Traditional Tried And True To The Latest Techniques
- **Track 4** CI Analysis and Application
- **Track 5** Team Building, Executive Decision Maker & Intelligence Team Enhancement
- **Track 6** Healthcare & Life Sciences Forum
- **Track 8** Veteran Council Forum
- **Track 9** Think Tanks and Mentoring Sessions

Please see pages 9 and 10 for information on details of each track, including descriptions and key insights.

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**LEARNING LEVELS AND SESSION FORMATS**
Each session has a designated learning level. We recommend you give special consideration to the learning levels when selecting the sessions you plan to attend, to ensure you receive maximum value:

- = Early Exposure: Relatively new to CI or new to this aspect of CI and/or familiar with fundamental techniques of CI and experienced in working with other business disciplines in the organization.
- = Veteran Exposure: Tenured, with extensive experience in developing and implementing corporate strategy.

**SESSION FORMATS**
Each session, when applicable, has been designated a format for your consideration when selecting sessions.

- Interactive - Power Point Free Zones engaging experiences sure to challenge your competitive instincts.
- Executive Insight Presentation - Case history/best practices presentations delivered by competitive intelligence and competitive strategy executives within an organization.

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**MONDAY, MAY 5, 2014**
REGISTRATION, WORKSHOPS AND NETWORKING NIGHT

- **8:00am - 5:00pm** Workshop and Conference Registration Open
- **Pre-Conference Workshops – Full and Half Day**
  - Register for one of the following full or half day workshops:
    - **9:00am - 5:00pm** W1 - CI 101® (Full Day) ◆
    - **9:00am - 5:00pm** W2 - Framework Fight Club (Full Day) ◆
    - **9:00am - 5:00pm** W3 - Scenario Planning Tools and Techniques (Full Day) ◆
    - **2:00pm - 5:00pm** W4 - Customer Experience, Insights and Competitive Intelligence Integration (Half Day) ◆
    - **3:30pm - 5:15pm** Sponsor & Exhibitor Workshop
    - **5:15pm - 6:00pm** Sponsor & Exhibitor Registration & Orientation Reception
    - **6:15pm - 7:00pm** Speaker & Thought Leader Orientation
      - An essential meeting for speakers, facilitators and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.
    - **7:15pm** 2nd Annual SCIP Scavenger Hunt
    - Kick off the networking with the ultimate team building experience sure to challenge your competitive instincts.

**TUESDAY, MAY 6, 2014**
REGISTRATION, WORKSHOPS, GENERAL SESSION AND EXHIBITION

- **7:45am - 5:30pm** Workshop and Conference Registration Open
- **Pre-Conference Workshops - Half Day**
  - Register for one of the following half day workshops:
    - **8:30am - 11:30am** W5 - Win/Loss ◆
    - **8:30am - 11:30am** W6 - CI Maturity Model and CI Competency Models ◆
    - **8:30am - 11:30am** W7 - Financial Forensics ◆
    - **8:30am - 11:30am** W8 - Developing Your CI Function’s Strategic Plan ◆
    - **8:30am - 11:30am** W9 - Fundamental Skills for MI and BI ◆
  - **GENERAL SESSION OPENS**
    - **1:00pm - 1:10pm** Welcome, Ice Breaker and Logistics
    - **1:10pm - 1:25pm** OPENING REMARKS - Evolving Intelligence
    - **1:25pm - 1:55pm** KEYNOTE - The Tipping Point of CI

- **1:55pm - 2:00pm** SCIP PRESENTS - 2014 Meritorious Award
- **2:00pm - 2:30pm** KEYNOTE - So, You Really Want To BE the Difference: Influence TDA (Thinking, Decisions, Action) to Drive Business Results
- **2:30pm - 3:00pm** VISIONARY INSIGHT - The Practice and the Profession: Leveraging the Best of Intelligence to Accelerate Social Progress
- **3:00pm - 3:45pm** INTERACTIVE - SCIP Mindshare - Visionary Think Tank  
  - **3:45pm** Exhibition Hall Opens – Booth Crawl Begins!
  - **3:45pm - 4:30pm** Networking, Refreshment and Exhibition Break
- **4:30pm - 6:00pm** Concurrent Tracks
  - Choose one of the following interactive sessions or forums during this time frame:
    - **Track 1-A** New Product Introduction, China’s Innovators and The Great Wall of Patents ◆
    - **Track 1-B** Competitive Strategy for Expanding into Emerging Markets with New Competitors ◆ - SOLD OUT!
    - **Track 2-A** Competitive Intelligence for Product Realization: Collaborating with R&D to Get More From Product Teardowns ◆
    - **Track 2-B** Moving from Insight to Action: Leveraging CI for Growth ◆ - SOLD OUT!
    - **Track 3-A** Tactical CI - Quick Wins with the Sales Team that Move the Needle ◆
    - **Track 3-B** Going Beyond Google: Gathering Competitive Intelligence ◆ - SOLD OUT!
    - **Track 4-A** Capitalizing on the Power of Big Data, the New Oil that Will Determine Our Currency ◆
    - **Track 4-B** Profiling New and Emerging Competitor Sets through Indicators Analysis ◆ - SOLD OUT!
    - **Track 5** CI Ethics - Real Cases and Guidance for Proper Behavior ◆
    - **Track 6** Regulatory Intelligence and the Affordable Care Act: Perspectives from Different Health Sectors
    - **Track 7** Identifying the Competitor's Technical Approach to Support Developing the Price-to-Win ◆ - SOLD OUT!
    - **Track 8** Going Beyond Google: Gathering Competitive Intelligence ◆ - SOLD OUT!
    - **Track 9** Competitive Intelligence and Competitive Strategy: Current Challenges ◆ - SOLD OUT!

- **6:00pm - 7:00pm** Networking Reception
  - Meet in the Lobby for Departure:
    - Wine & Dine @ Hotel
    - Meet your colleagues in this dutch treat gathering to kick back, relax, and enjoy Latin rhythms and authentic Cuban cuisine at this recreation of a 1950s Havana nightclub. It’s another great opportunity to make new friends and further business relationships.
Wednesday/Thursday

Wednesday, May 7, 2014

General Session and Exhibition

6:15am - 7:00am Early Morning Risers Run/Walk
7:45am - 5:15pm Conference Registration Open
7:45am - 8:30am Continental Breakfast & Exhibition
8:30am - 8:35am Welcome and Logistics
8:35am - 8:45am Opening Remarks
8:45am - 9:00am SCIP Presents - 2014 Catalyst Awards
9:00am - 9:30am Keynote - Competitive Intelligence and Its Vital Role in Supporting Global Innovation Strategies

Choose one of the following executive insight presentations or forums during this time frame:
- Track 1 - A
- Track 1 - B
- Track 2 - A
- Track 2 - B
- Track 3 - A
- Track 3 - B
- Track 4 - A
- Track 4 - B
- Track 5 - A
- Track 5 - B
- Track 6 - A
- Track 6 - B
- Track 7 - A
- Track 7 - B
- Track 8

8:45am - 9:00am SCIP Presents - 2014 SCIP Awards

9:45am - 10:30am Networking, Refreshment and Exhibition Break

10:30am - 11:30am Concurrent Tracks

11:30am - 11:35am SCIP Presents - 2014 SCN Fellows Awards

11:35am - 12:45pm Solutions Wheel and Concurrent Town Halls

12:45pm - 12:55pm SCIP Presents - 2014 Faye Brill Award and SCIP Special Recognitions

12:50pm - 12:55pm SCIP Presents - 2014 Catalyst Awards

1:00pm The 29th Annual Strategic and Competitive Intelligence Professional of the Year Award

1:00pm SCIP Presents - 2014 Faye Brill Award and SCIP Special Recognitions

3:45pm - 5:15pm Concurrent Tracks

3:00pm - 3:45pm Networking, Refreshment and Exhibition Break

3:45pm - 5:15pm Concurrent Tracks

Choose one of the interactive sessions or forums during this time frame:
- Track 1 - A
- Track 1 - B
- Track 2
- Track 3 - A
- Track 3 - B
- Track 4 - A
- Track 4 - B
- Track 5 - A
- Track 5 - B
- Track 6
- Track 7
- Track 8

4:45pm - 5:15pm SCIP Presents - 2014 SCN Fellows Awards

5:15pm - 6:15pm Networking Reception

9:00pm - 12:00am 5th Annual Rock ’n’ Roll Dance Party

Thursday, May 8, 2014

General Session and Exhibition

8:00am - 8:10am Information Desk Open
8:00am - 8:45am Continental Breakfast & Exhibition
8:45am - 9:00am Opening Remarks
9:00am - 9:15am SCIP Presents - 2014 Faye Brill Award and SCIP Special Recognitions

9:15am - 9:45am Keynote - Crowdsourcing Competitive Intelligence: How Collective Intelligence, Visualization and Social Networks are Revolutionizing the Way Businesses Compete

9:45am - 10:15am "SCIP for a Better World" Mobilization

10:15am - 10:20am Session to Session Travel Time

10:20am - 11:20am Concurrent Tracks

Choose one of the following executive insight presentations or forums during this time frame:
- Track 1
- Track 2
- Track 3
- Track 4 - A
- Track 4 - B
- Track 5
- Track 6
- Track 7
- Track 8
- Track 9 - A
- Track 9 - B

11:20am - 11:50am Networking, Refreshment and Exhibition Break

11:50am - 12:20pm Practical Application Lightning Rounds - Two Real Company Cases and Two Applied Tools to Support Decisions

12:20pm - 12:40pm Crowd Polling Innovation to Competitive Intelligence

12:40pm - 12:55pm SCIP Presents - 2014 Fellows Awards

12:55pm - 1:00pm Closing Remarks

1:00pm The 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition Concludes
2nd Annual
SCIP Scavenger Hunt

**Hosted by:**

Aurora WDC
Newsedge
Acquire Media

**Monday, May 5, 2014**
**7:15pm**

Kick off the networking with the ultimate team building experience sure to challenge your competitive instincts. Join us for the 2nd Annual SCIP Scavenger Hunt where you will search for clues on the Caribe Royale grounds in hopes to arrive at the ultimate networking pool side reception. This event guarantees to have the Competitive and Strategic Intelligence community building, bonding and competing for the ultimate reward!

Participant Fee: $30
Starting Location: SCIP Registration Desk, 7:15pm

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**WINE & DINE**

The networking never ends...join your colleagues in this dutch treat gathering to kick back, relax, and enjoy Latin rhythms and authentic Cuban cuisine at this recreation of a 1950s Havana nightclub. It’s another great opportunity to make new friends and further business relationships.

Participant Fee: $50

**Tuesday, May 6, 2014**
**7:15pm**

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**5th Annual**
**ROCK 'N' ROLL DANCE PARTY**

All SCIP 2014 event attendees are welcome to join!

