Impactful Strategic and Competitive Intelligence as a Key Driver of Growth

34th Annual SCIP International Conference & Exhibition

May 6 - 9, 2019
Renaissance Orlando Hotel
Orlando, Florida

www.scip.org | #SCIP
Navigating The Conference
getting the most out of your experience

01
Attend the event with your key-decision makers who will benefit from an in-depth learning focused on the best practices of methodologies, intelligence tools for competitive advantage, analysis, and optimizing your decision making processes.

02
Attend uniquely curated keynote speeches from international thought leaders.

03
Optimize your learning by mind-sharing with your team in a private meeting room throughout the entirety of the conference.

04
Each team member attends sessions related to your industry of discipline. Choose from over 30 breakouts.

05
Choose Between Five Different Track Themes. Customize your agenda! Stay the course with one theme or bounce around to others.
1. The Fundamentals
2. Use Cases
3. Application of Intelligence
4. Strategic Boardroom
5. Tech-Enabled CI

International Representation

2018 Attendees Breakdown
- Executive Management (C-Level, President, Vice President)
- Senior Management (Director and Senior Manager)
- Management
- Analyst
- Other

Business Disciplines
- CI, MI, BI, CTI Professionals
- Business Development
- Strategy, Corporate Development, M&A
- Strategic, Business & Market Analysis
- Strategic Marketing
- Human Resources
- Marketing Research
- Business Research
- Information Professionals and Knowledge Management
- Finance

scip is...
Building Leadership in Advanced Decision-Support Skills! We are a global community of business experts across industry, academia, and government who come together to build and share strategic intelligence, research decision-support tools, processes and analytics capabilities. The resulting collaboration of our membership supports strategy and other organizational disciplines to drive growth and competitive advantage. Our network of professionals stems from a myriad of organizations both profit and non-profit.
34th Annual SCIP International Conference & Exhibition

Advisory Board

An event shaped by a community of your peers!
SCIP extends its appreciation to the following Advisory Board Members for their expertise and valuable support in ensuring the agenda delivers relevant and valuable content.

Adam Bernard
Associate Director, Competitor Intelligence
General Motors

Christian Bjerser
Senior Vice President, Sales
Comintelli

JoAnna Carey
Director, Consumer Research & Insights
Farmers Insurance/Foremost Brand

Peter Grimm
Chief Executive Officer
Cipher Systems

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Founder & Chairman
Aurora WDC

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Bennion Group

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Aetna

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Worldwide OEM Industry Intelligence and Strategy
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Paul Kavanaugh
Director, Client Development
ShiftCentral

George Mankos
Marketing Intelligence Leader
Ingersoll Rand

Arjan Singh
Lecturer, Strategy
University of California – Irvine

Chris Thompson
Managing Director
Navigate International
MONDAY, MAY 6, 2019 – REGISTRATION AND WORKSHOPS

8:30am - 6:00pm
Workshop & Conference Registration Opens
Registration for pre-event workshops and certification incur additional fees. See registration page for details.
Register for the half day workshop or one of the following full day workshops.

9:00am - 5:00pm
FULL DAY WORKSHOPS (9:00am - 5:00pm)

WS1 CI 100 - Foundations of Competitive Intelligence
*This workshop earns you SCIP University CAP-I certification

WS2 CI 200 - Champions of Growth: CI to Drive Strategic Results and Corporate Performance
*This workshop earns you SCIP University CAP-II certification

WS3 Advanced Scenario Planning for Strategic Decision-Making

HALF DAY WORKSHOP (2:00pm - 5:00pm)

WS4 Crafting and Leveraging Insights: A Pathway to Genuine Marketing-Relevance Intelligence

7:30pm
Night of Networking

TUESDAY, MAY 7, 2019 – REGISTRATION, WORKSHOPS & GENERAL SESSION

8:00am - 6:00pm
Workshop & Conference Registration Open
Registration for pre-event workshops and certification incur additional fees. See registration desk for details.
Register for one of the following half day workshops.

