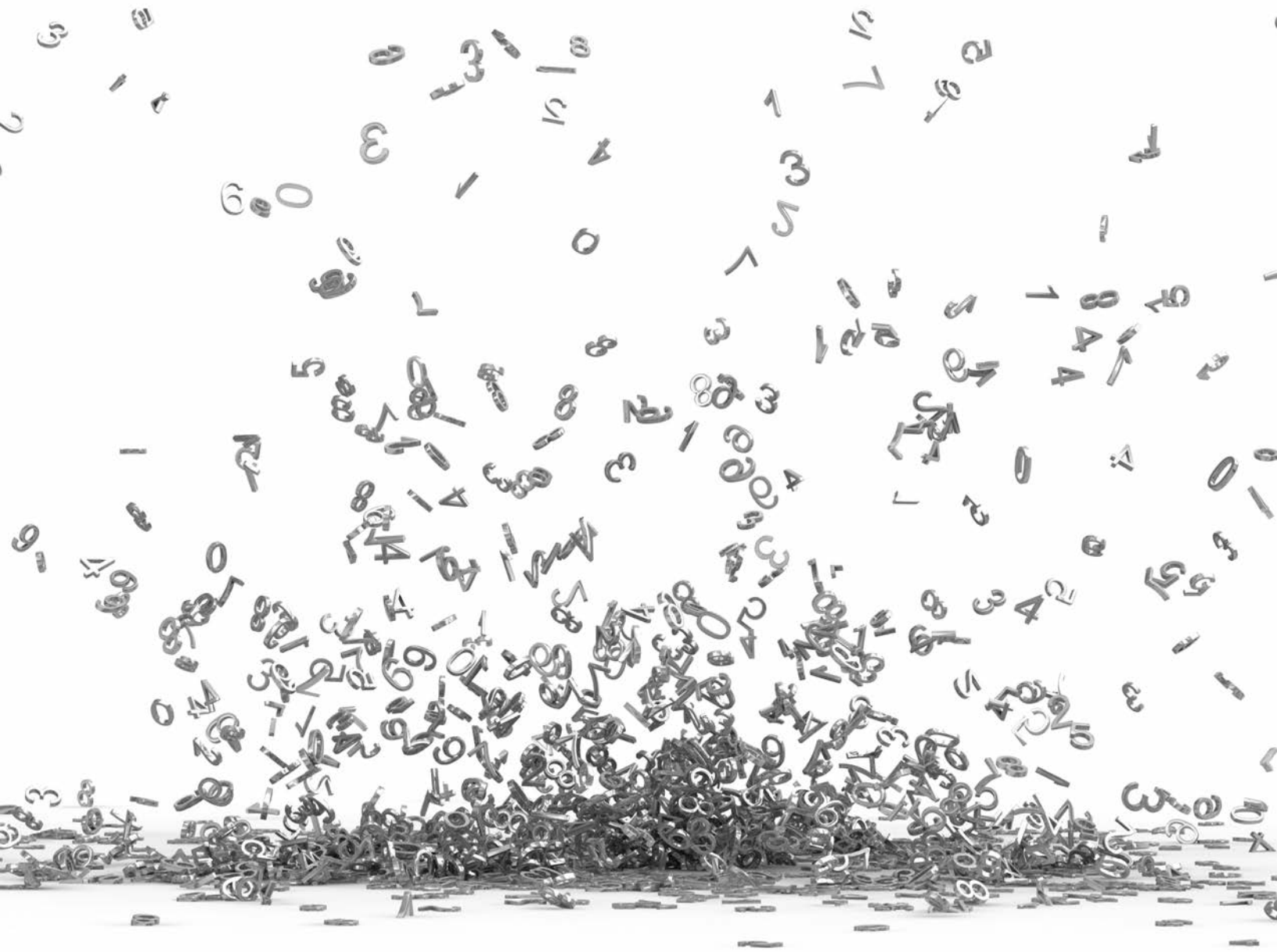


30th Anniversary

SCIP International Conference & Exhibition

GAME CHANGERS



Exploring Innovative Intelligence

MAY 11 – 14, 2015
ATLANTA MARRIOTT MARQUIS
ATLANTA, GEORGIA



SCIP IS...

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

GAME CHANGERS are...

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

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

What is your GAME CHANGER? Tell us at #SCIP

TOP 5 REASONS TO ATTEND

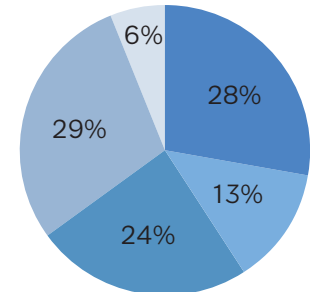
1. Take home a portfolio of decision support **TOOLS** in hand.
2. **CONTACTS**: the largest most diverse assembly of global business leaders driving CI and MI in their organization.
3. Gain **CRITICAL INSIGHT**: our stellar speaker roster represents some of the best and brightest visionaries of strategic CI, MI, and strategy.
4. **COLLABORATE** and Learn: 40+ dynamic sessions as participants engage in discussions about what to expect for the future of the profession.
5. Keep your **NETWORKING** engine at high rev and join us for competitive team exercises, learning labs and other forums.

SCIP BY THE NUMBERS

Membership Growth since Jan 2013

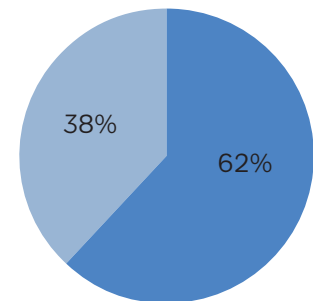
32%

PAST ATTENDEES



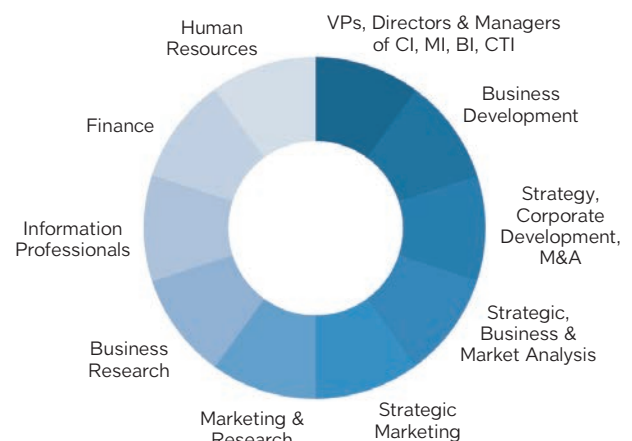
- Analyst - 28%
- Executive Management - 13% (C-Level, President, VP)
- Management - 24%
- Senior Management - 29% (Director and Sr. Manager)
- Other - 6%

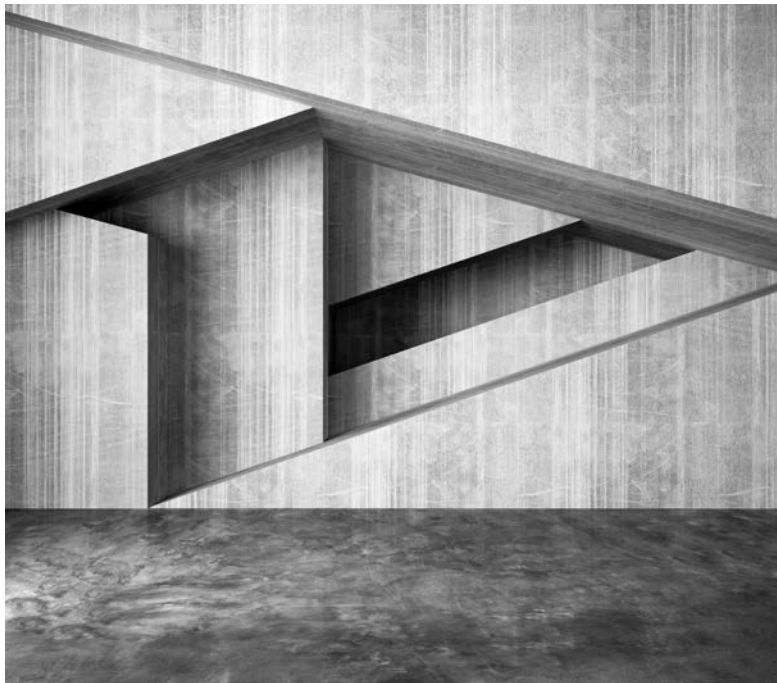
SPEAKER TYPE



- Practitioner - 62%
- Solution Providers - 38%

2015 ATTENDEES





GAME CHANGER THEMES

GAME CHANGER 1

Future Force: Intelligence Skillsets that will Change the Game
How do you become the intelligence professional of the future?

GAME CHANGER 2

Linking a Customer Centric Core to Measurable ROI
How do you create a business environment with the customer in the center that delivers a return on investment?

GAME CHANGER 3

Organizational Strategy: An Integrated Approach
How does a firm manage interdependencies across disciplines to support decision-making?

GAME CHANGER 4

Reaction Time & Outputs
How do you make decisions fast, accurately and to the point?

LEARNING LEVELS

FUNDAMENTAL

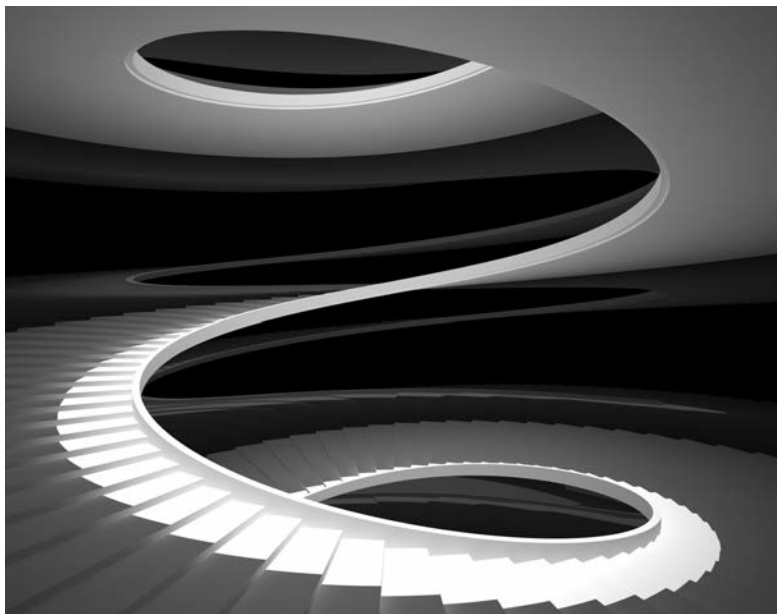
Fundamental techniques encompassing multiple dimensions of intelligence for business.

ADVANCED

Development and implementation of advanced techniques for decision-making.

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

Schedule-at-a-Glance is preliminary and will be updated as information becomes available.



NEW SESSION FORMATS

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

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

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

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

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



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

– Margaret Heffernan



SCHEDULE AT A GLANCE

REGISTRATION, WORKSHOPS & CERTIFICATION

MONDAY, MAY 11, 2015

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

Registration for pre-event workshops and certification incur additional fees. See registration page for details.

Note: All Workshops earn 10 points towards SCIP university Electives. Core Courses earn 10 points towards SCIP University Certification.

-
- | | |
|--------------------|--|
| 9:00 AM - 6:00 PM | Workshop and Conference
Registration Open |
| 10:00 AM - 6:00 PM | SU1 - SCIP University Fundamental Level
Certification – Intensive
(One and a half days leading to full certification – 50 points)

SU2 - SCIP University Fundamental Level
One Day Intensive
(One day – 35 points towards certification)

WS1 - Foundations of Competitive Intelligence
*Core Course
(Fundamental) (Full Day)

WS2 - Using Scenario Planning and War Gaming to
Drive Value in Intelligence (Advanced) (Full Day) |
| 10:00 AM - 1:00 PM | WS3 - Exploiting Technological Options: Utilizing
Technology Forecasting and S&T Intelligence in
Formulating Strategic Technology Plans
*Core Course
(Fundamental) (Half Day) |
| 3:30 PM - 5:15 PM | Sponsor & Exhibitor Workshop |
| 5:15 PM - 6:00 PM | Sponsor & Exhibitor Registration & Orientation |
| 6:15 PM - 7:00 PM | Speaker & Thought Leader Orientation |
| 7:15 PM | Night of Networking - Trivia Challenge |

TUESDAY, MAY 12, 2015

Registration for pre-event workshops and certification incur additional fees. See registration page for details.