**Hosted by:**

Aurora WDC

**Wednesday, May 7, 2014**
**9:00pm - 12:00am**
SPONSORS & EXHIBITORS

SPONSORS

- Acquire Media’s NewsEdge solutions gather intelligence more efficiently, analyze it more precisely, and communicate it more effectively.
  
  www.acquiremedia.com
  ★ Booth #42

- Aurora WDC
  Since 1995 Aurora WDC has helped the world’s most respected companies overcome their competitive, market and strategic challenges with Global Research & Analysis, Intelligence Systems & Technology and Professional & Program Development.
  www.aurorawdc.com
  ★ Booth #45

- CID
  CID provides enterprise-ready software solutions and services for Knowledge Management, Semantic Enterprise Search and Competitive Intelligence supporting companies to essentially benefit from today’s variety of information about their market and other influences that affect their competitiveness.
  www.cid.com
  ★ Booth #41

- Fletcher/CSI
  Fletcher/CSI provides Fortune 500 companies with global intelligence through access to primary sources, proprietary methodology, in-house research and worldwide network of in-country intelligence/research professionals.
  www.fletchercsi.com
  Booth #44

- INNOGRAPHY
  Innography’s proprietary software suite combines unique correlation and visualization technologies to enable users to quickly gain valuable insights for managing, extending and exploiting their intellectual property.
  www.innography.com
  Booth #56

- Maia Strategy
  Maia Strategy Market Intelligence
  "The Right Intelligence at the Right Time to Make the Right Decisions."
  www.maiastrategy.com
  Booth #9

- MergerMarket
  Mergermarket is a business development tool designed specifically for the M&A sector. It provides proprietary intelligence and analysis on corporate strategy across the world.
  www.mergermarket.com
  Booth #26

- Proactive Worldwide, Inc. (PWW)
  Proactive Worldwide, Inc. (PWW) is a global decision support, research, and consulting firm. Our suite of customized programs and services provides our clients with evidence-based strategic intelligence. We develop action-oriented solutions that optimize our clients’ decision making and positively impact the overall value of their business.
  www.proactiveworldwide.com
  Booth #25

- Sedulo Group
  Sedulo Group is a leading global competitive intelligence and strategy consulting firm. Our firm provides clients with the primary research based intelligence they need to outperform the market and the competition.
  www.sedulogroup.com
  ★ Booth #52

EXHIBITORS

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DENOTES THAT COMPANY IS A PART OF THE SCIP 2014 BOOTH CRAWL

KNOWLEDGE PARTNER

- Frost & Sullivan
  Frost & Sullivan, the Growth Partnership Company, 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. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. To join our Growth Partnership, please visit us at:
  www.frost.com
  ★ Booth #7
EXHIBITION HALL SCHEDULE

TUESDAY, MAY 6
The Exhibition Hall will be Open from 3:45pm - 7:00pm
3:45pm  Exhibition Hall Opens
3:45pm - 4:30pm  Networking Refreshment, and Exhibition Break
6:00pm - 7:00pm  Networking Reception

WEDNESDAY, MAY 7
The Exhibition Hall will be Open from 7:45am - 6:15pm
7:45am - 8:30am  Continental Breakfast and Exhibition
9:45am - 10:30am  Networking, Refreshment, and Exhibition Break
3:00pm - 3:45pm  Networking, Refreshment, and Exhibition Break
5:15pm - 6:15pm  Networking Reception
Booth Crawl Winner Announced!

THURSDAY, MAY 8
The Exhibition Hall will be Open from 7:45am - 11:00am
8:00am - 8:45am  Continental Breakfast and Exhibition
11:20am - 11:50am  Networking, Refreshment, and Exhibition Break
11:50am  Exhibition Hall Closes
The 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition brings you a powerful and dynamic agenda: 9 track themes; 2 learning levels; 24 all new executive insight presentations from leading competitive intelligence and competitive strategy executives; 21 new or back by popular demand interactive sessions; 9 new or back by popular demand pre-conference workshops; 2 industry specific forums for Healthcare and for Business-to-Government and our first ever Mentoring Hall! All this – combined with non-stop opportunities to network, engage with thought leaders, and learn best practice decision support methodologies that arise from integrated intelligence practices – make the 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition the one event you need to attend to sharpen your competitive edge.

**INSPIRE - INTELLIGENCE THAT SOLVES, PREDICTS, INNOVATES, REINVENTS, ENABLES**

**Track 1 Competitive Strategy – Linking Intelligence to Global Decision Making**

Always the challenge for anyone in business. The Intelligence Professional is no exception. Understanding how to visualize and link your intelligence outcomes and impact analysis to corporate wide decisions in the form of impactful analysis, prepared using proven strategic methodologies and disseminated in the form of end user ready tools and analysis that gets right to the point and serves to underlie critical decisions is always the paramount challenge. Join SCIP members from around the globe as they share best practice methodologies, tools and practical applications that have proven success.

Key Insights:
- Practical strategic application and process methodologies that have proven successful across a variety of industries
- Strategic tools that have proven successful in the business environment and the impact of that tool on assumption based decision making
- The ROI contribution of strategic analysis of the tool or methodology that can be contributed to the intelligence discipline based on this work

**Track 2 Enhancing Internal Stakeholder Partnerships**

Intelligence is not a standalone initiative. The impact of the research and analysis created by intelligence professions must be integrated with critical decision making. All disciplines within an organization are both users and generators of intelligence and each discipline views intelligence from a variety of perspectives. As a result, understanding both the needs and the contribution of organizational disciplines is paramount if intelligence is provide competitive advantage in the market for your organization and your products and services.

Key Insights:
- Understanding what partnerships are critical to creating impactful decision support mechanisms for the organizations
- Engagement strategies with key executives and a sharing of what has worked and what has not
- Developing deliverables based on needs and how to create quick wins with the key executives

**Track 3 Intelligence Collection Evolution and Know How – Evolving From Traditional Tried And True To The Latest Techniques**

Markets are dynamic as are the technologies, products, methodologies and best practices that serve them. Intelligence is no different. Requirements to understand data collection have given way to more sophisticated needs to global understand the integration of intelligence, the development of impactful analysis and decision support and the requirement to serve high ranking decision makers with to the point quick win analysis. Data to visualization is the requirement every strategic intelligence professional needs to develop as an expertise.

Key Insights:
- Don’t fix what isn’t broken. A sharing of traditional methods of collection and analysis that have stood the test of time despite new ways of doing things
- New methods and frameworks based on global requirements and new technologies that are now available to the CI professional
- Linkage to global markets and methods related to the challenges of providing key intelligence across a myriad of regional challenges

**Track 4 CI Analysis and Application**

Robust intelligence is the result of analysis of information that is derived across a variety of disciplines and from a myriad of collection points and, even more important, to be able to convey that information and decision based analysis to a number of high level decision makers including but not limited to the C-suite. As a result, it is not enough to be a strong analysts, bit to have the skills to visualize and display the information, to present well conducted analysis in a convincing and nonthreatening manner. The best intelligence professional is not only good at building the story but in delivering it. Applying robust intelligence skills to critical decision making enables sound assumption based answers and associated action nested in thorough analysis.

Key Insights:
- Big Data, Indicators, Innovation War Games, Market Sizing, Entering and Expanding in Diversified Markets, Dissecting Financials, Disruptions, Cognitive Biases, Semantics and Information
Track 5  Team Building, Executive Decision Maker & Intelligence Team Enhancement

Good intelligence is the result of the integration of insights from several disciplines internal to the organization and in concert with other supporting functions outside the organization. The most successful intelligence based findings and the program that create them are the result of collaboration of various disciplines and the ability to “sell” the findings in a convincing manner; often characterized by convincing the non-believer in a non-threatening way. Often the best and most critical intelligence is lost because the deliverer of findings is not well versed in this side of the equation.

Key Insights:
- Understanding basic ethics and legalities for conducting effective research
- Ideas for Recruiting, Retaining and Team Building. Well versed professionals skilled in intelligence
- Developing Skills, Providing and Selling the Impact and Results and the role of Knowledge Management in the equation

Track 6  Healthcare & Life Sciences Forum

The Healthcare & Life Sciences forum will focus on three aspect of the Patient Continuum of Care that affects all players in the healthcare industry including but not limited to the payers, patients, providers, intermediaries and so forth. The Healthcare & Life Sciences Forum in 2014 will focus on three areas of the continuum; Healthcare and the Affordable Care Act from the eyes of various players, innovative integrated intelligence practices that have been used in the healthcare industry to gather information across the continuum, and community of practice concept used to build consensus in the pharma industry but certainly applicable to Medical Devices.

We will start with a 10 min introduction to the healthcare patient continuum of care. We then turn to a hot topic in the industry and its application to challenges in other international markets as well, and finally we will finish up with a discussion around a consensus model used in the pharma industry.

Key Insights:
- Building a knowledge of the overall Patient Continuum of Care
- Basic Regulatory and Reimbursement Challenges discussion
- Community of Practice Modeling


Many countries use businesses to support their efforts to stay competitive and to reduce risk in world markets and political environments. As a result, governments require specific business development and acquisition protocols, methods, processes and interface techniques in order for companies to engage with them. Industries like aerospace and defense have understood requirements for BD, capture acquisition and competitive bidding but other industries have become major players in the business to government areas as well including IT, Healthcare, Energy and so on.

Key Insights:
- The price to win and competitive intelligence’s key role in the competitive bidding arena
- The capture acquisition process and competitive intelligence touchpoints with a focus on federal and, from a U.S. perspective, state and local priorities
- Visualization tools as used by the aerospace and defense industry in the innovation phase

Track 8  Veteran Council Forum

In 2014, we commence the first Invitation Only Veteran’s Council VIP Series Discussion. The purpose of this VIP Speaker Series is to [1] bring together the leaders in the industries who have been practicing CI professionals for a minimum of 10 years in order to forge discussion around a series of topics and drive to an outcome and set of actions [2] Provide a networking forum and think tank environment [3] a lecture series focused specifically on driving intelligence forward and advancing the skill set and discipline. Each conference we will feature a new speaker or speakers that will focus on the need to take intelligence to the next level, a series of outcomes and actions that need to be taken by the community at large to keep intelligence in the forefront of decision making.

Track 9  Think Tanks and Mentoring Sessions

In 2014, we commence the first set of SCIP formal Think Tanks. The purpose of the Think Tanks is to [1] bring together practicing CI professionals in order to forge discussion around a series of topics and drive to best practice outcome and set of actions as a group of experts [2] Provide a networking forum, combined with expert speaker series topics, expert panels and a think tank discussion environment [3] a lecture series focused specifically on an area of intelligence that is often overlooked but is a proven unmet need in the industry and the discipline all while working to drive intelligence based decision support forward and advancing the skill set and discipline.

Each conference we will feature a variety of mentoring topics focused on these unmet needs and provide you, the participant with a chance to work alongside your peers across borders and industries. This is your seat at the table of expert discussion.
MONDAY, MAY 5, 2014
REGISTRATION, WORKSHOPS, AND NETWORKING NIGHT

Registration Items Hosted by:

CID  |  Maia Strategy  |  tactic  |  xmi consulting

8:00am - 5:00pm  Workshop and Conference Registration Open
Pre-Conference Workshops – Full and Half Day
Registration for a pre-event workshop incurs an additional fee. See registration page for details.

Monday’s workshops focus on three fundamental areas of the intelligence continuum, the fundamentals of competitive intelligence:

- How it is defined
- How it is evolving
- How it is conducted ethically to give sound insight

Don’t miss out on these incredible workshops!

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

9:00am - 5:00pm  W1 – CI 101®
CI 101® is a registered trademark of Fuld + Company. CI101® will constitute the first day of the SCIP CIP™ Certification Conferred by ACI

Workshop Leader:
Michael Sandman
Vice President
Fuld + Company.

- Early Exposure
- Interactive
- Limited Seating

CI 101® is designed for those who are relatively new to the field of CI. Participants often include seasoned executives in other corporate functions who have, or will assume, responsibility for CI initiatives and activities.

CI 101® delivers the foundation for success. It is a step by step guide to gathering and analysing intelligence, and effectively managing the process. Participants will tour sources of secondary intelligence, and then take a deeper dive by examining techniques for conducting primary research (“human intelligence”) – the heart of good intelligence gathering. Finally, interactive roundtable discussions and group exercises are focused on intelligence analysis, the key to delivering good intelligence. The power of the workshop is drawn from the extensive expertise of the leader, and the insight and experiences of all participants.

Key Take-Aways:
- Defining “Intelligence”
- Illustrations of how to create intelligence from the bits and pieces of raw data
- Effective techniques for talking to people to obtain human intelligence
- Template to organize the collection effort – within legal and ethical boundaries – so that you have the time to add value through analysis
- Proven best practices for building and managing the intelligence function

CI 101® is a registered trademark of Fuld + Company.