8:30am - 11:30am
Half Day Workshops

5:45pm - 6:45pm
Executive Insight
Supporting Strategic Decisions with Market Intelligence

6:00pm - 6:45pm
Speaker & Thought Leader Orientation
An essential meeting for presenters and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

7:00pm
Mix & Mingle

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## SCHEDULE AT A GLANCE

**WEDNESDAY, MAY 8, 2019 – GENERAL SESSION & EXHIBITION**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>6:30am</td>
<td>Early Morning Risers Run/Walk</td>
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<tr>
<td>7:45am - 8:30am</td>
<td>Registration, Continental Breakfast &amp; Exhibition</td>
</tr>
<tr>
<td>8:30am - 8:40am</td>
<td>OPENING REMARKS</td>
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<tr>
<td>8:40am - 9:20am</td>
<td>KEYNOTE - Business Transformation Design: The 7 Deadly Sins to Overcome</td>
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<tr>
<td>9:50am - 10:35am</td>
<td>Networking, Refreshment, and Exhibition Break</td>
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</table>

### Concurrent Breakout Sessions – Customize Your Agenda!

*Choose one session during this time frame.*

11. **The Fundamentals - HUMINT and Private Sector CI**: How to Effectively Integrate This Function into Your Market Intelligence Program
12. **The Fundamentals - Trends Plus**: From Competitive Intelligence to Futures Intelligence
13. **The Fundamentals - Interactive Ways to Breathe Life into CI**
14. **Use Cases - Balancing the Practice of IP with the Business of IP**: Top 5 Ways to Strengthen Your IP Position
15. **Use Cases - Modern Astroturfing and Propaganda**: How Entities Anonymously Control Competitive Discourse Online
16. **Application of Intelligence - Good Cop/Bad Cop**: How to Partner with Marketing and Increase CI’s Impact
17. **Strategic Boardroom - Strategic Business Intelligence for Successful Business Expansion in Emerging Markets**
18. **Strategic Boardroom - Building Winning Strategies with Strategic Intelligence**
19. **Tech-Enabled CI - Evolving from the Age of Collectors to the Age of Augmented Intelligence**

### Session to Session Travel Time

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:35am - 11:40am</td>
<td>Session to Session Travel Time</td>
</tr>
<tr>
<td>11:40am - 12:50pm</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td></td>
<td>Choose one session during this time frame.</td>
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<tr>
<td></td>
<td><strong>ASK THE EXPERTS!</strong> - Panel Discussion on How Companies Really Use Their CI Unit</td>
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<td>- OR -</td>
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<td></td>
<td><strong>INTERACTIVE</strong> - Solutions Wheel</td>
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<td><em>Play the “wheel” and join a series of rapid-fire, one-on-one meetings with leading solution providers.</em></td>
</tr>
<tr>
<td>12:50pm - 2:00pm</td>
<td>Food for Thought Networking Luncheon – Networking Roundtables Hosted by Industry Leaders</td>
</tr>
</tbody>
</table>

### Concurrent Breakout Sessions – Customize Your Agenda!

*Choose one session during this time frame.*

20. **The Fundamentals - CI Basic Training**: How to Run a Successful Bootcamp!
21. **The Fundamentals - Quickly and Effectively Change Your CI Team’s Direction to Create Immediate Organizational Impact**
22. **The Fundamentals - Successfully Managing Complex CI Projects**
23. **Use Cases - The Kodak CI Story**: the Good, the Bad, and the Ugly
24. **Use Cases - Building and Leading World Class Global CI Teams**
25. **Application of Intelligence - How to Use Competitive Intelligence to Retain More Customers**
26. **Strategic Boardroom - Mapping White Space for Growth**
27. **Tech-Enabled CI - The Role of Human Intelligence in a World of Artificial Intelligence**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>3:00pm - 3:45pm</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>3:45pm - 4:30pm</td>
<td>EXECUTIVE INSIGHT - Customer Intelligence and Insights for Competitive Advantage</td>
</tr>
<tr>
<td>4:30pm - 5:15pm</td>
<td>CAPSTONE - Tempering Your Enviable Competitive Intelligence Abilities to Influence Your Toughest Stakeholders</td>
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<tr>
<td>5:15pm - 5:30pm</td>
<td>The 2019 Invitational Tournament Results</td>
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<tr>
<td>5:30pm</td>
<td>Networking Reception</td>
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</tbody>
</table>