Register for one of the following:

-
- | | |
|--------------------|--|
| 7:45 AM - 6:00 PM | Workshop and Conference Registration Open |
| 8:30 AM - 11:30 AM | SU1 – SCIP University Fundamental Level
Certification – Intensive (continuation)

WS5 – Quarterbacking the Competitive Intelligence
Process – A Strategy Workshop (Advanced)

WS6 – Dynamic Thinking and Gamification *Core Course
(Fundamental)

WS7 – Financial Intelligence (Advanced)

WS9 – Market Sizing Models (Fundamental AND Advanced)
*Core Course |

SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION OPENS

TUESDAY, MAY 12, 2015

- 12:45 PM **GENERAL SESSION OPENS**
- 12:45 PM - 1:00 PM Welcome and Opening Remarks
- 1:00 PM - 2:00 PM **KEYNOTE** – Game Changers: How to Build the Future



OPENING KEYNOTE
Brian David Johnson
Futurist, Intel

- 2:00 PM - 3:25 PM **EXECUTIVE ARENA** - Leveraging Intelligence for Game-Changing Product Innovation
- 3:25 PM Exhibition Hall Opens
- 3:25 PM - 4:10 PM Networking, Refreshment, and Exhibition Break
- 4:10 PM - 4:55 PM **GAME CHANGER 1 SPOTLIGHT - D**
Future Force: The Intelligence Skillsets that will Change the Game
- 4:55 PM - 5:00 PM Session to Session Travel Time

5:00 PM - 6:00 PM

GAME CHANGER 1 DEEP DIVES

Concurrent sessions that will explore the intelligence professional of the future.
Choose one session during this time frame:

FUNDAMENTAL:

- F1** - Fundamentals of Market Intelligence & Branding ♦ **SOLD OUT!**
- F2** - Competitive Technical Intelligence - Intellectual Property as a Gateway to Predicting Your Competitor's Innovation Strategy ♦
- F3** - Talent Metrics as a Vehicle for Competitive Advantage ♦

ADVANCED:

- A1** - M&A, White Space & Adjacencies: Building New Ecosystems for Innovation Success ⚙
- A2** - The Intersection of CI and Corporate Strategy: Competitive Intelligence as a Key Component in PTC's M&A and Strategy Planning Process ⚙
- A3** - Advanced Analysis: When it's Worth Investing in Structured Techniques, and When it's Not ⚙
- A4** - Advanced Financial Intelligence - Dissecting Financials to Pinpoint Winners and Losers Products, Competitors & Industries ⚙
- A5** - Advanced Competitive Intelligence – Emerging from the Shadows of Strategy ♦ **SOLD OUT!**
- A6** - The Role of Scenarios and Competitive Intelligence in Building Strategic Intelligence Capability ♦ **SOLD OUT!**

Or select one of our special formats in this time frame:

LL1 - LEARNING LAB

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

MI 1 - MARKETPLACE OF IDEAS

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

- 6:00 – 7:00 PM Networking Reception
- 7:15 PM Wine & Dine

Exploration is the engine that drives **innovation.**

Innovation drives economic **growth.** So let's all go exploring.

– Edith Widder



SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION

WEDNESDAY, MAY 13, 2015

- 6:00 AM - 6:45 AM Early Morning Risers Workout
7:45 AM - 5:15 PM Conference Registration Open
7:45 AM - 8:30 AM Continental Breakfast and Exhibition
8:30 AM - 8:45 AM Opening Remarks
8:45 AM - 9:15 AM **KEYNOTE** - Using Competitive Intelligence to Improve Your Value Proposition



KEYNOTE
Keith Piques
Former CMO, Ply Gem
Dean, NCCU School of Business
and current Partner, Keen Strategy

- 9:15 AM - 10:00 AM **GAME CHANGER 2 SPOTLIGHT - D**
Linking a Customer Centric Core to Measurable ROI
Collective Intelligence: Making the Most of Customer Responses and Big Data
10:00 AM - 10:45 AM Networking, Refreshment, and Exhibition Break

10:45 AM - 11:45 AM

GAME CHANGER 2 DEEP DIVES

Concurrent sessions that will explore how to create a business environment with the customer in the center that delivers a return on investment.

Choose one session during this time frame:

FUNDAMENTAL:

- F2** - Crowdsourcing for Data – How to Gain Market Insight through Data Sources ♦ **SOLD OUT!**
F3 - You've Got Insights, Now What? Leveraging Customer Insights to Align Competitive Strategies for Re-engagement, Retention, and Positioning ♦ **SOLD OUT!**
F4 - Building Value For the Customer Experience Through "Voice of the Customer" Intelligence ♦ **SOLD OUT!**
F5 - Cultural Sensitivities when Gathering HUMINT ★

ADVANCED:

- A1** - Pricing Intelligence: Monetizing Pricing Intelligence for Corporate Success ★
A2 - Tuning in to the Voice of the Competitor (VOTC): Going Beyond Google ♦ **SOLD OUT!**
A3 - Driving Strategic Decision Making: Moving the Needle with Senior Leadership ★ **SOLD OUT!**
A4 - Mine the Gap: Crowdsourcing Data to Reach New Levels of Analysis ♦ **SOLD OUT!**
A5 - Intelligence Touchpoints in the New Product Introduction (NPI) Process ★

Or select one of our special formats in this time frame:

LL 2 - LEARNING LAB

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

MI 2 - MARKETPLACE OF IDEAS

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



SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION

11:45 PM - 11:50 PM Session to Session Travel Time

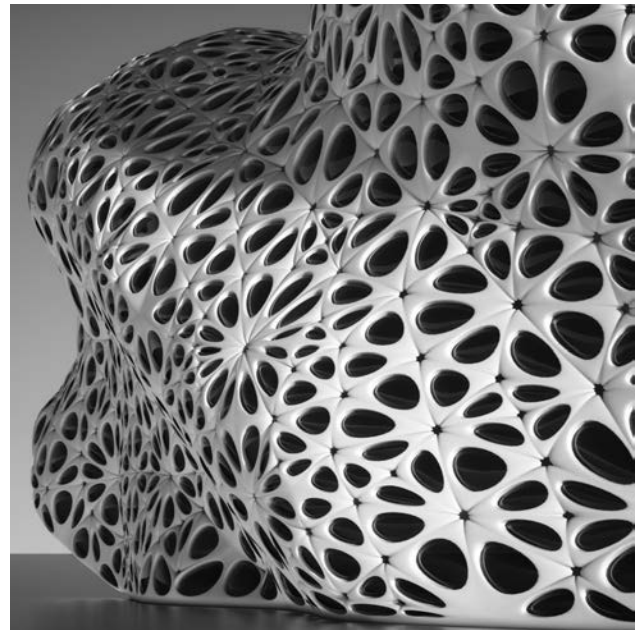
11:50 AM - 12:50 PM Concurrent Sessions - Solutions Wheel and Concurrent Industry Intensives
Choose **one** of the following sessions:
Interactive - Solutions Wheel
Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers
or
A New Intelligence Approach Driving Change at Volvo Cars
followed by
CI Best Practices for Working in a Highly Regulated Industry ▶

12:50 PM - 2:00 PM **Food for Thought – Networking Roundtables Hosted by Industry Leaders**
Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

2:00 PM - 2:45 PM **KEYNOTE** - Hard-won Knowledge: Applying Lessons from Government Intelligence reforms to Change the Game in CI

2:45 PM - 3:30 PM **GAME CHANGER 3 SPOTLIGHT –**
Executive Interview: Strategy & Insights within the Aerospace Industry

3:30 PM - 4:15 PM Networking, Refreshment, and Exhibition Break



KEYNOTE
John Kringen
Former Deputy Director
for Intelligence
CIA



EXECUTIVE INTERVIEW
Clay Mowry
President
Arianespace

4:15 PM - 5:15 PM

GAME CHANGER 3 DEEP DIVES

Concurrent sessions that will explore interdependencies across disciplines to support decision-making.
Choose **one** session during this time frame:

FUNDAMENTAL:

- F1** - Intelligence for a Highly Connected World - Networks and Complexity ♦
- F2** - Vendor Management Programs – Building External Solutions Relationships ▶
- F3** - Becoming a Viable Member of the Executive Management: Using Emerging Trends to Drive Innovation, C-Suite and Business Unit Strategies ♦ **SOLD OUT!**
- F4** - Does Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) make Strategic Planning Obsolete? ♦
- F5** - Building a Billboard Customer and Competitor Intelligence Group ☆

ADVANCED:

- A1** - Building Organizational Partnerships: CI=Community Intelligence ♦ **SOLD OUT!**
- A3** - Pull Your Head out of your C-Suite - Embedding CI in the Company Culture ☆ **SOLD OUT!**
- A4** - Economic Intelligence: Gaining Competitiveness Through Sustainability, Technology, Culture and People ☆
- A5** - The Management and Commercialization of 'Open Technovation' in Emerging Economies ☆

Or select one of our special formats in this time frame:

LL 3 - LEARNING LAB

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

MI 3 - MARKETPLACE OF IDEAS

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



5:15 PM - 6:15 PM Networking Reception

9:00 PM - 12:00 AM 6th Annual Rock 'n' Roll Dance Party

The greatest danger to our
future is apathy.

– Jane Goodall



KEYNOTE
Leo Bonnani
Founder &
Chief Executive Officer
Sourcemap.com



The Great Debate
Craig Fleischer
Intelligence Innovation

SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION

THURSDAY, MAY 14, 2015

- 7:45 AM - 8:30 AM Registration and Breakfast
- 8:30 AM - 8:45 AM Opening Remarks
- 8:45 AM - 9:15 AM **KEYNOTE** - Fast Cheap and In Control: the Future of Predictive Analytics
- 9:15 AM - 9:45 AM Visualizing the World's Data for Competitive Intelligence
- 9:45 AM - 10:30 AM **GAME CHANGER 4 SPOTLIGHT** -
Reaction Time and Outputs
The Great Debate
- 10:30 AM - 11:05 AM Networking, Refreshment, and Exhibition Break

11:05 AM - 12:05 PM

GAME CHANGER 4 DEEP DIVES

Concurrent sessions that will explore how to make decisions fast, accurately and to the point.

Choose one session during this time frame:

FUNDAMENTAL:

- F1** - Anatomy of a Killer Chart: Four Key Guidelines ★
- F2** - Basic Decision Frameworks: Effective Analysis for Exasperated Executives ◆
- F3** - Game Changers's Communication Skills: Influencing Decision Makers Through Storytelling in CI ◆
- F5** - Market Size and Forecasting Estimation ◆

ADVANCED:

- A1** - 7 Traits of Highly Performing CI Functions: Building a Level of Effort Strategy to Move from KITs to Decisions ★
- A2** - Market Share Calculations and Early Warning Signals – Step Up Your Game & Become Sales' Best Friend ★
- A3** - Actionable Intelligence: Patent Visuals that Drive Effective Insights and Decision-Making ◆
- A4** - Intelligence Methodologies: A Case Study of The NFL ★

Or select one of our special formats in this time frame:

LL 4 - LEARNING LAB

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

MI 4 - MARKETPLACE OF IDEAS

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



- 12:05 PM - 12:10 PM Session to Session Travel Time
- 12:10 PM - 12:30 PM **GAME CHANGER INTERACTIVE DASHBOARD** –
Showcasing Live Data and Audience Insights
- Closing Remarks
The 30th Anniversary SCIP International
Conference & Exhibition Closes

NIGHT OF NETWORKING - TRIVIA CHALLENGE

Hosted by:



Monday, May 11, 2015

7:15pm

Are you a whiz at trivia? Kick off the networking with the ultimate team building experience sure to challenge your competitive instincts. Join us at The Smoke Ring for BBQ and trivia where you will put your knowledge to the test, and work with your team to come out on top! This event guarantees to have the Competitive and Strategic Intelligence community building, bonding and competing for the ultimate reward!

Participant Fee: \$30

Meal & Transportation Included



WINE & DINE

The networking never ends... join your colleagues in this dutch treat gathering to kick back, relax, and enjoy the fine cuisine Atlanta has to offer at Thrive Restaurant's laid back, modern atmosphere. It's another great opportunity to make new friends and further business relationships.

Participant Fee: \$50

Tuesday, May 12, 2015

7:15pm



6th Annual ROCK 'N' ROLL DANCE PARTY

All SCIP 2015 event attendees are welcome to join!

Hosted by:



Wednesday, May 13, 2015

9:00pm - 12:00am





AGENDA REGISTRATION, WORKSHOPS & CERTIFICATION

MONDAY

MONDAY, MAY 11, 2015

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

Registration for pre-event workshops and certification incur additional fees. See registration page for details.

9:00 AM - 6:00 PM

Workshop and Conference Registration Open

10:00 AM - 6:00 PM

SU1 - SCIP University Fundamental Level Certification – Intensive
(One and a half days leading to full certification – 50 points)

SCIP University Instructors:

Glen Brynteson
President
Voice of the Business Academy

Nan Bulger
Executive Director
SCIP

David Kalinowski
President
Proactive Worldwide, Inc.

Day 1 Fundamental Courses Offered (35 points):

- Foundations of Competitive Intelligence- A Practicum
- Introduction to Customer Intelligence, Insights and Analysis
- Predictive Analytics Introduction
- Ethics and Legalities Basics for Intelligence Programs

Day 2 Fundamental Continuation and Testing (15 points):

- 5 Pillars Every Intelligence Program Needs
- Understanding and Applications of Cost Benefit Analysis
- Intelligence for Sales Enablement

See page 31 for full descriptions

SU2 - SCIP University Fundamental Level One Day – Intensive
(One day – 35 points towards certification)

Day 1 Fundamental Courses Offered (35 points):

- Foundations of Competitive Intelligence- A Practicum
- Introduction to Customer Intelligence, Insights and Analysis
- Predictive Analytics Introduction
- Ethics and Legalities Basics for Intelligence Programs

WS1 - Foundations of Competitive Intelligence
Participation in WS1 will earn 10 points towards SCIP University Certification *Core Course

David Kalinowski
President
Proactive Worldwide, Inc.