9:00am - 5:00pm  W2 – Framework Fight Club

Workshop Leaders:
Sean Campbell
Principal
Cascade Insights
Scott Swigart
Principal
Cascade Insights

- Veteran Exposure
- Interactive
- Limited Seating

Competitive Intelligence organizations need to be exposed to as many analytical frameworks as possible so that they can quickly meet business needs and drive actionable insights. This session will expose you to 10+ analytical frameworks. Each will be paired up against a worthy opponent. In so doing you’ll learn the strengths and weaknesses of each framework. You’ll also be provided real world examples of how these frameworks are used for maximum effect. You will gain a new toolbox of analytical tools in-hand that will help you drive better competitor or industry level insights.

Key Take-Aways:
- Guide to 10+ frameworks that you can put to use in your CI organization
- Examples of real world use cases for each framework
- Insight on ranking which framework is better for specific scenarios (competitor, industry, predictive, etc.)

9:00am - 5:00pm  W3 – Scenario Planning Tools and Techniques

Workshop Leader:
Toomas Truumees
Managing Partner
Decision Strategies International (DSI)

Workshop Facilitators:
Garn Anderson
President
i3 Consulting LLC
Erik Giltman
Chief Executive Officer
Fletcher/CSI
David Kalinowski
President
Proactive Worldwide, Inc.
Ken Sawka
Senior Vice President
Fuld + Company

- Veteran Exposure
- Interactive
- Limited Seating

Scenario planning, also called scenario thinking or scenario analysis, is a method that some organizations use to make flexible long-term plans that apply simulations and “what if” scenarios to anticipate market moves and transitions as well as to intercept disruptions. In this workshop, we will discuss scenario planning, dynamics of market changes and how to anticipate them.

Key Take-Aways:
- Learn about frameworks used in scenario planning to assist in anticipating market dynamics and disruptions
- Develop an understanding, through case studies, in a team environment how the process of scenario planning works
- Leave with a methodology and tools required to develop and execute on a scenario planning process within your organization that supports executive decision making and comprehensive strategic planning efforts
**TUESDAY, MAY 6, 2014**

**REGISTRATION, WORKSHOPS, GENERAL SESSION AND EXHIBITION**

**Registration Items Hosted by:**

- CID
- Maia Strategy
- Acquremedia
- xmi consulting

7:45pm - 5:30pm  **Workshop and Conference Registration Open**

**PRE-CONFERENCE WORKSHOPS – Half Day**

Registration for a pre-event workshop incurs an additional fee. See registration page for details.

Register for one of the following:

8:30am - 11:30am  **W5 – Win/Loss**

**Workshop Leader:**

- Ken Allred
  - Chief Executive Officer
  - Primary Intelligence

- Veteran Exposure
- Interactive
- Limited Seating

Win/Loss analysis offers tactical and strategic key insight into why a company wins and loses business on a daily basis. Join us while a long time win loss expert walks through the process of gathering, analyzing and disseminating win/loss data and findings to the organization as well as how to develop a strategic bases plan using win loss data to create and/or improve competitive advantage in the market place.

**Key Take-Aways:**

- Develop a clear understanding of what win/loss collection and analysis are using real life examples
- Participate in an analysis of win loss data and develop a set of findings from the analysis
- Learn about the various reporting tools for win loss analysis and the best approaches to the challenges of reporting on this sensitive information

8:30am - 11:30am  **W6 – CI Maturity Model and CI Competency Models**

**Workshop Leader:**

- Bob Franc
  - Manager Competitive Intelligence
  - Humana

- Veteran Exposure
- Interactive
- Limited Seating

This workshop will address building CI programs that can be integrated into multiple levels of company business strategies. We will discuss what it takes to look deeper into the key needs of your business and how to align CI collection to immediate and longer term business goals. One way to expand any CI program is to align CI collection to both your company’s and competitor’s objectives: how to identify key competitor objectives and benchmark them to your own. We will discuss what the key elements are in the development of a program and present a variety of different ways of doing business in different business environments. After all, a CI program in the consumer industry with a turnaround from concept to store shelf in 1 year is different than a CI program to support an effort that goes from research to market in 15+ years.

**Key Take-Aways:**

- Learn about what questions you need to address in order to build a program tailored to your company needs
- Hear from CI practitioners who discuss their approaches, successes and pitfalls they encountered when building a program
- Walk away with a set of actions you can implement to embark on the development of a world class program
8:30am - 11:30am  W7 – Financial Forensics

Workshop Leader:
Sumom Geevarughese
Director of Finance
Jarden Consumer Solutions

Key Take-Aways:
- Early Exposure
- Interactive
- Limited Seating

Every strategy results in business model founded on multiple variables. Use CI to determine the variables for any business model as well as track progress. Use the business model to develop financial projections and proposals for investment spending.

8:30am - 11:30am  W8 – Developing Your CI Function’s Strategic Plan

Workshop Leaders:
Gary Maag
Chief Executive Officer
Proactive Worldwide, Inc.

Jeffrey Mansfield
Senior Vice President, Consumer and Industrial Goods
Proactive Worldwide, Inc.

- Early Exposure
- Interactive
- Limited Seating

Strategic planning is a critical process for the success of every CI function. Developing a strategic plan for your CI department ensures it adds value by aligning its goals with the company’s overall initiatives. Attendees will explore the five essential components of a good plan: Strategic evaluation, envisioning, strategy function plan (structure and resources) and execution. This workshop delivers guidance on the process of developing each component, and provides a practical strategic planning framework, an illustration of a high performance model and an outline of goal-action plans for implementation.

8:30am - 11:30am  W9 – Fundamental Skills for MI and BI

Workshop Leader:
Tina Bundgaard Petersson
Corporate Market Intelligence Manager
Rockwool International

Key Take-Aways:
- Early Exposure
- Interactive
- Limited Seating

In this workshop, 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 of the intelligence disciplines to attain comprehensive insight into the market.

GENERAL SESSION OPENS

1:00pm - 1:10pm  Welcome, Ice Breaker and Logistics

Patrick Nugent
Master of Ceremonies
Nan Bulger
Executive Director
SCIP

1:10pm - 1:25pm  OPENING REMARKS – Evolving Intelligence

Nan Bulger
Executive Director
SCIP

1:25pm - 1:55pm  KEYNOTE – The Tipping Point of CI

Ben Lawder
Vice President of Market Intelligence
ADP

The business landscape, global economy, and your organization have all changed dramatically over the last five years, but have you and your approaches changed as well? In this session, one of the top-rated speakers at previous SCIP conferences will use his personal career story to illustrate the evolution of the CI function and lay out a roadmap for you become the hero your organization needs you to be.

Key Take-Aways:
- Best practices for creating objectives, goals, strategies and tactics
- Insight into a high performance model necessary for plan implementation
- Effective ways to present your plan to the executive leadership team to receive acceptance and approval

1:55pm - 2:00pm  SCIP PRESENTS – 2014 Meritorious Award

Liam Fahey
Executive Director
Leadership Forum Inc.
Professor of Management Practice, Babson College

With 30 years of working with many of the world’s leading intelligence organizations, Dr. Fahey concludes the ultimate test of intelligence work is the extent to which it truly impacts thinking (what executives and others think about and how they think), decisions (what decisions get made and how they get made), and action (what actions are taken and how they are executed). Intelligence professionals who want to BE (and be seen to be) difference makers in their organization must apply and meet this intelligence test—every day, in all facets of their work. Unless YOU do so, your intelligence tenure is likely to be short! How do YOU become a difference maker? This session lays down a number of markers to get you there: how to think about intelligence (and how not to), what you do (and don’t do), how to engage with others (and how not to), and what intelligence success means (and does not mean).

2:00pm - 2:30pm  KEYNOTE – So, You Really Want to BE the Difference: Influence TDA (Thinking, Decisions, Action) to Drive Business Results

1:25pm - 1:55pm    KEYNOTE – The Tipping Point of CI

2:30pm - 3:00pm  VISIONARY INSIGHT – The Practice and the Profession: Leveraging the Best of Intelligence to Accelerate Social Progress

David Frigstad
Chief Executive Officer
Frost & Sullivan Institute

Nan Bulger
Executive Director
SCIP

We are witnessing major challenges and societal mega trends that have a powerful impact on our lives and our world’s future. We can sit by and passively watch…or we can leverage our talent and skills, and those of our global organizations, to focus on solutions. How can we apply our skill in scenario planning, bench marking, and strategy to address the big global challenges we face today and tomorrow?

Key Take-Aways:
- An understanding of how world challenges, such as extreme poverty, massive underemployment, gender equality and woman’s empowerment, will shape the future of our society and industries
- Prime examples of how innovative intelligence methodologies have been used to address world problems and better people’s lives
- Insight into our role in helping to address world challenges, and the impact it will have on our companies and our careers
3:00pm - 3:45pm  INTERACTIVE SCIP MINDSHARE – Visionary Think Tank

**David Frigstad**
Chief Executive Officer
Frost & Sullivan Institute

To know of world challenges is not enough; to understand why intelligence is the premier skill set to address them, find solutions and accelerate change is critical. Through a series of interactive exercises and collaboration, this think tank will challenge you to re-imagine and embrace the power of strategic intelligence when applied to world challenges.

**Key Take-Aways:**
- An approach to identifying the opportunities being created for companies seeking to bring about change and accelerate solutions to world challenges
- Insight into the critical skill set, tools, and methodologies required, and the strategic steps to respond
- Ideas for leveraging visionary innovation and cutting edge technologies
- Ways you and your organization can make a difference
- A new orientation to your career and how you can become a catalyst of change

3:45pm  EXHIBITION HALL OPENS – Booth Crawl Begins!

3:45pm - 4:30pm  Networking, Refreshment, and Exhibition Break

4:30pm - 6:00pm  Concurrent Tracks:

**Track 1 - A**  New Product Introduction, China’s Innovators and The Great Wall of Patents

**Facilitator:**
**Alexander Gangnus**
Senior Consultant
CHINABRAND CONSULTING

**Veteran Exposure**
Interactive
Limited Seating

The Chinese IP-Offensive is picking up speed. Chinese companies increasingly replace copying with registering patents and export inventions instead of products. Not only the Chinese Patent Office State Intellectual Property Office (SIPO), but also the patent offices in the world are being inundated by applications from the People’s Republic China.

**Key Take-Aways:**
- Discover the new competitive arena of IP
- Learn about the current IP strategies of Chinese companies
- Best practice: How can Western and Asian companies react

**Track 1 - B**  Competitive Strategy for Expanding into Emerging Markets with New Competitors - SOLD OUT!

**Facilitator:**
**Amy Karam**
Chief Executive Officer
Karam Consulting

**Veteran Exposure**
Interactive
Limited Seating

Customer needs in emerging markets are unique and new competitors from emerging economies are succeeding at satisfying these customers. Based on the book Breathe a New Fire, this session will provide insights into how Western companies must do business differently in order to compete and win in Emerging Markets with new entrants.

**Key Take-Aways:**
- Framework for understanding the competitive tactics and approaches of Emerging Competitors
- Examples of what works when competing for customers in Emerging Markets
- Actions that Western companies can take to evolve their competitive positioning strategy and innovation approach

**Track 2 - A**  Competitive Intelligence for Product Realization: Collaborating with R&D to Get More from Product Tear downs

**Facilitator:**
**Jason Tong**
Consultant
Lecturer, Franklin W. Olin College of Engineering

**Veteran Exposure**
Interactive
Limited Seating

Your competitors’ products are an often underutilized primary source of CI since this information has the greatest value when used to drive your own product realization process. While teardowns are generally done by R&D, the CI analyst should guide the collection and application of business-related information.

**Key Take-Aways:**
- Analytical framework for studying competitors’ products and services
- How to integrate analysis of competitors’ products into your product realization process
- Examples and case studies for using these insights to make your products more competitive and profitable

**Track 2 - B**  Moving from Insight to Action: Leveraging CI for Growth - SOLD OUT!

**Facilitator:**
**Erik Glitman**
Chief Executive Officer
Fletcher/CSI

**Veteran Exposure**
Interactive
Limited Seating

This interactive session will examine the tools and methods used to transform Competitive Insight into action. With active group discussions, the session will focus on how effective CI units are able to communicate and create action plans based on CI insights.