Wrap up the day of content with some cocktails, hors d’oeuvres and conversations and share those great take-aways you’ve learned so far.
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:45am - 8:30am</td>
<td>Continental Breakfast &amp; Exhibition</td>
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<tr>
<td>8:30am - 8:40am</td>
<td>OPENING REMARKS</td>
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<tr>
<td>8:40am - 9:20am</td>
<td>KEYNOTE - Leveraging Stakeholders, Partners, and Technology to Optimize Your Intelligence Resources</td>
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<tr>
<td>9:20am - 9:50am</td>
<td>EXECUTIVE INSIGHTS - What’s in Your Arsenal? CI Deliverables in the Real World</td>
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<tr>
<td>9:50am - 10:20am</td>
<td>Networking, Refreshment, and Exhibition Break</td>
</tr>
<tr>
<td>10:20am - 11:30am</td>
<td>Concurrent Breakout Sessions – Customize Your Agenda!</td>
</tr>
<tr>
<td>11:20am - 11:25am</td>
<td>Session to Session Travel Time</td>
</tr>
<tr>
<td>11:25am - 12:05pm</td>
<td>BEST PRACTICES - Contending with Reactionary Thinking in a Challenging Economy</td>
</tr>
<tr>
<td>12:05pm - 12:50pm</td>
<td>CAPSTONE - Strategic Influence Along Your Stakeholder’s Decision Making Journey</td>
</tr>
<tr>
<td>12:50pm</td>
<td>General Session Concludes</td>
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<tr>
<td></td>
<td><strong>SCHEDULE AT A GLANCE</strong></td>
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**THURSDAY, MAY 9, 2019 – GENERAL SESSION & EXHIBITION**

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Strategic and Competitive Intelligence Professionals (SCIP) offers numerous opportunities for all Competitive Intelligence, Market Intelligence and Strategy professionals through education and training, career services and networking. SCIP provides its members with exclusive access to variety of professional tools to stay ahead of the competition. See our complete listing of [member benefits](#).
2019 SCIP NETWORKING ACTIVITIES

MONDAY, MAY 6, 2019

7:30 PM
Night of Networking

Join us for a night of networking! Get to know your peers and kick off the event with an evening not to be missed. We’ve got ample food, cocktails and a whole lot of fun! **Evening meal will be included.**

Participant Fee: $65

TUESDAY, MAY 7, 2019

Begins at 11:30 AM
SCIP 2019 Booth Crawl

Travel the networking hall, stamping your passport along the way throughout the event! Drop off your completed passport at the end for a chance to win a great prize to be announced during General Session Thursday morning.

5:45 PM
Networking Reception

Join us for another great opportunity to make new friends and further business relationships!

WEDNESDAY, MAY 7, 2019

5:15 PM
Networking Reception

Wrap up the day of content with some drinks, hors d'oeuvres and conversations, and share those great take aways you’ve learned so far

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MONDAY, MAY 6, 2019

Registration for pre-event workshops incurs additional fees. See registration page for details.

Registration Items Hosted by:

Cipher REFINITIV.
Frost & Sullivan

8:30am - 6:00pm
Workshop & Conference Registration Opens

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

9:00am - 5:00pm
Full Day Workshops

WS1 - CI 100 - Foundations of Competitive Intelligence
Practitioners Only
*This workshop earns you SCIP University CAP-I certification.

David Kalinowski
President
Proactive Worldwide, Inc.

To excel as a CI professional in today’s business environment, it is essential to understand and perform the fundamentals well. This Fundamentals of CI workshop, designed for those that are relatively new to CI or veterans that could use a refresher, is packed with practical takeaways (no theory!) that, when applied, will help lead to your and your company’s success. Participants will engage in individual and group breakout exercises, role-playing, videos, stories, and case studies.