Gary Maag
Chief Executive Officer
Proactive Worldwide, Inc.

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

Key Take-Aways:

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

WS2 - Using Scenario Planning and War Gaming to Drive Value in Intelligence (Advanced) (Full Day)**John Swanson***Partner*

Proactive Worldwide, Inc.

Erik Glitman*Chief Executive Officer*

Fletcher/CSI

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

Key Take-Aways:

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

10:00 AM - 1:00 PM

WS3 - Exploiting Technological Options: Utilizing Technology Forecasting and S&T Intelligence in Formulating Strategic Technology Plans *Core Course**Richard Mignogna***Principal Consultant/Lecturer*

TEMI/University of Colorado - Denver

The adroit exploitation of a firm's technological resources in a competitive environment can be seen as one important outcome of sound strategic technology planning. The development of a comprehensive strategic technology plan, however, requires integrating at least three tasks: 1) The care and feeding of one's own technological capabilities. 2) An understanding of competitors' capabilities and strategic intent. 3) An assessment of relevant emerging technologies as well as the broader technological landscape. Capabilities in technology forecasting and in the gathering and synthesizing of technology intelligence are valuable tools for completing these tasks. But how does one combine all of these disparate elements to coalesce such a comprehensive plan? Over the last several years, we've been told to focus on incremental versus radical innovation, technology life cycles, core competencies, hypercompetition, and a host of other paradigms du jour. And now... it's disruptive technologies – as if shifting from one paradigm to another weren't disruptive enough! This workshop will look at the roles of Technology Forecasting (TF) and Science & Technology Intelligence (S&TI) in crafting a cogent technology plan and how this all fits with the current admonition to give careful consideration to potentially disruptive technologies.

Key Take-Aways:

- An understanding of basic tools and techniques of technology forecasting and S&T intelligence and how these two disciplines are related
- Become conversant in the mechanisms of technological advance under both traditional and disruptive technology paradigms
- Be able to apply TF and S&TI to strategic planning under traditional (sustaining) versus disruptive technology regimes

3:30 PM - 5:15 PM

Sponsor & Exhibitor Workshop

5:15 PM - 6:00 PM

Sponsor & Exhibitor Registration & Orientation

6:15 PM - 7:00 PM

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.

7:15 PM

Night of Networking - Trivia Challenge

Are you a whiz at trivia? Kick off the networking with the ultimate team building experience sure to challenge your competitive instincts.

Hosted by:



AGENDA REGISTRATION, WORKSHOPS & CERTIFICATION

TUESDAY

TUESDAY, MAY 12, 2015

Registration for pre-event workshops and certification incur additional fees. See registration page for details.

Note: All Workshops earn 10 points towards SCIP University Electives. Core Courses earn 10 points towards SCIP University Certification.

Register for one of the following:

7:45 AM - 6:00 PM

Workshop and Conference Registration Open

8:30 AM - 11:30 AM

SU1 – SCIP University Fundamental Level Certification – Intensive (continuation)

Day 2 Fundamental Continuation and Testing (15 points):

- 5 Pillars Every Intelligence Program Needs
- Understanding and Applications of Cost Benefit Analysis
- Intelligence for Sales Enablement

WS5 – Quarterbacking the Competitive Intelligence Process – A Strategy Workshop (Advanced)

Dawn Faint

Strategy & Competitive Intelligence Manager
Cigna Corporation

Peter Grimm

Managing Director
Cipher

Beau Oliver

Director
Cipher

This workshop will focus on concepts, tools, and techniques by which today's practitioner can begin to operate as a CI Quarterback within their organization in order to enhance the value provided and expand capabilities. This interactive format will help CI practitioners identify pockets of these skillsets throughout their organization, how to best take advantage of these skillsets, and how to build these skillsets in other areas within the organization to provide additional value. Cipher will partner with the Competitive Intelligence Director for one of our largest Healthcare clients for this session in order to provide a real world example of how this "Quarterback" function can add value within an organization and expand the capability for added value and growth in a way that does not threaten the existing CI functional team.

Key Take-Aways:

- Concepts, tools and techniques to help today's practitioner operate as a CI Quarterback within their organization
- How to identify and build these skillsets in other areas within the organization
- A real world example of how this "quarterback" function can add value within an organization

WS6 – Dynamic Thinking and Gamification *Core Course (Fundamental)

Ruben Arcos

Professor

Rey Juan Carlos University

Chris Jagger

Company Leader
2creatEffects

We have identified that over time, many institutions suffer a gradual shift to complacency and the defense of the 'status quo.' Dynamic thinking can help reduce this defense by encouraging individuals to accept 'thinking differently'; to become the champions of change rather than to oppose it. Technology can assist but the products of analysis can be complex and difficult to communicate in short, board-level presentations. Results may be incomplete and predictions of the future will carry inevitable uncertainty. Competitive intelligence analysts must become well-honed in the skill of critical and creative thinking – dynamic thinking. The dynamic thinker is a person who continuously invests in adopting and adapting habits of mind that allow them to think and respond to challenges critically and creatively. In doing so they are able to think honestly about themselves, their team, and their organizations. They are truth-seeking, willing to change their views and are accountable for their actions. Furthermore they are robust and judicious in pushing down barriers to achieve the best possible effects. If we can do this then we'll be better equipped to adapt, thrive and survive in the ever changing, increasingly unpredictable and uncertain world in which we live. Using mini simulation exercises based on 'fictitious' business scenarios, participants will witness, first-hand, the benefits of dynamic thinking.

Key Take-Aways:

- A framework for dynamic thinking
- An understanding of the benefits of using simulation exercises in teaching habits of mind
- Tools and techniques which assist in the process of dynamic thinking

WS7 – Financial Intelligence (Advanced)**Ricardo Lopez***Director, Competition Solutions**Lone Star Aerospace, Inc.***Jessica Rosenbaum***Subject Matter Expert Relationship Manager**Lone Star Aerospace, Inc.*

Intelligence gleaned from financials is quite often very telling. CI professionals, however, are sometimes not well versed in what specific intelligence they can extract from financials and how to interpret it. On the other hand, financial professionals are often well versed in understanding financials but do not regularly interface with intelligence professionals. As industries change and intelligence seeks to gain more credibility, it will be vital for these two professions to come together to develop robust decision support for executives. In this session, we will discuss the integration of these two professions, what decision support they can collaborate on [including but not limited to predictive forecasting, assumption based growth projections and foresight], and what robust deliverables they can develop for senior management collaboratively.

Key Take-Aways:

- Types of decisions where collaboration is vital
- Short term quick win successes for collaboration
- Short case study - A sample side by side analysis and its use in senior management decision support

WS9 – Market Sizing Models (Fundamental AND Advanced)*Participation in WS9 will earn 10 points towards SCIP University Certification***Arun Jethmalani***Managing Director**ValueNotes*

The key objective of this workshop is to enable participants to break down or decompose complex problems while developing usable market-sizing frameworks. The workshop will help participants understand how different frameworks can be developed to address market sizing for different types of products or industries, as well as deal with information scarce situations. The workshop will also enable the creation of data collection frameworks to complete the market sizing.

Key Take-Aways:

- Insight into why industry structure and value chain analysis are critical inputs to model development
- Best practices in building multiple models to ensure triangulation and validation
- A model development framework to define your research agenda for market sizing

12:45 PM

GENERAL SESSION OPENS

12:45 PM - 1:00 PM

Welcome and Opening Remarks

1:00 PM - 2:00 PM

KEYNOTE – Game Changers: How to Build the Future**Brian David Johnson***Futurist**Intel*

The future isn't an accident. The future is built everyday by the actions of people, organizations and corporations. But how do we build the future? What are the actionable steps we can take today to model, communicate and build these visions? What is coming that we can see, and what are some wild ideas that we may not see that will impact industry and the human race?

Key Take-Aways:

- A framework for modeling and designing the future
- An illustration of the framework through real world specific examples and lessons learned
- Ways to be a change agent and engage C-Suite and business line executives in getting ahead of what will be and could be coming

2:00 PM - 2:35 PM

EXECUTIVE ARENA - Leveraging Intelligence for Game-Changing Product Innovation**Nan Bulger***Executive Director**SCIP***Richard Sear***Global Vice President, Visionary Innovation**Frost & Sullivan*

This year, we are taking Intelligence, Strategy and Marketing Professionals through the journey of creating and mastering an integrated intelligence™ function within an organization to enhance competitive positioning via new avenues that effect the customer experience in the market and increase your company's ROI. In a global environment, it is essential that the decision making professional is well equipped to deliver insights from a variety of functions and a myriad of intelligence sources including, but not limited to, the economic, competitor, customer, market, technological, and big data intelligence arenas. Product extensions, market extensions, disruptive technologies all find their roots in impact analysis frameworks created through robust intelligence. This segment of the presentation will also provide concrete examples of how intelligence is being used to determine a new generation of markets and products.



AGENDA GENERAL SESSION AND EXHIBITION

TUESDAY

2:35 PM - 2:25 PM

INTERACTIVE - SCIP Visionary Think Tank

Richard Sear

*Global Vice President, Visionary Innovation
Frost & Sullivan*

This interactive session will begin with insight into mobile technology, how it has changed the face of industry, industry convergences—and its tremendous potential to continuously do so in the near term. Each table will participate in an interactive exercise using mobile technology as the basis for the analysis. Tables will identify how mobile technology might change the face of their industry and which specific indicators signal the need for change. Participants will then discuss how they use the indicators to make the case to management for possible market extension, product extension, or the launching of a disruptive technology, etc.

3:25 PM

Exhibition Hall Opens

3:25 PM - 4:10 PM

Networking, Refreshment, and Exhibition Break

Featured Demonstration

Hosted by:

WideNARROW

4:10 PM - 4:55 PM

GAME CHANGER 1 SPOTLIGHT – Future Force: The Intelligence Skillsets that will Change the Game

MODERATOR:

Glen Brynteson

President

Voice of the Business Academy

PANELISTS INCLUDE:

Tina Bundgaard

Corporate Market Intelligence Manager

Rockwool International A/S

Rom Gayoso

Economist & Professor

Grand Canyon University

Derek Sugalski

Director, Corporate Competitive Strategy

PTC

Francisco Varela

Senior Director, Marketplace Intelligence and Strategic Support

Pfizer

This discussion-style panel will focus on the integration of intelligence skillsets with associated operational disciplines. The panel will include experts from a variety of business functions where they will discuss how they interface with the intelligence function and the value add they require from the intelligence discipline to make decisions that drive competitive advantage. The panel will include intelligence experts who have also served in other industry disciplines as they share their expertise, why their backgrounds enhance their expertise in intelligence discipline and where they see the value add of integrating skill sets.

Key Take-Aways:

- An understanding of the role of other disciplines and their requirements for decision making
- Where they see the value add of intelligence with their disciplines
- A sampling of integrated decisions that can be made in coordination with this discipline

4:55 PM - 5:00 PM

Session to Session Travel Time

5:00 PM - 6:00 PM

GAME CHANGER 1 DEEP DIVES

Concurrent sessions that will explore the intelligence professional of the future.

Choose one session during this time frame:

FUNDAMENTAL:**F1 - Fundamentals of Market Intelligence & Branding ♦ SOLD OUT!**

Tina Bundgaard

Corporate Market Intelligence Manager
Rockwool International A/S

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

Key Take-Aways:

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

F2 - Competitive Technical Intelligence - Intellectual Property as a Gateway to Predicting Your Competitor's Innovation Strategy ♦

David Jarczyk

President & Chief Executive Officer
ktMINE

By some estimates, Intellectual Property ("IP") represents up to 80% of corporate value. Therefore, knowing your competitor's innovation strategy is equivalent to understanding their business strategy. This session will discuss how the transparency created by ktMINE IP allows practitioners to more accurately predict a competitor's strategies.

Key Take-Aways:

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

F3 - Talent Metrics as a Vehicle for Competitive Advantage ♦

Hestor Nienaber

Professor
University of South Africa

Nisha Sewdass

Professor, Department of Business Management
University of South Africa

The purpose of this session is to explore why talent management efforts fail. A synthesis review of the theory is presented. The findings include that talent intelligence, especially metrics, is generally flawed. The value of the paper includes that talent intelligence can be improved by taking a number of practical steps to ensure competitive advantage and improved organizational performance.

Key Take-Aways:

- An understanding of why talent management efforts fail
- Steps that need to be taken to improve talent management for competitive advantage and improved organizational performance
- Insight into the link between talent intelligence and strategy in organizations

ADVANCED:**A1 - M&A, White Space & Adjacencies: Building New Ecosystems for Innovation Success ★**

Ubaldo Kragten

Manager, Business & Market Intelligence
DSM Innovation Center

In radical innovation one of the key challenges is to build new ecosystems in which each party has to play its role. Intelligence plays a crucial role in identifying and selecting these partners for which it is often needed to move into unknown territory. The tools used can vary from well known, traditional tools towards much more advanced tools for relationship/networking analysis.