**Key Take-Aways:**
- A guide on how to produce recommendations for action based on CI findings plausible and rooted in the future of your industry
- Examples of successful CI units that have turned insight into action and how that action has produced success
- A deeper understanding of the pitfalls in turning CI into insight and how to avoid the common mistakes of CI units

**EARLY RISERS**

**RUN/WALK**

Jump start your day with a little exercise led by a SCIP representative, all while getting to know your fellow participants.
Track 3 - A  
Tactical CI - Quick Wins with the Sales Team that Move the Needle

Facilitators:
Parmelee Eastman  
President  
EastSight Consulting  
Kent Potter  
Managing Partner  
Bennion Group  

Early Exposure  
Interactive  
Limited Seating

Tactical CI focuses on projects with a short-term, clear-cut pay-off and includes areas such as competitive pricing on your products or services, sales tactics, improved pricing on raw materials. Tactical CI projects can help CI practitioners gain visibility and creditability, as well as reveal surprising insights useful for strategic decisions.

Key Take-Aways:
- Best practices in tactical CI projects
- Leveraging tactical CI for strategic advantage
- Choosing and justifying the right tactical projects to enhance CI’s standing in your organization

Track 3 - B  
Going Beyond Google: Gathering Competitive Intelligence - SOLD OUT!!

Facilitators:
Sean Campbell  
President  
Cascade Insights  
Scott Swigart  
Principal  
Cascade Insights  

Early Exposure  
Interactive  
Limited Seating

All organizations leave a digital exhaust that can be seen across the Internet. While more true for larger publicly traded organizations or medium-sized businesses also leave a large smoke trail that can be followed to its source. You can leverage this type of Open Source Intelligence (OSINT) to better understand the assumptions a company is making about its market, the strategies that they have employed in the past, the capabilities they have in abundance, as well as gain insight as to what drives them to compete in certain markets.

Key Take-Aways:
- How to use over 20+ web based tools and sites that they can use to better collect and analyze open source intelligence from the web
- How to paint a picture that marries OSINT with HUMINT in a compelling manner
- Where and how OSINT usage varies based on the country(s) you are targeting for your CI efforts
- Techniques will be based in part on one of Cascade Insights books - Going Beyond Google: Gathering Internet Intelligence, due to be published in its 5th edition by early 2013

Track 4 - A  
Capitalizing on the Power of Big Data, the New Oil that Will Determine Our Currency

Facilitator:  
Corrine Sandler  
Chief Executive Officer  
Fresh Intelligence  

Early Exposure  
Interactive  
Limited Seating

Soon it won’t be enough to know that a certain customer bought a shirt from your store last month or that they “liked” your brand’s Facebook page last week. To remain competitive, businesses today need to understand and use new data warehouse technologies.

Key Take-Aways:
- Effectively leverage new insights and tell great stories through Big Data
- Process and extract meaning from all forms of Big Data
- Discover how to leverage Big Data in real time to increase revenue

Track 4 - B  
Profiling New and Emerging Competitor Sets through Indicators Analysis - SOLD OUT!!

Facilitators:
David Kalinowski  
President  
Proactive Worldwide, Inc.  
Erik Prentice, Ph.D.  
Senior Engagement Manager  
Proactive Worldwide, Inc.  

Early Exposure  
Interactive  
Limited Seating

Business is tough, and will likely get more intense as new, global market entrants emerge. While you may be very familiar with your current competitors, how do you stay abreast of up and coming companies that are not even on your radar? How do you prepare to compete against companies in the future when you are not even certain of how the competitive landscape of your industry will look, especially if your marketplace is undergoing a transition?

Key Take-Aways:
- The factors to consider when defining what constitutes a new competitor – and what doesn’t
- A roadmap to capturing the intelligence you need to predict future competitors before they are an actual competitor
- Real-world examples of companies that successfully profiled new competitor sets and the impact on their business
- An “indicators analysis” framework beyond Porter’s Five Forces to better assess emerging competitive threats and opportunities

SCIP 2014 BOOTH CRAWL
Win a $500 American Airlines Travel Voucher!

Engage in conversations, hors ‘dourves and cocktails as you travel the networking hall, stamping your passport along the way! Drop off your completed passport for a chance to win a great prize to be announced during the Wednesday Networking Reception.

Tuesday 3:45pm -  
Booth Crawl Begins in the Exhibit Hall  
Wednesday 6:00pm -  
Booth Crawl Winner Announced at Networking Reception

See Page 7 for list of participating organizations
AGENDA

Track 5  CI Ethics – Real Cases and Guidance for Proper Behavior
Facilitator:
Clifford Kalb
President
C. Kalb & Associates

Key Take-Aways:
- Learn from real world cases histories how CI ethics guidelines are applied in practice
- Gain insight from steps taken by the Corporate Ethics Officer, CI Director, & Field Reps
- Take proper action steps when new “grey zone” ethical situations arise to ensure success

Track 6  Regulatory Intelligence and the Affordable Care Act: Perspectives from Different Health Sectors
Facilitators:
Mario Theriault
Founder and Chief Executive Officer
ShiftCentral
Renée Finley
Vice President - Innovation and Market Research
Florida Blue

Healthcare & Life Sciences Forum
Limited Seating

The Affordable Care Act has led to a great shift of the entire health landscape. Tracking movement in all facets of the market by including regulators as regulatory intelligence has now become a key component of many organization’s overall market intelligence programs.

Key Take-Aways:
- Examples of how organizations from different health sectors have successfully navigated this shift by incorporated RI and MI to inform key strategic decisions within their organizations
- Best practices for monitoring and reporting major regulatory developments
- Insight on the utilization of regulatory intelligence

Track 7  Identifying the Competitor’s Technical Approach to Support Developing the Price-to-Win
Facilitators:
Michael O’Guin
Partner
Knowledge Link
Kim Kelly
Partner
Knowledge Link

Business-to-Government (B2G) Forum
Limited Seating

To identify a company’s Competitive Bidding Strategy and Price-To-Win (PTW) that supports capture acquisition, one has to understand what the competitor is going to bid. The way to do that is to identify their technical offering and then estimate its cost.

Key Take-Aways:
- Successful assessment of the competitor’s technical approach
- Guidance on ways to identify the intelligence questions and then the sources to answer them
- A description of a proven methodology that has helped our clients win contracts worth over $286 Billion

Track 8  CI 2.0: Why and How We Need to Reboot Competitive Intelligence
Facilitators:
Leonard Fuld
President
Fuld + Company
Ken Sawka
Senior Vice President
Fuld + Company

Veteran Council Forum
Limited Seating

We need to reboot competitive intelligence if it is to remain relevant in coming years. The question is how? Competitive intelligence, like all business disciplines, has changed over the years. While CI today is a common business practice employed by a majority of companies, its role, purpose, and value are once again unsettled. The persistent need by senior managers to see to, and over, the horizon has intensified, calling into question some historic CI practices around data gathering and analysis. Meanwhile, the rapid rise of “Big Data” has caused senior management confusion over where to turn for insights that solve business challenges, which in turn has muddied the waters for the CI practitioner. All of these factors have contributed to a situation in which we again find ourselves clamoring for a new definition of CI and, more important, a new way to clearly demonstrate its value to organizations. In this interactive breakout session, the presenters, drawing on their rich history of advising global clients and a recent survey of senior executives, will share a new vision of what CI in the early –mid 21st century should look like. Our new definition – CI 2.0 – will address not only how CI should be practiced, but more importantly will redefine its value to the organization and how it will become an even more an integral part of decision making.

Key Take-Aways:
- Gain unique insights into what senior executives want and expect from competitive intelligence, and how current practices are falling short
- Develop justification for investing in and maintaining a competitive intelligence capability
- Evaluate how today’s unique confluence of economic and competitive conditions have changed what CI means to most organizations
- Create a framework for an individual, customized definition of CI 2.0 that will resonate within any organization

6:00pm - 7:00pm  Networking Reception
7:15pm  Meet in Lobby for Departure: Wine & Dine @ Bongos Cuban Cafe
The networking never ends...join your colleagues in this dutch treat gathering to kick back, relax, and enjoy Latin rhythms and authentic Cuban cuisine at this recreation of a 1950s Havana nightclub. It’s another great opportunity to make new friends and further business relationships.

WINE & DINE

Tuesday, May 6, 2014
7:15pm
Participant Fee: $50
AGENDA Wednesday

WEDNESDAY, MAY 7, 2014
GENERAL SESSION AND EXHIBITION

6:15am - 7:00am Early Morning Risers Run/Walk
Jump start your day and get your endorphins going with a little exercise led by a SCIP representative, all while getting to know your fellow participants.

7:45am - 8:15pm Conference Registration Open

7:45am - 8:30am Continental Breakfast & Exhibition

8:30am - 8:35am Welcome and Logistics

Patrick Nugent
Master of Ceremonies

8:35am - 8:45am Opening Remarks

Nan Bulger
Executive Director
SCIP

8:45am - 9:00am SCIP PRESENTS – 2014 Catalyst Awards
A catalyst is the spark that lights the fire. Join us for this very short vignette to recognize those that are driving new thought leadership in intelligence. Are you next?

9:00am - 9.30am KEYNOTE – Competitive Intelligence and Its Vital Role in Supporting Global Innovation Strategies

Tim Richards
Senior Vice President, Commercial Operations and Business Development
Seventh Sense

Business development is fundamental to both organic and inorganic company global growth strategies. Innovation may differ depending on the market in which you are participating. Competitive Intelligence and robust landscape analysis and research are essential skills required to support the business development and merger and acquisition activities of organizations enabling them to acquire the right skills, product sets, supply chain and global footprint that drive innovation and global leadership. Join Mr. Tim Richards, Seventh Sense Executive and former President for Covidien as he discusses the essential need in both large and small companies for robust competitive and market intelligence to support building true market analysis through systematic yield analysis to support an innovation strategy.

9:30am - 10:30am Networking, Refreshment, and Exhibition Break

10:30am - 11:30am Concurrent Tracks
Choose one of the executive insights presentations or forums during this time frame:

Track 1 - A
Indications & Warnings – Macro/Micro Environmental Dynamics & Early Warning - SOLD OUT!!

Larry Fauconnet
Senior Manager, Competitive Intelligence & Strategy
YP

Veteran Exposure
Executive Insight Presentation
Limited Seating

This session examines building Early Warning in the context of macro-environmental factors; tracking emerging issues across the competitive landscape; and integrating that intelligence into the decision cycle. It will explore the dynamic interaction of macro and micro environmental factors as a baseline, and leads attendees through tracking an emerging issue across the dynamic competitive landscape and the process for linking that intelligence to the decision cycle.

Key Take-Aways:
- Best practices for focusing limited assets to provide effective early warning of emerging activity on the competitive landscape
- A tool for integrating intelligence into the development of tactics and strategies in response to emerging issues on the competitive landscape
- A case study illustrating the successful application of the alert process that attendees can apply in their own organizations

Track 2 - A
How to Tell Senior Management Their Assumptions Are Wrong…and Survive! - SOLD OUT!!

Helen Rothenberg, Ph.D.
Professor of Strategy
Marist College

Early Exposure
Executive Insight Presentation
Limited Seating

Executives have assumptions about their industry, company and competitor positioning and these assumptions drive strategic decisions and actions. Goals are set toward achieving strategic horizons and are often measured through a dashboard of metrics; KPI (key performance indicators). Some firms identify core competencies and create a dashboard of CSF (critical success factors) that determines whether internal performance is in line with such competencies. Ideas about what it takes to be competitive in one’s strategic group are indicated through KSF (key success factors) where comparative analysis is divined. But do these measures accurately indicate whether the firm is on the path to achieving the panacea of performance- competitive advantage?