Key Take-Aways:
• An intelligence capability model to build your CI function
• Approaches to manage stakeholder expectations
• Insight on conducting secondary and primary research
• A process to build an intelligence source network
• Ways to develop skills to improve analysis
• The key elements of a strategic early warning program
• A framework to demonstrate the value of CI

WS2 - Champions of Growth: CI to Drive Strategic Results and Corporate Performance
Practitioners Only

Arik Johnson
Founder & Chairman
Aurora WDC

Growth is the fundamental objective of every business executive CI client and should be the mission of every CI analyst and leader. But making growth a predictable, intentional process has been elusive and inconsistent for most managers and the CI teams that support them. This workshop will focus on the principles of growth as a general managerial science and as a specific application within the company you serve. Participants are encouraged to bring a market or competitive problem to work on collaboratively to make outcomes most relevant and tangible when they return to the office.

Key Take-Aways:
• An understanding of how to analyze and apply the four (4) growth curves to produce the performance results your management demands
• Steps to create, test and support growth strategies that are intentional and predictable for your strategic business units
• Insight into how KITs and KIQs are made relevant to executive decision makers as “control factors” that determine success
• A CI program design focused on growth strategy that supports necessary strategic and operational key performance indicators (KPIs) that makes your results measurable

WS3 - Advanced Scenario Planning for Strategic Decision-Making
Practitioners Only

August Jackson
Senior Director, Market and Competitive Intelligence
Deltek

Greg Bridgman
Vice President of Business Development
AlphaSense, Inc.

Erik Glitman
Chief Executive Officer
Fletcher/CSI

Kent Potter
Managing Director
Bennion Group

Scenario planning, also called scenario thinking or scenario analysis, is a method that some organizations use to make flexible long-term plans that apply simulations and “what if” scenarios to anticipate market moves and transitions as well as intercept disruptions. During this interactive workshop, we will discuss scenario planning, dynamics of market changes and how to anticipate them. Participants will be broken up into teams and given an actual case for which they will develop an analysis and a variety of scenarios. Pre-reading work will be supplied and required prior to the workshop.

Key Take-Aways:
• Frameworks used in scenario planning to assist in anticipating market dynamics and disruptions
• An understanding (through case studies and teamwork) of how the process of scenario planning works
• A methodology and tools to develop and execute on a scenario planning process within your organization that supports executive decision making and comprehensive strategic planning efforts
MONDAY, MAY 6, 2019

2:00pm - 5:00pm
Half Day Workshop

**WS4 - Crafting and Leveraging Insights: A Pathway to Genuine Marketing-Relevance Intelligence**
Liam Fahey
Co-Founder and Partner
Leadership Forum
Professor of Management Practice, Babson College
Author, *The Insight Discipline: Crafting New Marketplace Understanding that Makes a Difference*

Marketers and intelligence professionals often seem to be on tracks that do not interconnect. This interactive workshop shows how to align these tracks and enable marketing and marketers to transform their value for the organization.

**Key Take-Aways:**
- Frames to diagnose and link marketing’s insight needs
- Methods to craft marketing-relevant insights
- Applications in the context of key marketing challenges—new business opportunities, segmentation, value propositions, etc.

6:00pm - 6:45pm
**Speaker & Thought Leader Orientation**
An essential meeting for presenters and confirmed thought leaders to preview the event, highlight your roles and network with fellow peers.

7:30pm
**Night of Networking**
Join us for a night of networking! Get to know your peers and kick off the event with an evening not to be missed. We’ve got ample food, cocktails and a whole lot of fun! Evening meal will be included.

TUESDAY, MAY 7, 2019

8:00am - 6:00pm
**Workshop & Conference Registration Opens**
Registration for pre-event workshops and certification incurs additional fees. See registration page for details.

8:30am - 10:00am
**Sponsor & Exhibitor Workshop**

8:30am - 11:30am
**Half-Day Workshops**
Register for one of the following half-day workshops.

**WS5 - The Fundamentals of War Gaming**
Arjan Singh
Lecturer, Strategy
University of California – Irvine

In a competitive world that is global and increasingly getting more and more challenging, developing and implementing a plan or strategy without understanding all the external market dynamics is like driving a car while looking in the rearview mirror. Yet, so many companies look at external dynamics as an afterthought and factor them in after decisions are made, essentially “driving blind” and hoping their strategies work.

War games are a tool to help business leaders think through their strategy formulation and likely external moves of key stakeholders in a controlled environment. They enable key business decisions to be made in a more systematic and informed manner by role playing the key players’ reactions in the marketplace, to really understand their intentions and where are the real opportunities in the marketplace. It will extensively use practical case examples and group exercises. This interactive workshop will develop your understanding of the concepts of war games, the process, and the different types of games. You will also examine how to plan, execute and deliver a war game.