Key Take-Aways:

- An overview of the process over the innovation chain (from idea to implementation)
- A understanding of the value of both traditional as well as new, advanced analysis tools



AGENDA GENERAL SESSION AND EXHIBITION

TUESDAY

A2 - The Intersection of CI and Corporate Strategy: Competitive Intelligence as a Key Component in PTC's M&A and Strategy Planning Process ★

Derek Sugalski

Director, Corporate Competitive Strategy
PTC

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

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

Key Take-Aways:

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

A3 - Advanced Analysis: When it's Worth Investing in Structured Techniques, and When it's Not ★

John Kringen

Former Deputy Director of Intelligence
CIA

Peter Grimm

Managing Director
Cipher

Quality analytic processes require periodic testing of analytic assumptions and evidence. There are many analytic techniques that facilitate such testing, but there is no single methodology that is appropriate for all situations. How does one determine what works for the analytic challenges that your organization faces?

Key Take-Aways:

- Examples of useful analytic techniques and their potential application
- Lessons learned from their use in the US intelligence community
- Guidelines for assessing which techniques are appropriate to what types of problems

A4 - Advanced Financial Intelligence - Dissecting Financials to Pinpoint Winners and Losers Products, Competitors & Industries ★

David Rogers

Former Professor of Business Administration
Harvard University

Using reformatted updated (2014) public statements, Dr. Rogers will demonstrate (1) unlayering financials to determine actual operating profit; (2) converting statements to cash to determine competitor survivability; (3) discovering "financial engineering" reducing SG&A to impress analysts; (4) calculating the competitive impact of "unbeatable" entry barrier margins; and (5) discovering and reversing sales of high price assets (of dubious value) to Joint Ventures of unconsolidated subsidiaries - a favorite ploy. Each analytic tool has significant CI impact. For example, Dell's 18% gross margin was key to IBM's selling its PC business to Lenovo.

Key Take-Aways:

- Dissect a competitor's actual operating profit, not the version report [Microsoft 2002-2014]
- Discover "financial engineering," especially manipulated SG&A expenses designed to enhance reported operating profit [IBM 2002 vs. 2013]
- Understand the power of converting traditional accounting statements to cash flows when estimating a competitor's survivability [Microsoft vs. Dell 2014]

A5 - Advanced Competitive Intelligence – Emerging from the Shadows of Strategy ◆ SOLD OUT!

Debleena Roy

Marketing Leader
BRIDGEi2i Analytics Solutions

For a long time, Competitive Intelligence (CI) was considered a relatively poor cousin in the star-studded world of Strategy. Who cared if you tracked your competition? What mattered was planning for the future. Well, that's changing. In fact, that's changed. Strategy roles in many businesses are currently under question and CI, as a discipline aided by tools such as visualization, social research, and data analytics is emerging as a powerful differentiator for businesses. This session will discuss these changes through the example of the Investment Management industry.

Key Take-Aways:

- How competitive intelligence can help us identify emerging business models such as online wealth management and multi-boutiques that could emerge as game changers
- How real-time social intelligence can shape competitive intelligence and change the game for the old-world competitive intelligence techniques
- How we measure success for a CI program and what defines the best-in-class CI service/CI product

A6 - The Role of Scenarios and Competitive Intelligence in Building Strategic Intelligence Capability ♦ SOLD OUT!**Ernst Neuland***Professor of International Business and Strategy
University of South Africa***Wilhelm Neuland***Lecturer of Strategic Management
University of South Africa*

To enhance strategic planning and decision-making in environments characterized by unprecedented change, we propose an integrated scenario planning and competitive intelligence approach that should lead to future sustainable competitive advantage irrespective which one of a set of plausible scenarios eventually plays out. The methodology synergistically integrates CI into the various stages of the scenario planning process in devising plausible states of the future at a certain point in time to build strategic and competitive intelligence capabilities. Integrating CI in each stage of all the possible scenarios is explored from a practical perspective

Key Take-Aways:

- A framework for integrating CI in scenario planning to enhance strategic intelligence capability
- An overview of the key aspects to be addressed during the integrated scenario planning process
- The expected results and potential benefits of this approach in enhancing competitive and strategic intelligence for improved strategic planning and decision-making in organizations

*Or select one of our special formats in this time frame:***LL1 - LEARNING LAB**

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

1. Understanding the CI Function and its Value: From Search Engines and Interviews to Academic Research**Harrison May***Graduate Student, Tom Ridge School of Intelligence Studies
Mercyhurst University***Shelly Freyn***Graduate Student
Mercyhurst University*

With many organizations having small or even no formal Competitive Intelligence (CI) department, CI professionals need to clearly understand and convey the skills, the role and, more importantly, the value of CI in order to get executive and organizational buy-in. Using a unique approach, the presenters will provide three distinct perspectives by analyzing skills, titles, and locations CI job postings across multiple industries, existing academic research, and interviews of Fortune 100 CI professionals. In doing so, the presenters hope to show the connections and the gaps in the process of understanding what CI can do for an organization.

2. Using GIS and IPB for Retail Pharmacy Site Selection**Philip Lawson***Graduate Student
Mercyhurst University*

This lab is based on a master's thesis research which aims to reveal the store placement business model for CVS, Walgreens, and Rite Aid by utilizing ESRI ArcGIS software to map and analyze store locations in their surrounding socioeconomic, geospatial, and competitive environment. The analytic findings from this geospatial analysis were synthesized with a Geospatial Preparation of the Environment (GPE) analysis to illustrate the utility of this methodology for determining the most-suitable locations for a new independent retail pharmacy.

3. Market Sizing and Forecasting Tools**Levy Boulogny***Manager, Strategic Marketing
CGG*

Tasked with estimating the size and growth rate of a market? Don't despair – 5 framing steps, some sweat and Voila!

MI 1 - MARKETPLACE OF IDEAS

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

1. Understanding the CI Function and its Value: From Search Engines and Interviews to Academic Research**MODERATOR:****Craig Fleischer***Intelligence Innovation***Discussion Topics:**

- What are the challenges based on your organizational hierarchy?
- How can you incorporate new skill sets and technologies into a mature CI function without losing your key contributors?

Goal: Upgraded skills = career advancement = corporate growth
Reality check: Blindsided with new projects and tools that require new skillsets. Who has time for training?

Join an informal discussion and debate on skill sets of the future force within your own industry. Find out how other industries and companies are tackling these same issues.

6:00 PM – 7:00 PM

Networking Reception

7:15 PM

Wine & Dine

The networking never ends! Join your colleagues in this dutch treat gathering to kick back, relax, and enjoy the fine cuisine Atlanta has to offer!

WEDNESDAY, MAY 13, 2015

6:00 AM - 6:45 AM

Early Morning Risers Workout

7:45 AM - 5:15 PM

Conference Registration Open

7:45 AM - 8:30 AM

Continental Breakfast and Exhibition

8:30 AM - 8:45 AM

Opening Remarks**Nan Bulger***Executive Director
SCIP***Brian Fitzpatrick***Senior Vice President & General Manager
SCIP*



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

8:45 AM - 9:15 AM

KEYNOTE – Using Competitive Intelligence to Improve Your Value Proposition

Keith Pigues

Former CMO, Ply Gem

Dean, NCCU School of Business

Current Partner, Keen Strategy

All too often, companies spend too much time talking about their capabilities, products, and services and not enough time listening to the needs of their customers. Are you confident in your ability to get THE most valuable competitive intelligence - how to help your customers make more money doing business with you versus doing business with your competitors? Listen and learn exactly how to drive innovation in the area of customer value management, using a new and valuable form of competitive intelligence.

Key Take-Aways:

- Keen insight into why a focus on your customers' profitability is the key to your company's growth and profitability
- Steps to uncover the differential value customers receive from your company's value proposition
- Techniques to identify the most valuable opportunities to improve your customers' business and make more profits for your business in return g Best practices for collecting and utilizing competitive intelligence derived from the use of the Differential Value Proposition (DVP) to improve your organization's decision-making, investments and results

9:15 AM - 10:00 AM

GAME CHANGER 2 SPOTLIGHT - BIG DATA & ANALYTICS ▶

Collective Intelligence: Making the Most of Customer Responses and Big Data

MODERATOR:

Steve Einbender

Data Scientist

The Home Depot

PANELISTS INCLUDE:

Joseph Arsenault

Senior Manager, Analysis/Metrics

Time Warner Cable

Alex LeFur

Director, Big Data and Advanced Analytics

Arrow Electronics

Eli Phetteplace

Director, Enterprise Data

The Weather Channel

Pat Richards

Director, Big Data & Analytics

Intel Corporation

Blake Sanders

Vice President, Architecture and Data Management

American Cancer Society

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

10:00 AM - 10:45 AM

Networking, Refreshment, and Exhibition Break

6th Annual ROCK 'N' ROLL DANCE PARTY

Hosted by:  **AURORA WDC**
SEE CLEARLY • THINK AHEAD • BREAKTHROUGH

All SCIP 2015 event attendees are welcome to join!

First 200 people to arrive will be provided drink tickets!

Wednesday, May 13, 2015
9:00pm - 12:00am



10:45 – 11:45 AM

GAME CHANGER 2 DEEP DIVES

Concurrent sessions that will explore how to create a business environment with the customer in the center that delivers a return on investment.

Choose one session during this time frame:

FUNDAMENTAL:**F2 - Crowdsourcing for Data – How to Gain Market Insight through Data Sources ♦ **SOLD OUT!****

Catherine Ordun

Associate

Booz Allen Hamilton

Todd Schmidt

Senior Consultant

Booz Allen Hamilton

Companies can gain competitive insight about what their customers and competitors are thinking about in terms of the data they are searching for, collecting, and sharing with others. We have developed a crowdsourcing-for-data tool that can be used to anticipate future market needs. The technology uses an internet interface that collects on indicators like data sources, research interests, web sites visited, and articles read, to characterize user knowledge gaps across multiple industries, understand trends and forecast data gaps in any industry.

Key Take-Aways:

- How open source coding and crowdsourcing can be used to collect intelligence
- How to data aggregation and crowd sourced data stores
- A demo of our prototype focused on a healthcare CI case study

F3 - You've Got Insights, Now What? Leveraging Customer Insights to Align Competitive Strategies for Re-engagement, Retention, and Positioning ♦ **SOLD OUT!**

Crystal Pieschel

Senior Account Executive

Market Awareness

Your company is in tune with the Voice of the Customer (VoC) and has executed many programs to obtain customer and prospect feedback. That's fantastic. But now what? Too many organizations fail to properly integrate and leverage all of these insights to their fullest potential, resulting in a waste of time, money, resources, and negative customer implications. This interactive session will focus on case studies and collaborative activities that address the need to integrate and quickly act upon all forms of customer and prospect insights.

Key Take-Aways:

- Tools and techniques to drive integration and action on the back-end of insight gathering activities
- Case study participation including the application of a re-engagement action plan tool
- Best practices for closing the feedback loop

F4 - Building Value For the Customer Experience Through "Voice of the Customer" Intelligence ☆ **SOLD OUT!**

Paul Santilli

Senior Manager, WW OEM Business Intelligence & Customer Insights

Hewlett Packard

Lisa Hicks

Vice President

Maia Strategy Group

This session will provide an actual case study involving global "Voice-of-the-Customer" research for HP's OEM operations. The company sought to understand three critical "customer-centric" areas of their performance; 1) Client Acquisition, 2) Client On-Boarding, and 3) Early-Customer Experience. In collaboration with its external research partner, Maia Strategy Group, a research scope and methodology were designed. In this session, you will view the scope developed and the presentation of the research's findings. We will share perspectives on how HP turned insights into actions delivering a positive ROI. Presented by HP and its research partner, Maia Strategy Group, they will share with you how this critical initiative was designed and executed.

Key Take-Aways:

- A "where the rubber meets the road" understanding of how to gain buy-in and cooperation from multiple stakeholders
- A best practices view into the design of World Class primary "Voice-of-the Customer" research
- Perspectives on how to turn insights into actions so as to deliver a positive ROI

F5 - Cultural Sensitivities when Gathering HUMINT ☆

Mzoxolo Gulwa

Competitive Intelligence Manager

Standard Bank of SA

Competitive Intelligence practitioners face various challenges when conducting research on the African continent. The aim of this presentation is to highlight the major challenges one can expect when called upon to do research on the ground in African markets such as Nigeria, Ghana, Kenya, Ivory Coast, South Sudan and Zimbabwe. The presenter will share his own experiences and those of the practitioners he surveyed for this presentation.

Key Take-Aways:

- Understanding of the dynamics in competitive and market research on the African continent
- Approaches for collecting information on-the-ground in Africa
- A general understanding of business environment on the continent



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

ADVANCED:

A1 - Pricing Intelligence: Monetizing Pricing Intelligence for Corporate Success 🌟

Robert Zeas

*Global Strategic Competitive Intelligence
Level 3 Communications*

Providing actionable, relevant pricing intelligence to monetize sales and marketing campaigns can be challenging. Join in for the ultimate guide on how to prove your ROI with your strategic competitive intelligence. Robert Zeas has developed and led pricing intelligence research- integrating this into actionable sales/marketing campaigns in Fortune 20 global corporations, monetizing \$100M in revenue with favorable profitability.