Key Take-Aways:
- Guide for understanding the use of KPI, CSF & KSF and how these can be employed to test management assumptions
- Case history that demonstrates how executive understandings about what drives success can be out of line with the financial realities of the competitive arena
- Insight on strategic thinking & comparative financial analysis

Track 1 - B
How Knowledge Organizations Can Win in the Market by Co-Creating Value with Customers

Donovan A. McFarlane
Adjunct Professor & Faculty Blog Manager
Nova Southeastern University

Early Exposure
Executive Insight Presentation
Limited Seating

Co-creating value lowers costs, increases benefits, and improves the overall service experience for both the organization and the user. This competitive strategy is applicable in a wide variety of market contexts including business, information, and professional services.

Key Take-Aways:
- Case study - faculty blog co-creates value with students
- Best practice - transformation from a customer service to a customer value strategy using a services marketing framework
- Lessons learned - drive markets, the customers set the value agenda, metrics matter

Track 2 - B
Rolling with the Rockefellers – How Knowledge Management at the Rockefeller Foundation Drives C-Suite Decision Making

Scott Leeb
Managing Director, Knowledge Management
Rockefeller Foundation

Early Exposure
Executive Insight Presentation
Limited Seating

Success in the workplace for CI professionals doesn’t just mean doing great work – having analytic, critical thinking and problem solving skills. It also includes gaining traction, visibility and influence with senior executives. Sadly, CI professionals’ ability to market themselves to senior executives is not very good. This presentation examines why CI professionals fall short in the C-suite and what we can do to establish credibility and influence with senior executives. It will discuss 5 essential rules for success.

Key Take-Aways:
- Guidelines to identify common pitfalls
- Lessons learned on strategies to avoid mistakes
- Best practices to develop a plan of action for C-suite encounters
AGENDA

Wednesday

Track 3 - CICC: What CI Can Learn From BI Competence Centers (BICCs)

Dirk Morgenroth
Senior Consultant Business Intelligence
Atos

Key Take-Aways:
- The characteristics of a BI Competence Center
- Best practices of how a CI Competence Center could add value to the business as well as to the stakeholders
- Which best practices and constituting characteristics of its BI counterpart could a CICC benefit from and how can those be mapped to a sustainable CI roadmap

Track 4 - A

Market Size and Forecasting Estimation for the Novice - SOLD OUT!!

Levy Bouligny
Senior Business Analyst
CGG

Key Take-Aways:
- It all starts with proper segmentation: this is usually why your answer differs from industry analysts and that’s ok
- Guess what - you can use your competitor’s answer as long as you verify their results
- Know the difference between average and compound growth rates and how to use them to forecast the market

Track 4 - B

Innovation War Games – Coopetition for Powerful Insights - SOLD OUT!!

Alexandre Del Rey
Market Intelligence Manager
Voith Hydro

Fernando Almeida
Professor
São Paulo University

Key Take-Aways:
- The main concepts involved in a Innovation War Game Workshop
- An ideal framework to perform an Innovation War Game Workshop: when to apply, which people to be involved, the necessary preparation
- An overview of the key aspects that must be addressed during an Innovation Workshop
- The expected results and the potential benefits for the organization

Track 5

How to Recruit, Train and Retain Intelligence Professionals

Phil Britton
Senior Manager, Competitive and Market Insights
Best Buy Company

Key Take-Aways:
- Framework for identifying the appropriate skills for Intelligence Professionals
- Tools used to identify these skills in selection and interviewing
- Best Practices to develop 10 key interview questions to ascertain applicant’s core intelligence skills

Track 6

Integrated Market Intelligence – Innovative Practices from the Health Industry - SOLD OUT!!

Renée Finley
Vice President - Innovation and Market Research
Florida Blue

Healthcare & Life Sciences Forum
Limited Seating

A Market Intelligence program must deliver only the most relevant information to the right people, at the right time - multiple audiences have different needs and preferences for consuming information. It’s crucial that it be presented in a timely, actionable manner, while allowing all stakeholders to be fully aligned and able to work together towards larger organizational goals.

Key Take-Aways:
- Examples of a real-world case study that demonstrates a MI program that is truly integrated
- Best practices for fully integrating an MI program within an organization
- Tools that can help facilitate the process

Track 7

Infocentricity – Market Profiles to Support a Competitive Bidding Environment

J. Michael Nash
Managing Partner
ATC Market Analysis, LLC

Anthony (Tony) Constable
President and Principal Consultant
CAI/SISCo

Business-to-Government (B2G) Forum
Limited Seating

A key part of every Competitive Intelligence (CI) practitioner’s job is to analyze an extensive accumulation of information to determine a recommended course of action for their customer and their customers’ reoccurring questions. Sustained business success within a competitive bidding marketplace requires accumulated information, knowledge, and intelligence.

Key Take-Aways:
- Guidance on methods to determine what knowledge is needed and principles of Infocentricity will be described
- Frameworks and templates using real world examples throughout the session for different Market Profiles such as Customer Profiles, Market Segment Profiles, and Company Profiles will be discussed
- Pitfalls of information overload and planning methods for information re-use will be shown

11:30am - 11:35am  Session to Session Travel Time
AGENDA

Wednesday

11:35am - 12:45pm  Solutions Wheel and Concurrent Town Halls
Choose one of the sessions during this time frame:

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

or

Town Hall #1 – Mentoring Hall Featuring Career Travelogues through CI
Moderator:
Scott Leeb
Managing Director, Knowledge Management
Rockefeller Foundation

Panelists Include:
Larry Faucconnet
Senior Manager, Competitive Intelligence & Strategy
YP

Mark Foulds
Senior Manager, Competitive Intelligence
Dunkin’ Brands

Limited Seating
Skills in competitive intelligence are a powerful niche on any strategic, marketing, market and/or technical researcher or finance professional’s resume and in their personal skills toolkit. Join the first ever mentoring session and think tank where you will hear from 4 panelists as they provide you with the following Key Take-Aways;

Key Take-Aways:
- How they used CI skills to advance their careers
- How they started in CI
- How they advanced to the next level because of CI and where they intend to go in part as a result of their ability to successfully use the skills they learned in intelligence

or

Town Hall #2 – Ask the Experts! Panel Discussion:
How I Quantified the Use of CI in Solving Real World Business Problems
Moderator:
Dan Mulligan
Doctoral Candidate
Grand Canyon University

Panelists Include:
John Boyle
Vice President, Global Strategic Business Development
Unisys Corporation

Phil Britton
Senior Manager, Competitive and Market Insights
Best Buy Company

Monique Edlethan
Senior Director, Market Insights
ADP

Limited Seating
If you are providing CI and your clients are not leveraging it when setting or shaping strategies or when solving real business issues, then you are not successfully providing intelligence. In an environment of declining corporate budgets, providing CI with a quantifiable value is an essential aspect of the job. Join our panelists for expert insights based on decades of CI experience in both small and large organizations across multiple industries.

Key Take-Aways:
- Specific examples of key decisions influenced by actionable intelligence
- How to measure the impact of intelligence on decisions and metrics to calculate its ROI
- Learn how to gain collaborative support from your clients that substantiate the value of your CI contributions

12:45pm - 2:00pm  Food For Thought - Networking Roundtables
Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

2:00pm - 3:00pm  Concurrent Tracks
Choose one of the executive insights presentations or forums during this time frame:

Track 1 - A
The Art and Science of Decision Making Using Competitive Intelligence
- SOLD OUT!!

Nadeem Firasta
Principal
Amalfi Consulting LLC

Veteran Exposure
Executive Insight Presentation
Limited Seating
Having the right balance of “art” and “science” in decision-making is key to be able to make sage decisions that are sufficiently data-driven but are also intuitively sound. However, most organizations suffer from either an imbalance of the “heart and brain” or just do not know how to combine them to create a predictable method to inform decision-making at the highest level.

Key Take-Aways:
- The pitfalls of too much data-driven decision-making or too much reliance on “intuition”
- A method from a fine balance between the “art and science” of decision-making and how to structure the flow of information
- How this approach significantly improves (a) quality of decision-making, (b) efficiency of decision-making, and most importantly (c) the feedback mechanism to iteratively improve over time

Track 1 - B
War Rooms at Cisco – Intelligence, Sales and Market Share
- SOLD OUT!!

Chuck Martini
Senior Manager, War Rooms
Cisco

Early Exposure
Executive Insight Presentation
Limited Seating
You compete every day. Why do you win? Why do you lose? How do you know? What if you could capture the front-line intelligence from those who do your competition every day: Customers; Sales Teams; and Peers. And what if you could use that intelligence to win deals, capture revenue, and gain market share? Cisco has used Competitive War Rooms to do just that. Our small, highly-leveraged team has grown to support over $100M in wins, per person, per year. Part sales, part analysis, part product; each of these War Room Managers executes a repeatable process that supports wins, secures intelligence, influences design, and captures market share. This session will show you how War Rooms work, how to build them, and what they can do for you.

Key Take-Aways:
- A solid understand of what a War Room is, and how it can benefit sales, analysis and engineering/design
- Guide to starting and staffing a War Room
- Case studies of capturing field and customer CI and presenting it up the chain
**AGENDA**

**Wednesday**

**Track 2**

**Mission Possible: Your Mission, Should You Choose to Accept It...Connecting Intelligence to Strategy for Internal Stakeholders - SOLD OUT!!**

*Peg Wright*
Manager of Competitive Insights
Sprint

**Veteran Exposure**
Executive Insight Presentation
Limited Seating

Understand how intelligence can be recognized as adding value to the organization for the whole team: Sales, Marketing, and Executives. One of the key challenges in competitive intelligence is overcoming these obstacles to be consistent with corporate and customer messaging.

**Key Take-Aways:**
- Best practices to deliver the needs of the company versus the needs of the individuals
- Proven techniques for dealing with executive situations and proving the value add
- Insights how you can align to the new strategic intelligence and move the business forward as a change agent

**Track 2**

**Dissecting Financials to Pinpoint Winners & Losers: Products, Competitors & Industries - SOLD OUT!!**

*David Rogers*
Former Professor
Harvard University

**Veteran Exposure**
Executive Insight Presentation
Limited Seating

A major gap in many CI professionals’ toolkits is the understanding of a competitor’s financial strategy. By tearing apart public financial statements, participants learn the financial reality underlying a competitor’s decisions and setting the parameters for tomorrow’s. Using financial handouts (reformatted for rapid analysis), participants will unlayer Microsoft’s financials to determine survival time, and assessing competitive impacts of Dell’s entry barrier margin and incredible cash conversion cycle.

**Key Take-Aways:**
- A hands-on dissection of a competitor’s actual operating profit, not the version reported [Microsoft 2002-2010]
- Ways to discover “financial engineering,” especially manipulated SG&A expenses, designed to enhance reported operating profit [IBM 2002 & 2008]
- An appreciation of the power of converting traditional accounting statements to cash flows when estimating a competitor’s immediate - and long-term - survivability

**Track 3 - A**

**Researching in Latin America: The Joy and the Pain**

*Denise Offutt*
Manager, Market Research
Epson America, Inc.

**Veteran Exposure**
Executive Insight Presentation
Limited Seating

To be effective, research managers must understand the nuances among the 29 different countries in Latin America, each with unique cultural, business, and geographic characteristics. Before your next project in this geography, listen to the lessons learned over years of experience researching in Latin America.

**Key Take-Aways:**
- Best practices for performing successful research in countries in Latin America
- The most serious pitfalls of making assumptions about research in these countries
- How to find expert help

**Track 3 - B**

**Global CI Program – A One Year Roll-out Plan - SOLD OUT!!**

*Anders Påander*
Global Business and Marketing Intelligence Tool Director
Electrolux AB

**Veteran Exposure**
Executive Insight Presentation
Limited Seating

Electrolux conducts worldwide operations with a considerable track record of using Industry Intelligence. By implementing a new structured CI-process worldwide and the creation of an Intelligence platform, much has been achieved and has altogether enhanced opportunities for making well-informed decisions.

