

Certifications  
SCIP Fundamental Certification  
Workshops / Classes / Training On-Demand



1.5-day comprehensive professional development with master instruction covering strategy and analytics basics, with competitive, business, and market intelligence. Exam included.

Accredited Educational Programs from SCIP  
32 Years of Global Excellence

Foundations of  
Competitive  
Intelligence

Data Analytics for  
Decision-Making

Technology &  
Visualizations

Integrated  
Intelligence™ &  
Strategy Skills

**LEARN – SERVE - GROW**

**Two Pre-Conference Required Webinar On-Line Courses:**

**SPJ-CI-25F -Elective** Data Privacy

**SPJ-CI-28F-Elective** Using Social Media for Competitive Intelligence Research

(Information to access these pre-conference webinars will be provided after registration for the Intensive Program.)

**Monday, May 15, 2017**

8.30 – 4:30

**SPJ-CI-1F - Core** CI 100 – Foundations of Competitive Intelligence

*[If taken outside of SCIP University Intensive Certification 1 ½ day, this course earns 15 points toward SCIP U Certification]*  
David Kalinowski, President, Proactive Worldwide, Inc., Gary Maag, CEO, Proactive Worldwide, Inc., USA

Learn 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.

**Tuesday, May 16, 2017**

8.30 – 9:30

**SPJ-CI-30F -Elective** Introduction to Decision Tools and Frameworks *[New This Year!]*

Nan Bulger, SCIP

In this one hour session, we will give an overview of tools, decision frameworks and strategic discussion process. There is often confusion in the teaching of these useful analytical visualizations and processes. We will define the difference between them, discuss how each is applied to decision making and show proven practitioner examples of each and what the characteristics of these analytical tools were that made them successful. We will also discuss visualizations and analytical process in knowledge share round format that you have successfully used in your own practice.

9.30 – 10.30

**SPJ-CI-26F -Core** Introduction to Integrated Intelligence

Tina Bundgaard, Corporate Market Intelligence, Rockwool International, Denmark

Address the integrated intelligence disciplines of market intelligence and business intelligence, illustrating their differences and synergies with each other and with CI. We will present case studies and interactive activities that will address the need to integrate all of the intelligence disciplines to attain comprehensive insight into the market. Key Take-Aways: Build an understanding of the definition of each integrated intelligence capability and the competency requirements for each, Understand the insights that are derived from the disciplines and skills of an MI professional as well as BI professional and Participate in an interactive exercise to combine various intelligence capabilities into true decision support reporting tools and capabilities.

10:30-11:30

**SPJ-CI-27F -Core** Introduction to Implementation of CI Portals

Jesper Martell, CEO, Comintelli, Sweden

The most important tool is a CI Portal that has been designed to support the entire intelligence cycle. During this full day course you will learn: What the benefits of using software and technology are, How to build a business case for a CI portal, Navigating the intelligence software landscape, How to leverage Big Data for CI, Dealing with the IT department and How do you launch and get your target users onboard the CI Portal. Key Take Aways: Arguments for using a CI Portal, Tools for selecting a tool that suits your needs, A clearly defined best practice implementation process and Ideas for increasing usage of a CI Portal

SCIP's Certification is rooted in our one of a kind professional development program called **LEARN, SERVE, GROW**. In order to complete the Fundamental Intensive Certification, participation in one of the events listed below is required:

- SCIP Women's Forum
- Participate in the CI Adventure Program\*
- Make 5 new connections at a SCIP networking event while at the Conference (Fulfills **GROW** requirement)

You will also become part of the SCIP Mentor Program (Fulfills **SERVE** requirement)