Key Take-Aways:

- A framework for evaluating linkages between your competitive landscape and marketing/sales campaign objectives
- A review of methods to optimize the relevance and accuracy of the pricing intelligence towards these goals
- Tools, frameworks and measurement methods you will need 'Day 1' to move your results forward with your strategic competitive intelligence program

A2 - Tuning in to the Voice of the Competitor (VOTC): Going Beyond Google 💎 **SOLD OUT!**

Sean Campbell

*Chief Executive Officer
Cascade Insights*

Effective Voice of the Competitor (VOTC) research can connect you with the needs of the market in ways that are both non-traditional and powerful. To conduct effective VOTC projects you need to first analyze the digital signature that your competitor has left on the Internet. This includes mining social media, SEO data, and community discussions. In short, Go Beyond Google, when it comes to your digital data mining efforts. Next, let this same data mining effort lead you to the competitor customers and partners that matter, so you can interact with them directly. Doing so will help you understand what Key Buying Criteria drove a competitor's customers to buy, and what deals you weren't even invited to. In short, effective VOTC research helps you to understand a competitor's Go-To-Market strategy, the features their customers love, the features that they think are lacking, or not yet present, the competitor's sales tactics, the competitor's pricing model, and why customers and partners engage with them overall.

Key Take-Aways:

- How to use over 20+ web based tools and sites that they can use to better collect and analyze OSINT from the web
- Methods for effectively integrating competitor customer and partner interviews into Voice of the Competitor (VOTC) efforts
- Ways in which VOTC compliments VOC research and lessons that can be learned from this comparison

A3 - Driving Strategic Decision Making: Moving the Needle with Senior Leadership 🌟 **SOLD OUT!**

Ben Lawder

*Smith L. Johnston Scholar
Emory University*

Even when you have done excellent research and analysis, it can be tough to convince senior leadership to take action on your recommendations. In this session, you will learn and practice several techniques you can immediately use to capture the attention of senior executives and convert them to major supporters of your function. From "telling the story short" and the appropriate use of graphics to the importance of pre-wiring and moving at the speed of business, the concepts discussed in this interactive session are great career accelerators for any insights professional.

Key Take-Aways:

- The most common question you'll be asked by senior executives
- Tips for understanding each executive's most critical issues
- Communication best practices for a senior audience

A4 - Mine the Gap: Crowdsourcing Data to Reach New Levels of Analysis 💎 **SOLD OUT!**

Abby Viotor

*Senior Advisor
IBM*

Data is a mission critical component of any strategic plan, but businesses often have limited access to the micro/mesa-level data in their ecosystem, forcing use of the same old sources competitors also rely on. This session is ideal for practitioners who face data gaps and are interested in non-traditional Social tools that facilitate the generation of quantifiable data. How often have you wished for facts and figures that do not exist? Digital networks increasingly allow practitioners to harness the people whom you can economically task to become a scalable network dedicated to capturing customized, quantitative data that can be aggregated and analyzed for insights.

Key Take-Aways:

- A sample of specific social tools available that allow practitioners to crowdsource continuous streams of data that can be utilized to create real time insights of an ecosystem
- A framework to capture quantitative insights using the tools discussed

A5 - Intelligence Touchpoints in the New Product Introduction (NPI) Process 🌟**Celeste Corrado***Strategist & Innovation Expert*

Vizeon Solutions, LLC

So often products are developed without proper insights related customer preference, customer buying patterns and what drives the customer experience. Customer intelligence and insights are key to defining these elements but are often not built into the process. In the session, we will discuss a typical new product introduction process and identify areas where intelligence touch points add value and reveal critical insights. As the integrated intelligence discipline expands, this will prove an important aspect of the professional's job and changes the game for the intelligence profession and the decisions they support.

Key Take-Aways:

- The detailing of a typical new product introduction process
- Customer insights and competitive intelligence touch points
- Key decision support activities and impact analysis key to producing insights related to customer preference, customer buying patterns and what drives the customer experience

Or select one of our special formats in this time frame:

LL 2 - LEARNING LAB

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

1. Quick Dynamic Thinking: Habits of Mind for Problem Solving**Chris Jagger***Company Leader*

2creatEffects

In this session you will learn how to employ Quick Dynamic Thinking for problem solving by adopting and adapting powerful and dynamic habits of mind. Participants will be introduced to powerful thinking techniques through the use of a fun, inspiring and challenging mini simulation exercise with a national security theme.

2. A One-Page Tool: Seeking Prototype**Pascal Frion***Founder*

Acrie Competitive Intelligence Network

You look for an information that does not seem to exist on the web. You decide to go and co-produce it with some people who might know some of it. The problem is to identify clearly the information you want, to profile the people we don't know yet who might help and to imagine scenarios to prepare our interviews.

3. Essential Structured Analytic Techniques**Ruben Arcos***Professor*

Rey Juan Carlos University

MI 2 - MARKETPLACE OF IDEAS

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

The Kodak CI Story**MODERATOR:****Timothy Kindler***Associate Director, Competitive Intelligence*

Ernst & Young LLP

Kodak had one of the most recognized and powerful brands in the world. The "Kodak Moment" remains synonymous with picture taking events. Recent times have not been kind to the company, however. Kodak entered Chapter 11 in January 2012, leading a wide range of pundits to declare that Kodak had missed the digital boat and did not understand the consumer's changing needs and desires. They questioned why the company didn't see the shift to digital coming. The company is now out of bankruptcy but a shell of its former self. This session will review the Kodak CI operation from its inception in the mid-1980's to the present day and attempt to answer the question from the pundits.

Discussion topics:

- The structure, deliverables, goals and measures of success for CI at Kodak
- Identification of tools used to discover, track and analyze game changing technology disruption
- Debate lessons learned from a real-world case study on the benefits and limitations of CI for a company facing technology disruption and changing customer needs

11:45 AM - 11:50 AM

Session to Session Travel Time



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

11:50 AM - 12:50 PM

Concurrent Sessions - Solutions Wheel and Concurrent Plenary Sessions

Choose one of the following sessions:

Interactive - Solutions Wheel

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

Or

A New Intelligence Approach Driving Change at Volvo Cars

Andreas Strasser
CI Strategy & Change Manager
Volvo Car Corporation

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

Key Take-Aways:

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

followed by

CI Best Practices For Working In A Highly Regulated Industry

MODERATOR:

Michael Crawford
Senior Manager, Strategic Planning Group
Fifth Third Bank

PANELISTS INCLUDE:

Ravi Krishnan
Managing Director
Krishnan & Associates

J. Michael Maher
Executive Director, U.S. Regulatory Policy and Global Intelligence
Pfizer Inc.

Richard Mignogna
Principal Consultant/Lecturer
TEMI/University of Colorado - Denver

Dina Molaison
Senior International Trade Specialist
U.S. Department of Commerce

Alfred Reszka
Executive Director and Head, Strategic Business Intelligence
Merck

Mary Ann Sarao
Director, Global Competitive Intelligence
Bayer HealthCare Consumer Care

Best practices will be shared by some of the most highly regulated industries in the world: Pharmaceutical, Aerospace, Energy and Financial Services. Hear how these companies consider Ethics, Policy and Compliance as part of their CI programs.

Key Take-Aways:

- Insight into the challenges of working in a regulated industry
- Best practices for working in a regulated industry
- A comparison across various industries

12:50 PM - 2:00 PM

Food for Thought – Networking Roundtables Hosted by Industry Leaders

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

2:00 PM - 2:45 PM

KEYNOTE – Hard-won Knowledge: Applying Lessons from Government Intelligence Reforms to Change the Game in CI**John Kringen***Former Deputy Director for Intelligence
CIA*

In an increasingly competitive global business environment, the capability to understand – and communicate effectively about – the threats and opportunities that a company faces is becoming more critical. The experience of the US intelligence community in recent years in dealing with threats from terrorism, insurgency, and proliferation, among others, offers some hard-won “lessons learned” that are applicable to success in competitive intelligence.

Key Take-Aways:

- Best practices with regard to anticipating surprise
- Significant design considerations in building quality competitive intelligence processes and products
- Lessons learned in the development of more agile intelligence capabilities

2:45 PM - 3:30 PM

GAME CHANGER 3 SPOTLIGHT – Executive Interview: Strategy & Insights within the Aerospace Industry**Clay Mowry***President
Arianespace*

Executives within all industries experience similar challenges regarding strategy planning and execution. Join us as we ask candid questions and gain insights on how some of the top minds in the Aerospace industry view disruption, innovation, deal with both positive and negative publicity and encourage and invest in diverse and highly skilled talent.

3:30 PM - 4:15 PM

Networking, Refreshment, and Exhibition Break

4:15 – 5:15 PM

GAME CHANGER 3 DEEP DIVES

Concurrent sessions that will explore interdependencies across disciplines to support decision-making.

Choose one session during this time frame:

FUNDAMENTAL:**F1 - Intelligence for a Highly Connected World - Networks and Complexity ♦****Fernando Domingues Jr.***Founding Partner
Mentor Consulting*

Intelligence is related to the capability of an organization to adapt accordingly to a fast changing environment. In a world that is becoming more and more connected and complex, how should the intel practices evolve to cope with the needs of survival? This session will be proposing a new approach to this challenge based on the transformation of the intelligence structure from small groups inside a department into a distributed, networked one. The participants will be discussing how to do it in an interactive way.

Key Take-Aways:

- An understanding of why the current intelligence practices are not enough for the world we are living in
- A new way of organizing the intelligence initiative
- Insights on how to make the transition to networks and make collective intelligence a reality

F2 - Vendor Management Programs – Building External Solutions Relationships ▶**MODERATOR:****Erik Glitman***Chief Executive Officer
Fletcher/CSI***PANELISTS INCLUDE:****Gina Cerami***Vice President of Marketing
Connotate***Sue LaBonville***President
Allis Information Management Inc. (AIM)***Marc Limacher***Founder & Managing Director
INOVIS Inc.*

Often significant money is spent hiring and working with outside intelligence consultants and vendors to deliver products to their internal clients and often these programs fail because of differing understanding of overall objectives, scope creep, and misaligned deliverables which are all avoidable if the program is scoped and managed correctly and that all objectives are aligned between internal customer and consultant. In this panel discussion, we will hear from four competitive intelligence consultants, representing different company sizes and focus with extensive experience in delivering successful results and maintaining satisfied client relationships.

Key Take-Aways:

- Best practices for developing effective RFPs and proposals
- How best to manage projects and build well understood scope objectives and deliverables
- Ensuring on time, on budget delivery of results that changes your company's game and give your decision makers a competitive advantage



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

F3 - Becoming a Viable Member of the Executive Management: Using Emerging Trends to Drive Innovation, C-Suite and Business Unit Strategies ♦ **SOLD OUT!**

Jennifer Canayas

Senior Manager Competitive Intelligence
Blue Cross and Blue of FL

Paul Patterson

Competitive Intelligence Consultant
Blue Cross and Blue of FL

As an intelligence practitioner a key role you can play is to provide insight into emerging trends that will have an impact on your organization. In this session you will learn from practical experience the techniques and tools used to monitor trends and frame audience-specific insights that drive strategic decisions.

Key Take-Aways:

- A framework for monitoring and tracking emerging trends
- Examples of the artifacts used to communicate synthesized insights and implications
- Techniques to help develop client specific insights

F4 - Does Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) make Strategic Planning Obsolete? ♦

Heath Gross

Chief Executive Officer
Sedulo Group

Over the last two decades military strategists have had to make significant changes to their planning process as they deal with the shift from linear battlefields to combating guerrilla warfare and terrorism. Leveraging the VUCA framework, military strategists have overcome many of the challenges associated with Volatility, Uncertainty, Complexity and Ambiguity. In the private sector, corporations have experienced similar upheaval and uncertainty as innovative technologies, and the shift to a global economy, have dramatically increased the rate of change and the propensity for disruption. Leveraging Heath's experience in both military and corporate strategy, we will learn and discuss the value of the VUCA framework applied to business. Particularly, we will focus on how competitive intelligence can support strategic planning by minimizing the impact of Volatility, Uncertainty, Complexity and Ambiguity.

Key Take-Aways:

- Insight into how to identify VUCA in their role
- A guide to anticipating change and reacting
- A framework for building a dynamic capability for responding to VUCA

F5 - Building a Billboard Customer and Competitor Intelligence Group ♦

Michael Crawford

Senior Manager, Strategic Planning Group
Fifth Third Bank

Mike will share his insight into the evolution of the customer and competitive intelligence function that he built and nurtures at Fifth Third Bank through the eyes of the journey of rapper Macklemore. The function went from a start up, to one that is high performing and fully integrated into annual strategic planning and innovation processes.