**Key Take-Aways:**
- Values of a global process for gathering, elaborating and disseminating market knowledge
- Challenges of a quick global roll-out and lessons learned
- Global, regional, and individual values – what’s in it for the organization

**Track 4 - A**

**Business Modeling – Providing Answers through the Integration of CI and Financial Modeling - SOLD OUT!!**

*Sumom Geevarughese*
Director of Finance
Jarden Consumer Solutions

**Veteran Exposure**
Executive Insight Presentation
Limited Seating

Every strategy results in business model founded on multiple variables. Use CI to determine the variables for any business model as well as track progress; use the business model to develop financial projections and proposals for investment spending.

**Key Take-Aways:**
- Define the framework of a market share analysis to understand your current position, your competitors’, and how to create a target share with a strategy to achieve it
- Avoid the pitfalls of SWOT and look beyond the risk assessment and feel empowered to create “what’s next” for your organization. Use SWOT to help you SOAR
- Evaluate lessons learned on identifying business opportunities & risks through market positioning
AGENDA

Wednesday

Track 5
Consecutive Executive Insights: Allstate’s HR and CI Integration as a Recruiting Competitive Advantage

Stephanie Heyroth
Information Specialist
Allstate Insurance Company

Early Exposure
Executive Insight Presentation
Limited Seating

The use of CI in recruiting at Allstate began with a single practitioner and the support of the executive recruitment center of excellence. The insight provided to the recruiters contributed to a significant annual savings from the reduced need of external search firms. This savings convinced the HR Leadership to expand the CI function to support all recruiting activities, not just the executive level, and quadruple the size of the CI team. In the last year and a half since the expansion, the CI team has worked on countless projects to support recruiters and their business partners.

Key Take-Aways:
- A framework for establishing a CI team in a new business area
- Examples of KIQs addressed by a HR-focused CI team
- Examples of visually-focused deliverables

Running the Intelligence Race for Talent: Using MI to Enhance HR Stakeholder Partnerships

KaSandra Husar
Strategic Intelligence
Intel Corporation

Track 6
A “Cheat Sheet” for Pharmaceuticals Exclusivities to Aid Business Decision Making

Bo Peng
Independent Patent Analyst
Healthcare & Life Sciences Forum

The concept of exclusivity refers to the period during which a pharmaceutical product may be able to obtain various levels of exclusivity, depending on the mechanism and circumstances. Key Take-Aways:
- Guide to the exclusivities that a product may obtain once it enters the market through regulatory agencies or patents
- Framework for a "Cheat Sheet" to capture possible scenarios and factors that determine exclusivity periods
- Insight into the potential market value of the product

Track 7
CI: The Sizzle in Stakeholder Engagement

Paul Propster
Director, Strategy & Marketing
Exelis

Business-to-Government (B2G) Forum
Limited Seating

Strategy is key to suppliers who support government programs but it often gets lost or overlooked because of the more immediate concentration on capture acquisition and proposal management. In this session, we will address how strategic communications leveraging CI informs and persuades key government decision makers/stakeholders and shapes future acquisitions and business development programs.

Key Take-Aways:
- Key issues to be addressed in “shaping” customer needs
- A discussion of key strategic communication strategies that enables influence over government decisions
- An exploration of how these strategies overflow into the more tactical business development activities and revenue generating tactics

3:00pm - 3:45pm Networking, Refreshment, and Exhibition Break
3:45pm - 5:15pm Concurrent Tracks

Choose one of the following interactive sessions or forums during this time frame:

Track 1 - A
Advanced Perspectives in Win/Loss Analysis – Serving Key Stakeholders and Ensuring a Sustainable ROI

Facilitator:
Lisa Hicks
Vice President
Maia Strategy Group

Key Take-Aways:
- Case histories and lessons learned on engaging key stakeholders, such as sales, marketing, and executive leadership
- Insights shared to demonstrate real-world pitfalls and paths to success
- Real world best practice examples

Track 1 - B
A Scenario Planning Perspective - What’s your Doomsday Scenario?

Facilitator:
Taylor Keen
President and Managing Partner
Talon Strategy, LLC

Key Take-Aways:
- Best Practices: Beginning with the right tools - Use of SWOT and Porter’s Five Forces as a lead in to a Doomsday Scenario & Getting Creative - Designing a scenario that’s both plausible and rooted in the future of your industry
- The Right People: Who to bring to your scenario planning exercise
- Game it out: Creating a war-game around your Doomsday Scenario
Track 2 - Integrating HUMINT Expertise Into Your Competitive Intelligence Initiatives

Facilitator:
Hezi Leder
Owner
Hezi Leder Intelligence for Business

Key Take-Aways:
- The framework of intelligence collection - from business goals to decision-making
- Examples of the role of HUMINT in the process
- HUMINT in-action

Track 3 - B Conducting CI in China – Meeting the Challenge

Facilitators:
Kent Potter
Managing Director
Bennion Group
Way Chen
President
China Institute of Competitive Intelligence

Key Take-Aways:
- Factor in China if one wants to be a global player
- Be aware of the barriers of conducting CI in China
- Tips on overcoming these barriers

Track 3 - A Ready, Set, Compete: Learn How to Increase Your Company’s Speed to Competitive Advantage through Intelligence Now! - SOLD OUT!!

Facilitator:
Emmanuel Trench
Vice President, Marketing Communications
clearCi

Key Take-Aways:
- Quickly identify everyday obstacles that slow down your company’s Speed to Intelligence & how to overcome them (guided brainstorming activity)
- Take an eye-opening Speed to Intelligence assessment to know where you stand
- Know which factors can ramp up your speed to Intelligence right away

Track 4 - A Embracing Disruption – How to Analyze Possible Competitive Actions During Times of Significant Change - SOLD OUT!!

Facilitator:
Rob Amann
Vice President, Strategic Intelligence
ORC International

Key Take-Aways:
- Guidance regarding disruptions can we anticipate / not anticipate
- Frameworks to identify advance markers for disruptions and direction on information that is valuable to collect and analyze
- Resources and techniques that can be used to collect and assess insight

Track 4 - B Entering and Expanding in Diversified Markets – India as an Example

Facilitator:
Nishant Wadhwani
Founder & Chief Executive Officer
Insightful Intelligence Consultancy PVT LTD

Key Take-Aways:
- Insight on the changes in the Indian business environment and the risks associated with it
- Strategic framework for understanding of the internal and external competition and to develop the value curve which without there is a huge risk of reversing the blue ocean strategy into a red ocean strategy
- Case studies to assess the business environment and risks associated in three sectors viz. Pharmaceuticals, Real Estate and Retail
**Track 5 - A**  
**The New CI Team: Working with Traditionalists, Millennials and Everyone in Between**

**Facilitators:**  
Iris Lorenzo  
Senior Vice President  
SIS International Research  

Ira Schloss  
Chief Explorer of Opportunities (CEO)  
IKALOS  

- **Veteran Exposure**  
- **Interactive**  
- **Limited Seating**  

Competitive intelligence teams are evolving and should be evolving to take advantage of the multi-generation workforce—the traditionalists, the baby boomers, Gen X and the millennials. Intelligence teams with the right mix and work attitudes can enjoy the new digital approaches, forward-looking attitudes and fast-paced social dynamics of the younger generations and the seasoned perspectives, time-tested wisdom and beneficial experiences of the older generations. This interactive session discusses the benefits of working with a multi-generational CI team, emphasizing the resulting synergies from divergent viewpoints, complementary skills and common aspirations.

**Key Take-Aways:**  
- Pitfalls and challenges of working in a multigenerational environment  
- Lessons learned from attitudes and expectations of each generation type  
- Insights on managing multigenerational intelligence teams

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**Track 5 - B**  
**Intelligence In Action**  

Helen Rothberg, Ph.D.  
Professor of Strategy  
Marist College  

G. Scott Erickson, Ph.D.  
Professor  
Ithaca College  

- **Early Exposure**  
- **Interactive**  
- **Limited Seating**  

All industries and strategic groups are not created equal. Understanding the Strategic Protection Factor (SPF) that a firm competes in will assist CI professionals in making better decisions about developing and protecting the knowledge that they generate. Examples illustrate the success and failure of such decisions.

**Key Take-Aways:**  
- Understand the SPF Framework and its relevance to investment decisions  
- Identify which SPF your firm competes in and its implications for knowledge strategy and CI structure  
- What best practices CI professionals are actually engaging in for different SPFs

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**Track 6**  
**Insight to Action: How a Competitive Intelligence Community of Practice Builds Value Across Pfizer**  
- **SOLD OUT!!**

**Moderator:**  
Mary Ann Sarao  
Director, Global Regulatory Intelligence  
Pfizer, Inc.

**Panelists Include:**  
- **William R. Murphy**  
Senior Director, US Regulatory Policy & Head, Global Intelligence  
Pfizer, Inc.

- **Charles A. Ritrovato**  
Head of R&D Competitive Intelligence  
Pfizer, Inc.

- **David H. Verbraska**  
Vice President, US Regulatory Policy & Global Intelligence  
Pfizer, Inc.

- **Sue Ward**  
Senior Director of Worldwide Competitive Intelligence  
Pfizer, Inc.

**Healthcare & Life Sciences Forum**  
**Limited Seating**

A CI Community of Practice can be adopted whether it is a multi-national CI team spread across the globe or a sole CI practitioner at a corporation. The key is harnessing the people and information within your organization to produce actionable intelligence that drives.

**Key Take-Aways:**  
- Insight on Pfizer’s CI CoP from the leaders who drive that program at Pfizer, including the challenges faced and how these can be overcome  
- Examples of applying their unique intelligence expertise to an issue  
- Illustrate the value generated across Pfizer

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**Track 7**  
**That ‘Secret Sizzle’ that Drives Significant Campaign Revenue and Profitability Upsides**

Robert Zeas  
Senior Manager – Strategic Competitive Intelligence  
Global Enterprise Marketing  
Level 3 Communications  

**Business-to-Government (B2G) Forum**  
**Limited Seating**

As dedicated and seasoned CI practitioners, most of us have been asked to achieve both higher revenues and bottom line profitability monetizing competitive research into highly successful marketing campaigns. This interactive session builds on key learning from the first three B2G sessions- pulling it all together offering proven corporate frameworks to drive significant marketing campaign upsides.

**Key Take-Aways:**  
- From a P&L perspective: Identify research that materially impacts campaign planning vs. execution  
- Offer Development: Brainstorm factors that drive profitability while also accelerating revenue  
- Pre-launch enablement: finely-tuned, customized positioning guidance and campaign frameworks to optimize your outcome  
- Explore methods for viable campaign development leveraging BI, GIS, Social Media and other technologies

While B2G industries will be examined, this session is MUST for any who support B2B Enterprise and mid-market segments!

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**BECOME A SCIP MEMBER!**

Joining SCIP allows you to learn the most essential and practical competitive intelligence methods by examining the successes and failures of other SCIP members, the best and brightest competitive intelligence professionals in the world.

**BENEFITS OF MEMBERSHIP**
- Four electronic issues of Competitive Intelligence Magazine  
- The latest news and best-practices in CI  
- Members-only discounts on publications, trainings, events and international conferences  
- Access to SCIP local chapters  
- Unparalleled networking, education and marketing opportunities  
- …and much more

For more information, please contact: memberservices@scip.org
AGENDA Wednesday/Thursday

Track 9: What’s the Most Beautiful Thing You’ve Ever Done

Facilitator:
Mark Chussil
Founder and Chief Executive Officer
Advanced Competitive Strategies, Inc.

Interactive
Limited Seating

This interactive, thought-provoking session isn’t about techniques, trends, or making a living. It’s about living itself: you, your career, your goals, and your life. Something we discuss may help you save time or avoid anguish; something may make you smile or feel less alone; something may trigger an idea or a change. Everything we discuss will be about helping you get more of what you want.

Key Take-Aways:
- How to break through obstacles (which tiger do you feed?)
- How to stay focused and on-purpose (what’s worth a one-way trip?)
- How to spot beliefs that hold you back (complete this sentence: “life is ____”)

5:15pm - 6:15pm Networking Reception

9:00pm - 12:00am 5th Annual Rock ‘n’ Roll Dance Party
Join your colleagues as they dance the night away at our annual Rock ‘n’ Roll Dance Party. All SCIP 2014 event attendees are welcome to join!