**Key Take-Aways:**
- The fundamentals of war games and how they are used in business to solve problems
- A blueprint to create a war game: Successful ways to determine its focus, identify participants and key stakeholders, prepare briefing documents, and plan out the logistics
- Techniques to conduct a war game: Defining the role of the facilitator, schedule of events, and how to follow up post-war game

**WS6 - Anticipating and Preparing for Market Disruption**
Peter Grimm
Chief Executive Officer
Cipher

No market is without disruption. In this interactive workshop, Pete will work with participants to improve their ability to look critically at their own companies’ competitive differentiation and leverage this understanding to more effectively identify opportunities for growth, while monitoring for and predicting potential market disruptions.

**Key Take-Aways:**
- Best practices for analyzing competitive differentiation
- Lessons learned in forecasting market and competitive movements
- Action steps to identify trends and monitor for disruption
WS7 - Competitor Segmentation: How to Manage a Broad Competitor Portfolio

Alysse Nockels
Senior Director, Business Services
Sedulo Group

Phil Britton
Strategic Business Insights Leader
Sedulo Group

Would you like to better categorize your competitors in a way to avoid fire drills and make it easier to explain your competitive landscape within your company? Would you like a method to prioritize your competitors by geography, product line, or market share? Do you like candy? In this interactive workshop, intended for early to moderately experienced CI practitioners or teams, we will help you build a model to help you sort, track, and manage your competitors as soon as you get back to the office. You will leave this session with a tangible plan, right in your back pocket.

Key Take-Aways:
• A series of templates to help you sort, track and prioritize competitors
• The start of a visual framework for competitive story telling
• A competitor segmentation model tailored to your company, your industry and your competitors

WS8 - Business Intelligence and Analytics

Justin Watkins
Director of Business Intelligence
Atlanta Braves

The foundation for modern business strategy is built on foundation of data. In this interactive workshop, Justin will take you from the cradle to the grave in terms of leveraging BI and Analytics to inform strategic decision making.

Key Take-Aways:
• Open-source and closed-source tools such as R, SQL, and Tableau can be leveraged to operationalize analytics inexpensively
• Think strategically, not tactically. Your strategic end-goal will dictate how you construct your scalable solution
• Your biggest challenge to harnessing BI and Analytics may be your organization's culture

1:00pm
GENERAL SESSION OPENS

1:00pm - 1:50pm
WELCOME AND KEYNOTE - Leading and Winning in an Era of Unprecedented Change

Isaac Collazo
Vice President, Competitive Intelligence
InterContinental Hotels Group (IHG®)

Keeping busy executives aware of the economic and volatile competitive environment in a dynamic industry, such as lodging, has always been challenging. And more so now, when information and people are available 24 hours a day, 7 days a week. It is more important than ever to have processes that identify issues/opportunities and that convey insights just in time to drive results or aid in decision-making.

Key Take-Aways:
• An understanding of InterContinental Hotels Group’s (IHG®) Competitive Intelligence Unit (CIU) structure, core foundation, processes and key deliverables
• Insight on the team's focus, which differs from most other competitive intelligence groups
• Reflections on driving thought leadership though a large, global organization
• Parallels to other industries and competitive intelligence organizations

1:50pm - 2:00pm
Navigating SCIP 2019

Brian Fitzpatrick
Interim Executive Director
SCIP

2:00pm - 2:30pm
BEST PRACTICES - Using Insight to Make a Difference in How Your Strategy Executives Think, Decide and Take Action

Liam Fahey
Co-Founder and Partner
Leadership Forum
Author, The Insight Discipline: Crafting New Marketplace Understanding that Makes a Difference

Crafting marketplace insights in one thing; leveraging them to influence executives draws upon a different set of skills. The two cannot be confused. This session shows how to use insights to influence the executive team.