Key Take-Aways:

- Lessons from the journey from unknown to value add function
- Framework for incorporating market, competitor, and customer data into business unit strategic planning
- Conversation on a selection of trends shaping our future market

ADVANCED:

A1 - Building Organizational Partnerships – CI = Community Intelligence ♦ **SOLD OUT!**

August Jackson

Associate Director
Ernst & Young LLP

Colleen Meeker

Strategic Market Intelligence Program Leader
Ernst & Young LLP

EY transformed its competitive and market intelligence practice from a team-based model to a community-based model in order to expand the ability to capture intelligence and foster differentiated insight. We learned key lessons during this journey that other CI teams can apply to their own efforts to create an intelligence community. In this interactive session two practitioners from EY's Strategic Market Intelligence organization will describe those lessons and challenge participants to translate these lessons to their own organization and situation.

Key Take-Aways:

- Establish a practical framework for moving from creating helpful deliverables to providing stakeholders critical insights
- Identify the metrics by which to measure your intelligence community's success
- Use new technologies to drive action-oriented innovation in intelligence

A3 - Pull Your Head out of your C-Suite - Embedding CI in the Company Culture ★ **SOLD OUT!****Alysse Nockels***Director, Competitive Intelligence*

Intel Security

Ben Schultz*Manager, Competitive Intelligence*

Intel Security

Intelligence professionals have been taught for decades that they must be involved in every strategic decision and attend every executive meeting. Old school principles like this were created by people who wanted to boast their egos, not positively influence change. It is time for a new era of intelligence professionals who not only utilize all the talent and knowledge around them to build better analysis, but to also disseminate their findings. You'll leave this session convinced that embedding intelligence into the culture of the company is the most effective and efficient way to influence decision makers at all levels.

Key Take-Aways:

- The pitfalls of going it alone
- Creative ways to embed CI into the culture of the company
- An action plan to execute on a culture-based intelligence model

A4 - Economic Intelligence: Gaining Competitiveness Through Sustainability, Technology, Culture and People ★**Nisha Sewdass***Professor, Department of Business Management*

University of South Africa

The economic success of a country depends on its capacity to apply activities which create a competitive advantage, its ability to create an environment of transformation and progress, and its capacity to innovate. This study looks at how organizations can obtain competitiveness through applying activities of sustainability, technology, culture and people. The findings of the study will reflect on whether South African organization practice activities of sustainability, technological innovation, culture and value its people and how this contributes to gaining a competitive edge.

Key Take-Aways:

- Ways in which sustainability, technology, culture and human resources (people) contribute to competitiveness in developing economies
- An understanding of the views of South African organisations on these aspects for gaining a competitive advantage
- How organisations can benefit by taking sustainability, technology, culture and its people into consideration

A5 - The Management and Commercialization of 'Open Technovation' in Emerging Economies ★**Musa Khumalo***Senior Principal Consultant (Business Intelligence)*

IQ Business

The word 'innovation' itself has become a buzzword, and it is neither a new nor novel concept at this stage. But while innovation is abundant, the majority of ideas die premature deaths. Many reasons can be cited for this, but this presentation will dwell on neglecting the managerial part of innovation. Managing open innovation involves the integration and coordination of disparate blocks of knowledge, or intellectual property. This seemingly less understood role poses a sterner test than the advent of an idea. For this reason, this presentation will show that the true test of a game changer lies not in the idea itself, but in the management and sustenance of that ideas and their evolution.

Key Take-Aways:

- An understanding of the way open (contextual) innovation is shunned by organizations that strive to keep competitors out, and how internal innovation strategy largely keeps out radical ideas hence effectively stifles the overall innovation capability of the organization
- Insight into the important task of managing the livelihood of innovation

Or select one of our special formats in this time frame:

LL 3 - LEARNING LAB

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

1. Competitive Alerts**Larry Fauconnet***Senior CI Strategist*

INOVIS Inc.

Some use competitive alerts as a way to simply inform - others use them as a way to drive action and engage key stakeholders. This learning lab session will show participants how the a competitive alert process was used to engage and even direct the senior team regarding actions they needed to take and when they needed to take them, based on the level and nature of the alert. This process, chartered by the CEO and championed by the CMO, served to ensure that senior team members were informed and aligned against the emerging issues of greatest concern, or greatest opportunities, on the competitive landscape.



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

2. Brainstorming is so 20th Century: New Ways for Your Team to Start Innovating

David Krauza

Senior Competitive Intelligence Consultant

Independence Blue Cross

Dana Yamate

Director of Market Research & Intel

Independence Blue Cross

Picture a typical brainstorming session at its best and worst. We will show you techniques and tools that turns brainstorming on its head and produce truly innovative concepts. We address some of the obstacles encountered during traditional brainstorming and provide ways to: illicit ideas and feedback from every member of your team, build on ideas so they are owned by your entire team, and capture concepts so that they are easily understood and easy to “sell” to decision makers. Based on best practices from design schools and innovative thinkers, your CI team can immediately start creating engaging deliverables or new solutions for your customers. Participants will be able to immediately implement all of these approaches and techniques.

MI 3 - MARKETPLACE OF IDEAS

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

Overcoming Barriers to Integrated Intelligence

MODERATOR:

Merrell Moorhead

Vice President, Content & Editorial

ShiftCentral Inc.

Few CEOs turn to their leadership teams and ask for one-third of the information available in order to make an important decision. They demand—and as intelligence professionals, we work hard to provide—insights based on the integration of as many sources and disciplines as possible. Yet all too often strategic plans are developed and important decisions are made at the department or business unit level that rely on a very limited view of the competitive landscape, and these silos can hamper the effectiveness of broader corporate initiatives. If a critical goal of business strategy is to leverage expertise across different operational disciplines, why in practice has the marketing team never talked to the finance department? This session will explore examples of barriers to integrated intelligence and what we can do to break them down, including scenarios posed by participants.

Discussion Topics:

- Where are the barriers to integrated intelligence that pose the greatest risks?
- Experiences with solutions – what has succeeded, what has failed?
- Creating a culture of intelligence sharing

Goal: Your businesses strategy leverages expertise across different operational disciplines.

Reality check: Your marketing team has never met with the finance department...

5:15 PM - 6:15 PM

Networking Reception

9:00 PM - 12:00 AM

6th 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 2015 event attendees are welcome to join.

THURSDAY, MAY 14, 2015

7:45 AM - 8:30 AM

Registration and Breakfast

8:30 AM - 8:45 AM

Opening Remarks

8:45 AM - 9:15 AM

KEYNOTE - Fast, Cheap, and In Control: the Future of Predictive Analytics

Dr. Leo Bonanni
President
 Sourcemap.com
 MIT Media Lab

Data is faster, cheaper, and easier to control. Analytics major companies struggled to obtain just a few years ago are now accessible for any small business with an Internet connection. Staying ahead means expanding our oversight beyond a company, beyond an industry, to include myriad social, environmental, financial interdependencies. This keynote will look at how early adopters are gaining a competitive edge by accounting for externalities – factors outside their direct control – and how to create metrics and benchmarks for these emerging indicators. Topics include enterprise social networks, collective intelligence and data visualization, and what these could mean for building the future of predictive competitive analytics.

9:15 AM - 9:45 AM

Visualizing the World's Data for Competitive Intelligence

Sarah Pilewski
Principal
 Quid

In our modern world, disparate sectors such as automotives compete with technology companies. Now that clear definitions for competition no longer exist, our traditional methodologies no longer work. They're too manual and time intensive to keep up with the ever expanding world of unknowns. In this presentation, we'll explain how data visualization, powered by advanced algorithms, can drastically speed up the research process and provide comprehensive insights on related stakeholders and emerging players. Using a real-world example, we'll show how to reveal hidden patterns in rich landscapes of information, empowering you to drive major strategic decisions in innovation, investment, and messaging.

9:45 AM - 10:30 AM

GAME CHANGER 4 SPOTLIGHT – Reaction Time and Outputs**The Great Debate**

Craig Fleischer
 Intelligence Innovation

10:30 AM - 11:05 AM

Networking, Refreshment, and Exhibition Break

11:05 AM - 12:05 PM

GAME CHANGER 4 DEEP DIVES

Concurrent sessions that will explore how to make decisions fast, accurately and to the point.

Choose one session during this time frame:

FUNDAMENTAL:**F1 - Anatomy of a Killer Chart: Four Key Guidelines** ★

Kevin Mann
Principal Analyst, Competitive Intelligence,
Strategic Insights
 IBM

One engaging and memorable page can make all the difference. Sometimes called a “money chart,” meaning that the consultant earned their fee off that one page, or a “killer chart” meaning that doubt was killed and decisions were made. Most likely the presenter didn't just stumble onto it. They followed four rules for building a “killer chart,” and likely used one of twenty analytic models that have worked for others.

- Anatomy of a killer chart – four key guidelines for building one
- The common sense and cognitive science behind these four rules
- Twenty analytic models that you can pick from for your own killer slide

F2 - Basic Decision Frameworks: Effective Analysis for Exasperated Executives ◆

Phil Britton
Manager, Competitive Insights
 Ulta Beauty

You are a CI pro. You know Michael Porter, but want to knock out your deliverable like Mike Tyson. In this session, we will discuss how to move beyond the theoretical and build a book of analysis templates that are impactful, and don't take more time to explain the model than your analysis. We'll discuss when you, as a practitioner should be rigid, and when you should adapt to your industry and your company. In short, how do you increase your company's CI IQ over time, without them even knowing it?

Key Take-Aways:

- Insight into why SWOT Analysis, while simplistic, might be what your company needs
- How to take the 5-Forces and work it for your company
- KITs – How to ‘recast’ them in a way that makes sense for people who can't tell you what KIT stands for
- Newsletters: Why they aren't bad (and can be good advertising for you)



AGENDA GENERAL SESSION AND EXHIBITION

THURSDAY

F3 - Game Changers' Communication Skills: Influencing Decision Makers Through Storytelling in CI ♦

Alexandre Del Rey
MBA Professor/Market Intelligence Manager
FIPE Business School/Voith

Planning a nice Intelligence Project, collecting and analyzing market and competitive information or finding an important issue in your Early Warning System is just half of the way towards achieving a successful result. Nothing will be worth if you can't convince the top management of your organization of what is happening, why is it important to do something, and what are the most recommended options the company has. This session aims to be a lab to discuss and practice some best approaches of communication, including the generation of powerful support material and great speeches.

Key Take-Aways:

- The ability to plan and prepare a structured communication flow for your presentation
- A guide to creating powerful slides containing your key messages in a clean and direct way
- Insight into engaging your audience in a conversational environment where ideas, discussion and recommendations are available in a friendly atmosphere

F5 - Market Size and Forecasting Estimation ♦

Levy Bouligny
Manager, Strategic Marketing
CGG

If you are new to MI (especially B2B environments) then someone soon will ask you the size of your market and its growth rate. Don't get discouraged. This session presents some examples on how to handle and complete this task.

Key Take-Aways:

- A framework for proper segmentation; your answer could differ from industry analysts because of varying segmentations
- How to use competitors' answers and verify their results
- A guide to knowing the difference between average and compound growth rates and how to use them to forecast a market

ADVANCED:

A1 - 7 Traits of Highly Performing CI Functions: Building a Level of Effort Strategy to Move from KITs to Decisions ☆

Ben Lawder
Smith L. Johnston Scholar
Emory University

In an era of increasing competition, executives need better, faster, and more actionable insights about their customers, their competitors, and their markets. Insights and intelligence professionals need to target their limited time and resources on the most impactful activities. Researchers from Emory University recently studied these functions at top companies around the globe. Join SCIP veteran Ben Lawder as he presents this new primary research and shares best practices of highly performing CI functions.

Key Take-Aways:

- What the top performing insights and intelligence functions have in common
- Time-consuming and low value CI activities that you should stop doing
- Tips for communicating the value of your CI function

A2 - Market Share Calculations and Early Warning Signals – Step Up Your Game & Become Sales' Best Friend ☆

Scott Bronson
Corporate Market Intelligence and Research Manager
Acadian Seaplants Limited

Both beginners and advanced CI professionals need to be aware of the value of using trade data to monitor your competitors, keep your customers honest, size up a market, its growth rate and identify new opportunities. Learn what database options are available; their advantages, intricacies and shortfalls; how to assess their fit with your business objectives and target markets; and how to use them to find your competitor's pricing, calculate the size of the market, pinpoint your market share and provide early warning signals. Using a real world example, this session will bring you one step closer to being the go-to CI resource for your internal stakeholders.

Key Take-Aways:

- Finding the right data: What data is available to the CI professional
- How to read often misleading data and find sometimes elusive competitor's shipments, products, "real" pricing and customers
- How to use trade data to estimate the size of the market and calculate market share
- A guide to using alerts for early warning signals to keep one step ahead of the competition
- Tips for designing an analysis and reporting tool that is executive friendly

A3 - Actionable Intelligence: Patent Visuals that Drive Effective Insights and Decision-Making ♦

Noelle Lowrie
Principal
Lowrie Information Consulting

The main objective of the session is to highlight specific visualizations and analytics that draw from vast amounts of patent information to provide powerful insights that drive decision making and that support concrete objectives via techniques such as: Portfolio Breakdown, Market Segmentations, Gap Analysis, Adjacent Technologies, Trendspotting, Territory Tracking, and more!