Hosted by:

THURSDAY, MAY 8, 2014
GENERAL SESSION AND EXHIBITION

8:00am - 1:00pm Information Desk Open
8:00am - 8:45am Continental Breakfast & Exhibition
8:45am - 9:00am Opening Remarks

Patrick Nugent
Master of Ceremonies

9:00am - 9:15am SCIP PRESENTS – 2014 Faye Brill Award and SCIP Special Recognitions
Enjoy a short vignette to honor these special members that have inspired and continue to inspire the next big thing in intelligence. No speeches…just inspiration!

9:15am - 9:45am KEYNOTE – Crowdsourcing Competitive Intelligence: How Collective Intelligence, Visualizations and Social Networks are Revolutionizing the Way Businesses Compete

Leonardo Bonanni, Ph.D.
Founder and Chief Executive Officer
Sourcemap Inc.
Visiting Scientist, MIT Media Lab

Companies depend on vast global supply chains, often containing hundreds of thousands of suppliers and millions of individuals. One important tool to tackle the complexity of global business relationships is social networking, inside the enterprise and in the public sphere. How can we leverage the collective know-how of all these actors to deliver a competitive advantage?
This talk will present revolutionary applications of crowdsourcing, visualization, and social networking within enterprises to anticipate risks, plan for continuity, and ensure the long-term sustainability of companies.

Key Take-Aways:
- How enterprise social networking is revolutionizing access to competitive intelligence
- How visualization and interface design can accelerate an organization’s competitive advantage by weeks and months
- Best practices for implementing cloud computing, social listening, crowdsourcing and social networking for enterprise
- How to combine enterprise data with public information to find key intelligence metrics affecting global competitiveness

9:45am - 10:15am “SCIP for a Better World” Mobilization

Scott Leeb
Managing Director, Knowledge Management
Rockefeller Foundation

SCIP is constantly looking to better engage its membership in new and meaningful ways. In support of this goal, SCIP is unveiling an exciting new program to be launched this year. SCIP volunteers will be able to leverage their expertise to help organizations solve some of the world’s most pressing problems. Hear Scott Leeb talk about this transformational program and learn how you can get involved.

10:15am - 10:20am Session to Session Travel Time

10:20am - 11:20am Concurrent Tracks
Choose one of the executive insight presentations or forums during this time frame:

Track 1: Delivering Strategic Intelligence That Drives Change - SOLD OUT!!

Mike Crawford
Assistant Vice President, Strategic Planning Group
Fifth Third Bank

○ Veteran Exposure
Executive Insights Presentation
Limited Seating

It’s not what you have; it’s what you do with it. Mike will share his insight into the evolution of the competitive and intelligence function that he built and nurtures at Fifth Third Bank. The function went from a start up, to one that is high performing and fully integrated into annual strategic planning processes with key stakeholders.

Key Take-Aways:
- Framework for incorporating market, competitor, and customer data into business unit strategic planning
- Effective, routine processes to foster strategic thinking
- Lessons learned: success factors and pitfalls along the journey

Track 2: Bringing a Diversified Organization Closer Together With CI

Linda Carlsson
Manager of Competitive Intelligence
Sandvik AB

○ Veteran Exposure
Executive Insights Presentation
Limited Seating

This session shows how a diversified, global business succeeded in implementing ONE process for structured CI.

Key Take-Aways:
- Advice on how to implement and maintain an efficient, global CI-process
- Thoughts on how a global CI process supports bringing a diversified company closer together: “ONE Sandvik”
- Insights on how to best capture early signals in emerging markets
Track 3  Enhance Your Selling Through Sales Intelligence

Pranita Sharma
Director, Market Research Operations
Amerinet

Veteran Exposure
Executive Insights Presentation
Limited Seating

Sales teams have become responsible for ‘winning the business’ and contributing to companies’ sustainable growth. In Companies fail to empower their sales teams with the required competitive intelligence to build their understanding of the market and of the competition. Companies may have the competitive intelligence and the intent to disseminate it to all relevant stakeholders, but may lack the appropriate process and channels for doing this effectively. This session will provide examples of how market and competitive intelligence could be provided to the sales team to help them succeed and empower them to make strategic decisions.

Key Take-Aways:
- Examples of how competitive intelligence is used in prospecting new business for the sales team and its impact on decision making, and examples of success stories and lessons learned
- Guidance on how to structure and filter intelligence for the sales team through the practice of successful intelligence collection, integration and analysis to help sales people keep up to date with clients, prospects and drive business
- Best practices for leveraging internal and external resources and knowledge bases to help towards successful collection and dissemination of competitive intelligence to the field
- Tips for sharing best-practices and competitive information with the sales team

Track 4-A  Semantics and the Information Professional – Past, Present and Future

Sorana Popa
Principal Clinical Information Scientist
AstraZeneca

Early Exposure
Executive Insight Presentation
Limited Seating

Controlled vocabularies (thesauri, taxonomies, etc.) are a critical tool for retrieving, organizing and connecting information. The objectives of my presentation are to provide insights on vocabulary integration and vocabulary management work by presenting a case history.

Key Take-Aways:
- Data integration tool
- Opening a new chapter of the vocabulary integration/management technology
- Semantic web

Track 4-B  Visualization Tools in CI - Leveraging the Power of Innovation and Information

Celeste Corrado
Former New Venture Strategy & Innovation Lead - New Ventures,
Lockheed Martin Corporation
Principal, Vizeon Solutions

Veteran Exposure
Executive Insights Presentation
Limited Seating

The key to business success is the quality, relevance and timeliness of CI. Information Visualization is a rapidly evolving discipline and can greatly enhance CI capability. We will systematically walk through, in case study format, some of the more interesting Information Visualization tools that are emerging and how these tools can be used to see patterns, trends and insights from vast amounts of data and be used to inform strategic decision making.

Key Take-Aways:
- An overview of some of the more powerful information visualization tools available
- A case study of various Information Visualization examples that led to pivotal strategic decisions and the future direction of Information Visualization
- An interactive discussion of how information visualization could change how we gather, synthesize, communicate CI
Join the Conversation #SCIP

**AGENDA**

**Thursday**

**Track 9 - A**

Global Think Tank – Ask the Experts!
CI Around the World

**Moderator:**
Denise Offutt  
Manager, Market Research  
Epson America, Inc.

**Panelists Include:**
Alexandre Del Rey  
Market Intelligence Manager  
Voith Hydro  

Pascal Frion  
President  
Acrie

**International Perspective Session**

Limited Seating

If you are competing in the market today, you are likely competing on a global scale. Hear from experts around the world on what trends are evolving in their regions of the globe and how they, in their strategic roles, help their companies gain a competitive advantage using strategic intelligence.

Key Take-Aways:
- An understanding of the trends that are driving the major regions of the world as outlined by a local expert
- Insight on strategic intelligence’s role in determining competitive advantage within the landscape
- Overview of the ROI that was as a result of this work

**Track 9 - B**

Mentor Connections

Scott Leeb  
Managing Director, Knowledge Management  
Rockefeller Foundation

**Interactive Open Forum**

Limited Seating

If you are competing in the market today, you are likely competing on a global scale. Hear from experts around the world on what trends are evolving in their regions of the globe and how they, in their strategic roles, help their companies gain a competitive advantage using strategic intelligence.

11:20am - 11:50am  Networking, Refreshment, and Exhibition Break

11:50am  
Exhibition Hall Closes

11:50am - 12:20pm  Practical Application Lightning Rounds – Two Real Company Cases and Two Applied Tools to Support Decisions

**Michelle Settecase**  
Competitive Intelligence and Market Performance Leader  
Ernst & Young, LLP

**Heath Gross**  
Founder, Chief Executive Officer  
Sedulo Group

**Maik Wollweber**  
Project Manager Knowledge Management  
Technology Strategy & Portfolio Management  
Liebherr-Aerospace

**Alexander Stumpfegger**  
Managing Director  
CID Consulting

Join us for a whirlwind of learning as we present two business cases, and the resulting solution and supporting tool that was used to provide the necessary decision support. Each case will be delivered by the practitioner who faced the challenge in partnership with the company that developed the solution and the accompanying tool. This session is fast paced, informative, and free of any sales presentations.

Key Take-Aways:
- Two unique business issues that many strategist, marketers and CI professional face, the approach taken, and the solution
- Two actual tools and frameworks you can immediately implement
- A connection with other practitioners who share your challenges and face similar issues

12:20pm - 12:40pm  Crowd Polling Innovation to Competitive Intelligence

**Nan Bulger**  
Executive Director  
SCIP

This session is both informative and interactive. Because your input is of utmost importance to the advancement of SCIP, join this interactive session as we present 5 relevant questions that have been outlined by the membership prior to the conference. Those questions will then be presented to the general session audience in a live poll whose results will be calculated real time on screen. We will then discuss the answer to each of the questions polled with the audience.

Key Take-Aways:
- Learn what is important to your colleagues and help us drive the future of SCIP
- Experience a simple and inexpensive way to use the crowd sourcing techniques in your company or application
- Interact with your colleague and learn what they are thinking and what they would like to see

12:40pm - 12:55pm  SCIP PRESENTS – 2014 Fellows Awards

A heart warming short vignette to honor those inducted as SCIP Fellows.

12:55pm - 1:00pm  Closing Remarks

**Nan Bulger**  
Executive Director  
SCIP

1:00pm  
The 29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition Concludes
You will benefit from a thorough and focused chronicle of the SCIP 2014 International Conference & Exhibition, including key take-aways and action items to implement in your own organization. These collections, prepared mostly by your peers, ensure you don’t miss out on any of the many sessions that ran with those that you chose to attend. Simply stated, we pull out the golden nuggets of the event for you.

- Access to all notes; let us do all of the note taking for you
- Take the event home to your teammates that were unable to attend
- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
- Huge savings for these esteemed chronicles for event participants
- Plus much, much more!

The all new SCIP Executive Chronicles are now available for purchase. Event participants will receive a savings of over 50%. Additional savings apply when purchased prior to the event.

**Participant Pricing:**
- On-site: $395
- Post-event: $495

**Non-Participant Pricing:**
- $995

* SCIP makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.
REGISTRATION

29th Annual Strategic and Competitive Intelligence Professionals International Conference & Exhibition
May 5 - 8, 2014 - Caribe Royale, Orlando, Florida
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 #: 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.

<table>
<thead>
<tr>
<th>Tuesday, May 6, 2014</th>
<th>4:30pm - 6:00pm Concurrent Tracks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - A New Product Introduction, China's Innovators and The Great Wall of Patents</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>1 - B Competitive Strategy for Expanding into Emerging Markets with New Competitors</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>2 - A Competitive Intelligence for Product Realization: Collaborating with R&amp;D to Get More From Product Teardowns</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>2 - B Moving from Insight to Action: Leveraging CI for Growth</td>
<td>- SOLD OUT!</td>
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<tr>
<td>3 - A Tactical CI - Quick Wins with the Sales Team that Move the Needle</td>
<td>- SOLD OUT!</td>
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<td>3 - B Going Beyond Google: Gathering Competitive Intelligence</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - A Capitalizing on the Power of Big Data, the New Oil that Will Determine Our Currency</td>
<td>- SOLD OUT!</td>
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<tr>
<td>4 - B Prowling New and Emerging Competitor Sets through Indicators Analysis</td>
<td>- SOLD OUT!</td>
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<tr>
<td>5 CI Ethics - Real Cases and Guidance for Proper Behavior</td>
<td>- SOLD OUT!</td>
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<tr>
<td>6 Regulatory Intelligence and the Affordable Care Act: Perspectives from Different Health Sectors</td>
<td>- SOLD OUT!</td>
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<tr>
<td>7 Identifying the Competitor's Technical Approach to Support Developing the Price-to-Win</td>
<td>- SOLD OUT!</td>
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<tr>
<td>8 CI 2.0: Why and How We Need To Reboot Competitive Intelligence</td>
<td>- SOLD OUT!</td>
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<th>Wednesday, May 7, 2014</th>
<th>10:30am - 12:00pm Concurrent Tracks</th>
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<tbody>
<tr>
<td>1 - A Indications &amp; Warnings - Macro/Micro Environmental Dynamics &amp; Early Warning</td>
<td>- SOLD OUT!</td>
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<tr>
<td>1 - B How Knowledge Organizations Can Win in the Market by Co-Creating Value with Customers</td>
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</tr>
<tr>
<td>2 - A How to Tell Senior Management Their Assumptions are Wrong...and Survive!</td>
<td>- SOLD OUT!</td>
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<tr>
<td>2 - B Rolling with the Rockefellers - How Knowledge Management at the Rockefeller Foundation Drives C-Suite Decision Making</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>3 CICC: What CI can learn from BI Competence Centers (BICCs)</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - A Market Size and Forecasting Estimation for the Novice</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - B Innovation War Games – Cooperation for Powerful Insights</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>5 How to Recruit, Train and Retain Intelligence Professionals</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>6 Integrated Market Intelligence – Innovative Practices from the Health Industry</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>7 Infocentricity - Market Profiles to Support a Competitive Bidding</td>
<td>- SOLD OUT!</td>
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</table>

Learning level recommendations are listed for your consideration when selecting sessions you plan to attend. KEY: ◆ = Early Exposure ◢ = Veteran Exposure

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<tr>
<th>Tuesday, May 6, 2014</th>
<th>11:35am - 12:45pm Concurrent Tracks</th>
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<tr>
<td>Town Hall #1 - Mentoring Hall featuring Career Travelogues through CI</td>
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<tr>
<td>Town Hall #2 - Ask the Experts! Panel Discussion: How I Quantified the Use of CI in Solving Real World Business Problems</td>
<td>- SOLD OUT!</td>
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<thead>
<tr>
<th>Tuesday, May 6, 2014</th>
<th>2:00pm - 3:00pm Concurrent Tracks</th>
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<tbody>
<tr>
<td>1 - A The Art and Science of Decision Making Using Competitive Intelligence</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>1 - B War Rooms at Cisco – Intelligence, Sales and Market Share</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>2 Mission Possible: Your Mission, Should You Choose to Accept It... Connecting Intelligence to Strategy for Internal Stakeholders</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>3 - A Researching in Latin America: The Joy and the Pain</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>3 - B Global CI Program - A One Year Roll-out Plan</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - A Dissecting Financials to Pinpoint Winners and Losers: Products, Competitors &amp; Industries</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - B Business Modeling - Providing Answers through the integration of CI and Financial Modeling</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>5 Allstate's HR and CI Integration as a Recruiting Competitive Advantage and Running the Intelligence Race for Talent: Using MI to Enhance HR Stakeholder Partnerships</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>6 A &quot;Cheat Sheet&quot; for Pharmaceuticals Exclusivities to Aid Business Decision Making</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>7 CI: The Sizzle in Stakeholder Engagement</td>
<td>- SOLD OUT!</td>
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<table>
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<tr>
<th>Tuesday, May 7, 2014</th>
<th>3:45pm - 5:45pm Concurrent Tracks</th>
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<tr>
<td>1 - A Advanced Perspectives in Win/Loss Analysis - Serving Key Stakeholders and Ensuring a Sustainable ROI</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>1 - B A Scenario Planning Perspective - What’s Your Doomsday Scenario?</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>2 Integrating HUMINT Expertise into Your Competitive Intelligence Initiatives</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>3 A Ready, Set, Compete: Learn How to Increase Your Company’s Speed to Competitive Advantage through Intelligence Now!</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>3 - B Conducting CI in China - Meeting the Challenge</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - A Embracing Disruption - How to Analyze Possible Competitive Actions during Times of Significant Change</td>
<td>- SOLD OUT!</td>
</tr>
<tr>
<td>4 - B Entering and Expanding in Diversified Markets - India as an Example</td>
<td>- SOLD OUT!</td>
</tr>
</tbody>
</table>

Session selections continue on the next page.
REGISTRATION

Learning level recommendations are listed for your consideration when selecting sessions you plan to attend.

KEY: ✤ = Early Exposure ☑ = Veteran Exposure

WEDNESDAY, MAY 7, 2014 CONTINUED
3:45pm - 5:15pm Concurrent Tracks
Choose one of the interactive sessions or forums during this time frame:

- ✤ 5A. The New CI Team: Working with Traditionalists, Millennials and Everyone in Between
- ✤ 5B. Intelligence In Action
- ✤ 6. Insight to Action: How a Competitive Intelligence Community of Practice Builds Value Across Pfizer - SOLD OUT!!
- ✤ 7. That ‘Secret Sizzle’ that Drives Significant Campaign Revenue and Profitability Upsides
- ✤ 9. What’s the Most Beautiful Thing You’ve Ever Done?

THURSDAY, MAY 8, 2014
10:20am - 11:20am Concurrent Tracks
Choose one of the following executive insight presentations or forums during this time frame:

- ✤ 1. Delivering Strategic Intelligence that Drives Change - SOLD OUT!!
- ✤ 2. Bringing a Diversified Organization Closer Together With CI
- ✤ 3. Enhance Your Selling Through Sales Intelligence
- ✤ 4. Semantics and the Information Professional - Past, Present and Future
- ✤ 5. The Mind’s Lie: How to Reduce Cognitive Biases in Analysis and Decision Making
- ✤ 6. Using Social Network Analysis to Identify Investment and Business Development Opportunities
- ✤ 9A. Global Think Tank - Ask the Experts! CI Around the World
- ✤ 9B. Mentor Connections

SELECT YOUR REGISTRATION CATEGORY:

<table>
<thead>
<tr>
<th>Full Registration</th>
<th>Regular Rate</th>
<th>On-site Rate</th>
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<tbody>
<tr>
<td>SCIP Members</td>
<td>$1650</td>
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<tr>
<td>New Members (Includes Join Fee)</td>
<td>$1795</td>
<td>$1995</td>
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<tr>
<td>Non-Members</td>
<td>$1200</td>
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<td>Consultant/Vendor Pass (Member)</td>
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<tr>
<td>Consultant/Vendor Pass (Non Member)</td>
<td>$975</td>
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<tr>
<td>Academic/Student/ Government**</td>
<td>$1420</td>
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<td>Group Member Rate</td>
<td>$1400</td>
<td>$1600</td>
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<tr>
<td>5 or more attendees from the same company</td>
<td>$1400</td>
<td>$1600</td>
</tr>
<tr>
<td>3 or more attendees from the same company</td>
<td>$1400</td>
<td>$1600</td>
</tr>
<tr>
<td>Spouse Pass, Full Conference</td>
<td>$625</td>
<td>$675</td>
</tr>
</tbody>
</table>

Daily Registration

| SCIP Members | $1175 | $1275 |
| New Members* (Includes Join Fee) | $1320 | $1520 |
| Non-Members | $1875 | $2075 |
| Academic/Student/ Government** | $800 | $1050 |

Workshops available for an additional fee:

<table>
<thead>
<tr>
<th>MONDAY, MAY 5, 2014</th>
<th>9:00am - 5:00pm</th>
<th>W1 - CI 101® (Full Day)</th>
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<tbody>
<tr>
<td></td>
<td>$5950</td>
<td>$1000</td>
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<tr>
<th>TUESDAY, MAY 6, 2014</th>
<th>8:30am - 11:30am</th>
<th>W5 - Win/Loss</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$5500</td>
<td>$5500</td>
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</table>

NEW! - SCIP 2014 EXECUTIVE CHRONICLES AVAILABLE FOR AN ADDITIONAL FEE:

Event participants will receive savings of over 50%

<table>
<thead>
<tr>
<th>Participant Pricing:</th>
<th>Non-Participant Pricing:</th>
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<tbody>
<tr>
<td>On-site: $395</td>
<td>$995</td>
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<tr>
<td>Post-event: $495</td>
<td>$695</td>
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Networking available for an additional fee:

<table>
<thead>
<tr>
<th>MONDAY, MAY 5, 2014</th>
<th>7:30 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Annual SCIP Scavenger Hunt</td>
<td>$395</td>
</tr>
</tbody>
</table>
For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696. All prices are in U.S. dollars.

### Policies

**Cancellation policy and fees:** Payment in full is required immediately upon registration and is non-refundable. If, for any reason, you are unable to attend the event for which you are registered, and notify SCIP in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other event. The credit must be issued within 90 days of the original registration date and can be applied to any event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one-time fee of $500. The remaining balance can be applied to any event up to one calendar year from the event for which you originally registered. Notification must be received by SCIP in writing. If you do not attend the event and fail to notify SCIP PRIOR to the event, no credit will be issued.

### 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:
- Aerospace & Defense
- Automotive & Transportation
- Business Services
- Chemicals, Materials & Food
- Consumer Goods
- Education & Training
- Financial Services
- Government
- Healthcare
- Information & Communication Technologies
- Insurance
- Manufacturing & Industrial Products
- Professional Services
- Solution Provider
- Other

### 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:
- Business Development
- Business Intelligence
- Business Research and Analysis
- Competitive Intelligence
- Information Technology
- Marketing/Market Intelligence
- Marketing/Advertising
- Marketing Research
- Manufacturing
- Product Management
- Sales
- 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

### Categorize the Size of Your Competitive and Strategic Intelligence Team:
- 1 - 3
- 4 - 9
- 10 and above
- Other

### Check Which Best Describes Your Product and Service:
- Both B2B and B2C
- Business-to-Business
- Business-to-Consumer

### Years of Practicing Competitive and Strategic Intelligence:
- 1 - 3 Years
- 4 - 7 Years
- Over 7 Years

### What Percentage of Your Time Is Devoted to Competitive and Strategic Intelligence?
- 1 - 25%
- 26 - 50%
- 51 - 75%
- 76 - 100%

**Credit Card Payment Information**

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Send completed registration form with payment details to Member Services:

Email: memberservices@scip.org

Fax: 1.703.739.2524

Mail: Member Services
c/o SCIP Accounting
7550 IH 10 West, Suite 400
San Antonio, TX 78229-5616 USA

*Please attach check with paper clip to registration form

For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696. All prices are in U.S. dollars.

**Policies**

Categorize the Size of Your Competitive and Strategic Intelligence Team:

- 1 - 3
- 4 - 9
- 10 and above
- Other

CHECK WHICH BEST DESCRIBES YOUR PRODUCT AND SERVICE:

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

YEARS OF PRACTICING COMPETITIVE AND STRATEGIC INTELLIGENCE:

- 1 - 3 Years
- 4 - 7 Years
- Over 7 Years

WHAT PERCENTAGE OF YOUR TIME IS DEVOTED TO COMPETITIVE AND STRATEGIC INTELLIGENCE?

- 1 - 25%
- 26 - 50%
- 51 - 75%
- 76 - 100%

REGISTRATION 04-25-14

Send completed registration form with payment details to Member Services:

Email: memberservices@scip.org

Fax: 1.703.739.2524

Mail: Member Services
c/o SCIP Accounting
7550 IH 10 West, Suite 400
San Antonio, TX 78229-5616 USA

*Please attach check with paper clip to registration form

For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696. All prices are in U.S. dollars.

**Policies**

Categorize the Size of Your Competitive and Strategic Intelligence Team:

- 1 - 3
- 4 - 9
- 10 and above
- Other

CHECK WHICH BEST DESCRIBES YOUR PRODUCT AND SERVICE:

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

YEARS OF PRACTICING COMPETITIVE AND STRATEGIC INTELLIGENCE:

- 1 - 3 Years
- 4 - 7 Years
- Over 7 Years

WHAT PERCENTAGE OF YOUR TIME IS DEVOTED TO COMPETITIVE AND STRATEGIC INTELLIGENCE?

- 1 - 25%
- 26 - 50%
- 51 - 75%
- 76 - 100%

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