Key Take-Aways:

- An understanding of the importance of visualizations in decision making
- Specific techniques that provide powerful visualizations
- Insight into the way these visualizations drive fast and effective decision making for competitive intelligence as specifically drawing from the vast world of patent data

A4 - Intelligence Methodologies: A Case Study of The NFL J ☆

Tom Waters
Senior Manager for Market Intelligence
Jabil

The best intelligence organization in the U.S. has a three letter name - the NFL! See the myriad of techniques and strategies that give NFL the best intelligence gathering and analysis available. The success is all the more interesting given the incredible time constraints of weekly competition. It remains impossible to predict, but fun to watch.

Key Take-Aways:

- An understanding of time's effect on competition
- Insight into the so-called Boyd Loop, (the driver behind the F-16's lethal capabilities), that is now taught in business schools worldwide
- An understanding of the importance of communications - the reason your favorite rookie dropped four rounds in the draft is because he bombed the communications test that is also given to Special Operations forces

Or select one of our special formats in this time frame:

LL 4 - LEARNING LAB

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

1. The Decision Support Template – A Tool to Engage & Align Key Stakeholders

Larry Fauconnet
Senior CI Strategist
INOVIS Inc.

The Decision Support Template is a tool used by the United States Army in association with their planning processes and intelligence preparation of the battlefield processes for years. This tool has been adapted for use in strategic and market planning as a way to integrate intelligence into the decision cycle, focus intelligence collection and analysis efforts against an actionable requirement, and to coordinate and align the intelligence-based actions of key stakeholders across the organization (sales, marketing, strategy, etc) to successfully execute a specific initiative.

2. External Factors Over Time

Hannah Corton
Student
Mercyhurst University

Megan Hardy
Student
Mercyhurst University

Template of a visual tool that emphasizes the influence of external factors over time including: past, present and future.

3. Funneling: the CI Swiss Army Knife - A Tool for Prioritization

Adrian Alvarez
Managing Partner
Midas Consulting

MI 4 - MARKETPLACE OF IDEAS

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

MODERATOR:

Michael Sutton
Associate Professor
Westminster College

Goal: Brilliantly displayed visuals that have impact.

Reality check: Mountains of data, statistics and analytics are available to anyone - and this is a problem!

Join this informal discussion on new techniques and technologies that may just be the answers you've been looking for. How do you ensure use of credible analytics and elevate the intelligence position beyond what someone sees as just data collection. What's the next level for intelligence given the myriad of analytics that are now readily available?

Discussion Topics:

- Your company has a mature method of presentation – or maybe “mature” means outdated! Join in the discussion on how to freshen things up and add new insights and impact analysis.
- What's the next level for intelligence given the myriad of analytics that are now readily available? How do I assess, and make recommendations that make me a more credible and an invaluable part of the decision-support team?

12:05 PM - 12:10 PM

Session to Session Travel Time

12:10 PM - 12:30 PM

Game Changer Interactive Dashboard Showcasing Live Data and Audience Insights

12:30 PM

Closing Remarks**The 30th Anniversary SCIP International Conference & Exhibition Closes**



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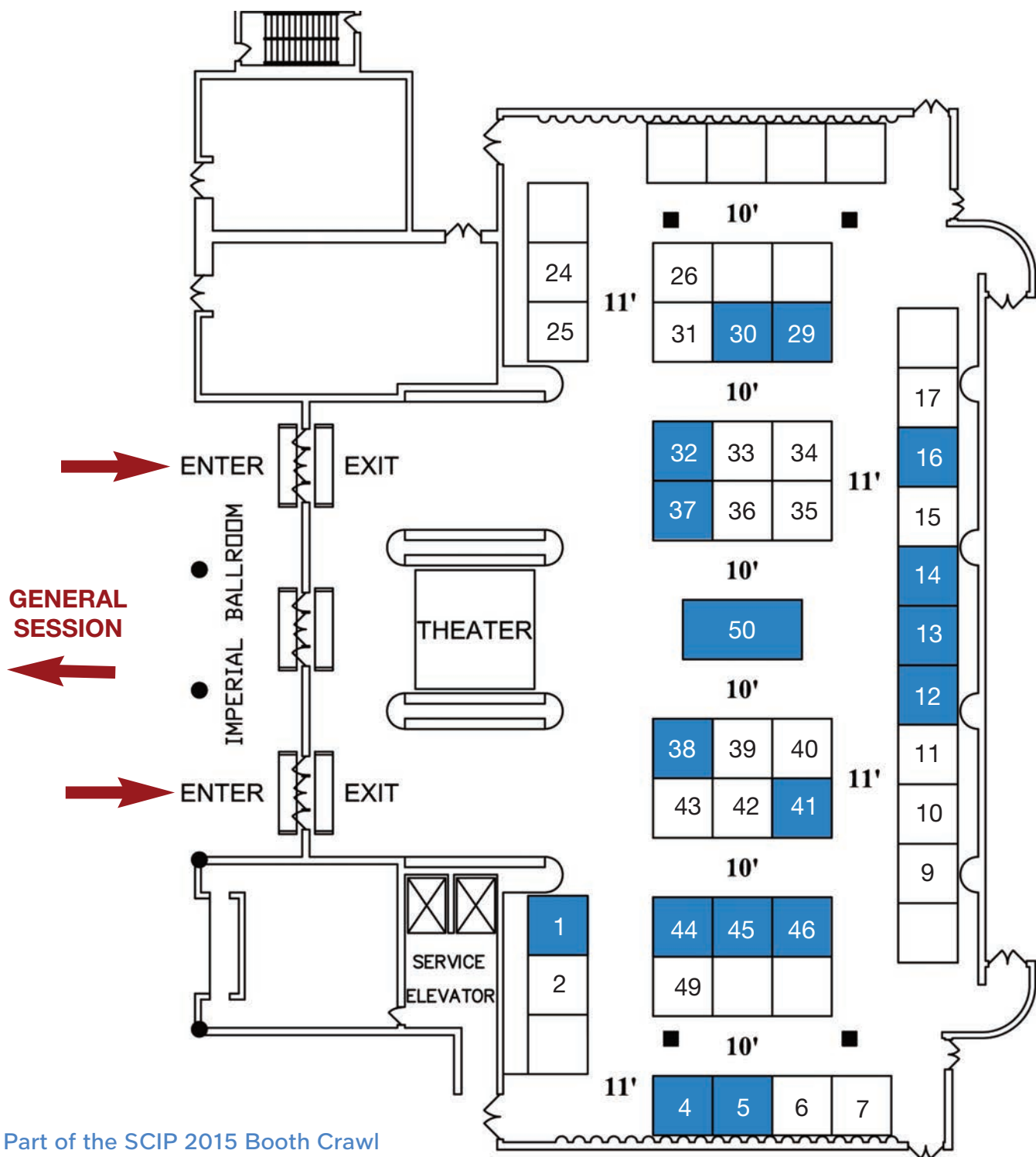
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*SCIP makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of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



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| 2 Mergermarket | 13 CID | 30 Fuld-Gilad-Herring Academy | 40 Maia Strategy |
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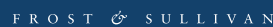
EXHIBITORS

BOOTH

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Allstate Insurance Company	Duke Power	Manheim	Siemens
Amadeus	Dunkin' Brands Inc.	Mantech International	Sikorsky Aircraft
American Express	DuPont	Marist College	Smith & Nephew
American Greetings	Eastman Chemical Company	Mary Kay Inc.	Sodexo
Amerinet	Edwards Lifesciences	MasterCard Worldwide	Sprint
Ameriprise Financial	Electrolux AB	Mayo Clinic	St. Jude Medical
Amgen, Inc.	Eli Lilly and Company	McAfee	Sun Microsystems
Amway	Emerson	McNeil Consumer & Specialty Pharmaceuticals	Suncor Energy Inc
Apple	Endo Pharmaceuticals	Medrad	Swissport
Ashland Inc.	Energizer, Inc.	Medtronic, Inc.	Symantec
AstraZeneca Pharmaceuticals	Epson America	Merck	Takeda Pharmaceuticals
Asurion	Equifax	Mercyhurst University	Textron, Inc.
AT&T	Ericsson	MetLife	Thales Communications
ATB Financial	Ernst & Young	Microsoft	The Guardian Life Insurance Company of America
Avaya	Ethicon Endo Surgery a JNJ company	Monsanto	Time Warner Cable
BAE Systems	Express Scripts	Monster Worldwide	T-Mobile USA
Bank of America	ExxonMobil	Moog	Toyota Motor Sales USA Inc.
Bank of New York Company	Fairchild Semiconductor	Mylan Laboratories, Inc.	Toys "R" Us
Bank of New York Mellon	Fifth Third Bank	National Instruments	Trane
Barclays Capital	Fiserv	Nestle Purina Petcare	Turkcell
BASF	Florida Blue	Newegg Inc.	TV Guide
Battelle Memorial Institute	Ford Motor Company	Newell Rubbermaid	Tyco Flow Control
Baxter Healthcare	GE Energy	Nokia	Unilever
Bayer Animal Health GmbH	Genentech, Inc	Northrop Grumman	Unisys
Becton Dickinson Biosciences	General Dynamics	Novartis	United Parcel Service
Bell Canada	General Motors	O Boticário Franchising SA	UnitedHealth Group
Bell Helicopter	Georgia Pacific	Office Depot	USAA
Benjamin Moore & Co.	Gillette Company	Oracle	Vanguard Group
Best Buy Co.	GlaxoSmithKline	Ortho-Clinical Diagnostics A JNJ company	Ventana Medical Systems, Inc.
Black & Veatch Corporation	Grand Canyon University	Owen-Illinois	Verizon
Blue Cross & Blue Shield of Florida	Guardian Life Insurance Company of America	Panduit	ViaSat
Boehringer Ingelheim	Gulfstream Aerospace	Parker Hannifin Corporation	Voith Hydro
Boeing	H&R Block	Pepco Energy Services	Volvo Cars North America
Bombardier Aerospace	Hartford Financial Group	Pepsico	Vonage
Bose Corporation	Henkel	Pfizer	W.W. Grainger
Boston Scientific Corporation	Hess	Pharmacia Corporation	Walgreens
CACI-Federal, Inc.	Hewlett-Packard	Philips Healthcare, Royal Dutch Philips	Washington Mutual
Capital One	Hitachi Europe	Pioneer Hi-Bred	Welch Allyn, Inc.
Caremark CVS	Honeywell	Pizza Hut	Wells Fargo & Company
Carestream Health	Hughes Space & Communications	Polycom	Whirlpool Corporation
Cars.com	Humana	PolyOne	Wm. Wrigley Jr. Company
Celanese GmbH	Husmann	Pratt & Whitney	Wolters Kluwer Health
CIGNA	IBM	Principal Financial Group	Wyeth Pharmaceuticals
Cingular Wireless	Independence Blue Cross	Procter & Gamble Corporation	Xerox Global Services Business
Cisco	Ingersoll-Rand Residential Solutions	Prudential	Yokogawa Electric Corporation
Citigroup	Ingram Barge	Publix Super Markets	YP
Clorox Company	Intel	Purina	Zurich North America
Coca-Cola	Intuit, Inc.	Raytheon	

SU1 – SCIP FUNDAMENTAL CERTIFICATION INTENSIVE (50 points – Full Certification)
SU2 – SCIP FUNDAMENTAL ONE-DAY CERTIFICATION (35 points)

SU1 & SU2 both Include:

Day 1 Fundamentals (35 points)

• **Foundations of Competitive Intelligence - A Practicum**

To excel as an intelligence professional in today's global, competitive marketplaces requires you to have the ability to identify and communicate insights and analysis to business leadership in clear, concise and impactful ways. This intensive fundamentals session will introduce participants to an intelligence operating model that is designed to enable you to deliver high quality results your business leads will value. The course will provide an overview of intelligence strategy, strategic alignment, business and client needs and return on investment.

• **Introduction to Customer Intelligence, Insights and Analysis**

Incorporating research on customers' unmet needs and wants is critical to competitive advantage. Competitive intelligence and customer insights market research are integrated functions and closely linked in the effort to understand the full landscape of a marketplace and respond accordingly. Take-Aways include: Understanding of the differences and overlaps between CI and Customer Insights, Insight into the skills (such as survey development) and tools (such as the Net Promoter Score NPS).

• **Predictive Analytics Introduction**

This overview introduces the attendee to the basics of predictive analytics. We will explain what predictive analytics means and introduce a basic model for developing an integrated drivers model and dashboards to aid the organization in developing the basics for use in assumption based forecasting. We will also introduce systems thinking and events cascading and its relevance to competitive intelligence techniques. Expect to walk away with the basics for developing the foundation of a good early warning system process.

• **Ethics and Legalities Basics for Intelligence Programs**

Review basic ethical and legal rules that impact intelligence gathering. Understand the rules of engagement and handling of proprietary information. Topics include, pricing legalities, gray areas, international laws and governance and research ethics. Take away template includes: Intelligence Ethics Guidelines

SU1 Only:

Day 2 Fundamental Continuation and Testing (15 points) – continuation of Day 1

• **5 Pillars Every Intelligence Program Needs**

Validate and realign existing intelligence programs and provide foundation to build a new program. Take away KPI Tracking Spreadsheets and Pillar Diagram, Sample Plus/Minus Gap Score Grid and KPI Indices Measurable document.

• **Understanding and Applications of Cost Benefit Analysis**

Learn a systematic approach to estimating the strengths and weaknesses of programs or new initiatives within an organization. Calculate and compare benefits and costs of a new project, solution or competitor initiative. Take away Cost Benefit Steps Template and Cost Benefit Design Deliverable.

• **Intelligence for Sales Enablement**

Align your intelligence and sales activities for cross-functional organizational success. Outline a sales enablement framework that even non-sales professionals can engage in. Take away ROI Prioritization matrix, Key Customer Interaction Points Flow Chart and Sales Enablement Objectives Classification Template.

SU1 – BENEFITS

- 1 ½ Day Program
- Full Certification
- Testing
- Membership
- Lunch
- In-person training
- Networking

Discount on full conference – contact sales team

Pricing: \$1,985

SU2 – BENEFITS

- 1 Day Program
- Lunch
- In-person training
- Networking

Discount on full conference – contact sales team

Pricing: \$1,200

30th Anniversary SCIP International Conference & Exhibition

MAY 11 – 14, 2015 | ATLANTA MARRIOTT MARQUIS | ATLANTA, GEORGIA

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

First name:

Last name:

Title:

Company:

Work Address:

City:

State:

Zip/Postal Code:

Country:

Work Phone #:

Work Fax #:

Mobile #:

Email Address:

SESSION REGISTRATION:

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

NEW SESSION FORMATS KEY

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

WORKSHOPS AND CERTIFICATION AVAILABLE FOR AN ADDITIONAL FEE

MONDAY, MAY 11, 2015

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

10:00 AM - 6:00 PM

☐ **SU1** – SCIP University Fundamental Level Certification – 1 1/2 day Program including membership, lunch and testing leading to full certification (Intensive) *Certification program will continue on Tuesday, May 12, from 8:30 – 11:30 AM (see page 11 for full description)*\$1,985

☐ **SU2** – SCIP University Fundamental One Day – Day 1 Course load Only – 1 day Program including lunch - this option earns 35 points towards certification (Intensive) *(see page 11 for full description)*\$1,200

☐ **WS1** – Foundations of Competitive Intelligence (Fundamental) (Full Day)

☐ **WS2** – Using Scenario Planning and War Gaming to Drive Value in Intelligence (Advanced) (Full Day)

Full Day Workshops:

Members: \$900

Non-Members: \$950

10:00 AM - 1:00 PM

☐ **WS3** – Exploiting Technological Options: Utilizing Technology Forecasting and S&T Intelligence in Formulating Strategic Technology Plans (Fundamental) (Half Day)

Half-Day Workshops

Members: \$475

Non-Members: \$525

TUESDAY, MAY 12, 2015

Register for one of the following half-day workshops:

8:30 AM - 11:30 AM

☐ **WS5** – Quarterbacking the Competitive Intelligence Process – A Strategy Workshop (Advanced)

☐ **WS6** – Dynamic Thinking and Gamification (Fundamental)

☐ **WS7** – Financial Intelligence (Advanced)

☐ **WS9** – Market Sizing Models (Fundamental AND Advanced)

Half-Day Workshops

Members: \$475

Non-Members: \$525

SELECT YOUR REGISTRATION CATEGORY:

FULL REGISTRATION	EARLY BIRD*	REGULAR	ONSITE
SCIP Members	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,700	<input type="checkbox"/> \$1,900
New Members (Includes Join Fee)	<input type="checkbox"/> \$1,745	<input type="checkbox"/> \$1,845	<input type="checkbox"/> \$2,045
Non-Members	<input type="checkbox"/> \$2,250	<input type="checkbox"/> \$2,350	<input type="checkbox"/> \$2,450
Academic/Student/Government	<input type="checkbox"/> \$1,095	<input type="checkbox"/> \$1,420	<input type="checkbox"/> \$1,520
Group Member Rate 5 or more	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,600
Group Member Rate 3 or more	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,450	<input type="checkbox"/> \$1,650
Spouse Pass	<input type="checkbox"/> \$625	<input type="checkbox"/> \$625	<input type="checkbox"/> \$675
Consultant/Solution Provider Pass	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500

DAILY REGISTRATION:

SCIP Members	<input type="checkbox"/> \$1,125	<input type="checkbox"/> \$1,225	<input type="checkbox"/> \$1,325
New Memberst (Includes Join Fee)	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,370	<input type="checkbox"/> \$1,570
Non-Members	<input type="checkbox"/> \$1,875	<input type="checkbox"/> \$1,925	<input type="checkbox"/> \$2,125
Academic/Student/Government	<input type="checkbox"/> \$750	<input type="checkbox"/> \$800	<input type="checkbox"/> \$1,050

*Early bird rate expires on March 31, 2015

NETWORKING AVAILABLE FOR AN ADDITIONAL FEE:

MONDAY, MAY 13, 2015

☐ Night of Networking - Trivia Challenge\$30

TUESDAY, MAY 14, 2015

☐ Wine & Dine\$50

SCIP 2015 EXECUTIVE CHRONICLES AVAILABLE FOR AN ADDITIONAL FEE:

Event participants will receive savings of over 50%

Participant Pricing:	Non-Participant Pricing:
On-site: \$395	Post-event: \$695
Post-event: \$495	

Session selections continue on the next page.

NEW SESSION FORMATS KEY

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

TUESDAY, MAY 12, 2015

5:00 PM - 6:00 PM

GAME CHANGER 1 DEEP DIVES

Concurrent sessions that will explore the intelligence professional of the future.

Choose one session during this time frame:

FUNDAMENTAL:

- ☐ F1 - Fundamentals of Market Intelligence & Branding ♦ **SOLD OUT!**
- ☐ F2 - Competitive Technical Intelligence - Intellectual Property as a Gateway to Predicting Your Competitor's Innovation Strategy ♦
- ☐ F3 - Talent Metrics as a Vehicle for Competitive Advantage ♦

ADVANCED:

- ☐ A1 - M&A, White Space & Adjacencies: Building New Ecosystems for Innovation Success ☼
- ☐ A2 - The Intersection of CI and Corporate Strategy: Competitive Intelligence as a Key Component in PTC's M&A and Strategy Planning Process ☼
- ☐ A3 - Advanced Analysis: When it's Worth Investing in Structured Techniques, and When it's Not ☼
- ☐ A4 - Advanced Financial Intelligence - Dissecting Financials to Pinpoint Winners and Losers Products, Competitors & Industries ☼
- ☐ A5 - Advanced Competitive Intelligence – Emerging from the Shadows of Strategy ♦ **SOLD OUT!**
- ☐ A6 - The Role of Scenarios and Competitive Intelligence in Building Strategic Intelligence Capability ♦ **SOLD OUT!**
- ☐ LL1 - LEARNING LAB
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.
- ☐ MI1 - MARKETPLACE OF IDEAS
An informal discussion to debate a range of topics in a casual open forum.

WEDNESDAY, MAY 13, 2015

4:15 PM - 5:15 PM

GAME CHANGER 3 DEEP DIVES

Concurrent sessions that will explore interdependencies across disciplines to support decision-making.

Choose one session during this time frame:

FUNDAMENTAL:

- ☐ F1 - Intelligence for a Highly Connected World - Networks and Complexity ♦
- ☐ F2 - Vendor Management Programs – Building External Solutions Relationships ▶
- ☐ F3 - Becoming a Viable Member of the Executive Management: Using Emerging Trends to Drive Innovation, C-Suite and Business Unit Strategies ♦ **SOLD OUT!**
- ☐ F4 - Does Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) make Strategic Planning Obsolete? ♦
- ☐ F5 - Building a Billboard Customer and Competitor Intelligence Group ☼

ADVANCED:

- ☐ A1 - Building Organizational Partnerships: CI=Community Intelligence ♦ **SOLD OUT!**
- ☐ A3 - Pull Your Head out of your C-Suite - Embedding CI in the Company Culture ♦ **SOLD OUT!**
- ☐ A4 - Economic Intelligence: Gaining Competitiveness Through Sustainability, Technology, Culture and People ☼
- ☐ A5 - The Management and Commercialization of 'Open Technovation' in Emerging Economies ▶
- ☐ LL3 - LEARNING LAB
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.
- ☐ MI3 - MARKETPLACE OF IDEAS
An informal discussion to debate a range of topics in a casual open forum.

WEDNESDAY, MAY 13, 2015

10:45 AM - 11:45 AM

GAME CHANGER 2 DEEP DIVES

Concurrent sessions that will explore how to create a business environment with the customer in the center that delivers a return on investment.

Choose one session during this time frame:

FUNDAMENTAL:

- ☐ F2 - Crowdsourcing for Data – How to Gain Market Insight through Data Sources ♦ **SOLD OUT!**
- ☐ F3 - You've Got Insights, Now What? Leveraging Customer Insights to Align Competitive Strategies for Re-engagement, Retention, and Positioning ♦ **SOLD OUT!**
- ☐ F4 - Building Value For the Customer Experience Through "Voice of the Customer" Intelligence ♦ **SOLD OUT!**
- ☐ F5 - Cultural Sensitivities when Gathering HUMIT ☼

ADVANCED:

- ☐ A1 - Pricing Intelligence: Monetizing Pricing Intelligence for Corporate Success ☼
- ☐ A2 - Tuning in to the Voice of the Competitor (VOTC): Going Beyond Google ♦ **SOLD OUT!**
- ☐ A3 - Driving Strategic Decision Making: Moving the Needle with Senior Leadership ☼ **SOLD OUT!**
- ☐ A4 - Mine the Gap: Crowdsourcing Data to Reach New Levels of Analysis ♦ **SOLD OUT!**
- ☐ A5 - Intelligence Touchpoints in the New Product Introduction (NPI) Process ☼
- ☐ LL2 - LEARNING LAB
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.
- ☐ MI2 - MARKETPLACE OF IDEAS
An informal discussion to debate a range of topics in a casual open forum.

THURSDAY, MAY 14, 2015

11:05 AM - 12:05 PM

GAME CHANGER 4 DEEP DIVES

Concurrent sessions that will explore how to make decisions fast, accurately and to the point.

Choose one session during this time frame:

FUNDAMENTAL:

- ☐ F1 - Anatomy of a Killer Chart: Four Key Guidelines ☼
- ☐ F2 - Basic Decision Frameworks: Effective Analysis for Exasperated Executives ♦
- ☐ F3 - Game Changers's Communication Skills: Influencing Decision Makers Through Storytelling in CI ♦
- ☐ F5 - Market Size and Forecasting Estimation ♦

ADVANCED:

- ☐ A1 - 7 Traits of Highly Performing CI Functions: Building a Level of Effort Strategy to Move from KITs to Decisions ☼
- ☐ A2 - Market Share Calculations and Early Warning Signals – Step Up Your Game & Become Sales' Best Friend ☼
- ☐ A3 - Actionable Intelligence: Patent Visuals that Drive Effective Insights and Decision-Making ♦
- ☐ A4 - Intelligence Methodologies: A Case Study of The NFL ☼
- ☐ LL4 - LEARNING LAB
In the Learning Lab, participants will rotate through 3 interactive pods and learn how to use tools and templates that will increase efficiency and effectiveness.
- ☐ MI4 - MARKETPLACE OF IDEAS
An informal discussion to debate a range of topics in a casual open forum.

SPECIAL DIETARY NEEDS:

- ☐ Vegetarian
☐ Kosher
☐ Other _____

I WILL BE STAYING AT THE EVENT VENUE:

- ☐ Yes
☐ No

SCIP INSIGHT EBULLETIN:

As a participant, you are automatically registered to receive SCIP Insight eBulletin.

If you are not interested in receiving this, please indicate: _____

MY INDUSTRY IS:

- | | |
|--|---|
| <input type="checkbox"/> Aerospace & Defense | <input type="checkbox"/> Healthcare |
| <input type="checkbox"/> Automotive & Transportation | <input type="checkbox"/> Information & Communication Technologies |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Chemicals, Materials & Food | <input type="checkbox"/> Manufacturing & Industrial Products |
| <input type="checkbox"/> Consumer Goods | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Education & Training | <input type="checkbox"/> Solution Provider |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Government | |

PLEASE SELECT YOUR PROFESSIONAL ROLE IN COMPETITIVE AND STRATEGIC INTELLIGENCE:

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

PLEASE SELECT YOUR APPLICABLE MANAGEMENT CATEGORY:

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

PLEASE SELECT THE DEPARTMENT YOU WORK IN:

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

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

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

CHECK WHICH BEST DESCRIBES YOUR PRODUCT AND SERVICE:

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

CREDIT CARD PAYMENT INFORMATION

Total to charge to credit card

Name on Card

Type:

- ☐ Visa ☐ American Express
☐ MasterCard ☐ Discover

Credit Card #

Security Code

Expiration Date: Month Year

Address

City

State

Zip/Postal Code/Country

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

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. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond SCIP's control may occur.

Registration Transfer and No-Show Policy and Fees: All requests for transfers of registrations must be made IN WRITING. Transfers may result in additional fees depending on SCIP membership status. There will be NO REFUNDS on transfers. NO-SHOWS will not be eligible for any refunds and forfeit the registration fees paid. There are no exceptions to these policies