Key Take-Aways:
• A framework to classify insights (from the vantage point of executives)
• Methods to address and influence executive thinking, decisions, actions
• Metrics to assess your influence capability

2:35pm - 2:45pm
Informational Session for Mentoring Program

During this informational session, you will learn about our mentoring program and knowledge exchange for the entire SCIP Community. Learn about how you can share what you know, as well as learn from existing experiences of senior members of SCIP to provide guidance and coaching to individuals less experienced, both from an educational curriculum-based set as well as industry-based professionals within the intelligence practitioner skillset.

2:45pm - 3:30pm
Networking, Refreshment, and Exhibition Break
Key Take-Aways:
- Common principles to keep in mind when addressing objections
- Typical categories of objections, and general techniques on how to combat each
- Ways to address customer objections presented in a meeting or in a written format

This session seeks to answer the question: what do you do when you know competitive intelligence is not enough to help a client make a decision? CI is critical in helping us better understand what currently exists, but to help organization be leaders and innovators in the industry, we may need more. This is certainly true in the fast-evolving healthcare industry, where CI teams must be nimble and prepared to help business leaders understand evolving consumer needs as well. Through concrete examples, group discussions and activities, we'll explore ways in which a CI function can add lasting value by leveraging mixed-methods research and merging qualitative, quantitative, and competitive intelligence data to help leaders solve business challenges.

Key Take-Aways:
- Frameworks to identify scenarios in which clients need more than competitive intelligence to reach a critical decision, and potential solutions that will add value
- Techniques for how to avoid being the “research ATM.” The success of a CI team relies on communicating and providing value that lasts, and CI+ gets you there
- Examples and concrete case studies to help CI teams determine in addition to CI, the most appropriate research methods to help solve a business challenge

In 2018 Central Florida launched an ambitious plan to reconceptualize economic development through participatory foresight. After an immersion phase (including targeted interviews, a survey and extensive trend research) the local economic development organization and its stakeholders were led through the process of discovering, exploring, mapping and creating strategic transformations. The result was the co-creation of a transformative narrative: Orlando as the “real” experimental, prototype, community of tomorrow that Walt Disney envisioned years prior.

Key Take-Aways:
- A framework for 21st century strategic decision making that leverages Strategic Foresight for transformative results
- Lessons learned in engaging diverse stakeholders in a participatory and consensus-building outcome to prioritize strategic action
- Fresh perspectives on the changing global landscape and how sustainable value is conceived and measured

Ericsson is a global leader in the rapidly changing telecom industry. Ericsson's intelligence system (BIC) aggregates diverse content sources into a single portal, which is globally accessible by all employees and empowers them to leverage market information for strategic decision making.

Key Take-Aways:
- Measures to ensure quality of sources
- Tips to get end-users involved in CI
- A structure to organize and process information
- An approach to combine analytics and intelligence to meet user needs
- Insight into delivering intelligence in ways that meet diverse needs of different users

This session presents the results of a study on why surprising competitive moves by a competitor negatively affect the market value of the firm being surprised. Our research helps build the case for why the costs of competitive intelligence processes, in general, and early warning process, in particular, are justified.

Key Take-Aways:
- An understanding of the growing body of competitive dynamics research and its affects on firm outcomes
- Key findings from our study on why and how surprising competitive action provide positive abnormal market returns for the firm that initiates a surprising move and negative abnormal market returns for the surprised firm
- Justification for why competitive intelligence processes contribute to positive firm outcomes
6 - Application of Intelligence - Gathering Intelligence in Emerging Markets: A Proven Approach

Kimberlee Luce
Senior Director
Fuld + Company

This session will help insights professionals better anticipate and overcome the challenges traditionally associated with extracting competitive and market intelligence in emerging markets by introducing best practices and new, more contextualized tools and techniques, including digital technologies.

Key Take-Aways:
- Best practices for extracting competitive and market insights in emerging markets
- Tools and techniques including digital technologies uniquely suited for emerging markets
- Examples of firms that have successfully grown their businesses in emerging markets through the effective use of contextually appropriate competitor and market intelligence tools

7 - Strategic Boardroom - From Stick-Fetching to Strategy: The Evolution of the Intelligence Function to its Highest and Best Use

Larry Fauconnet
Senior Director, CI Insights & Strategy
INOVIS Inc.

Intelligence functions are increasingly under pressure to gain actionable and timely information in order to support decisions in a market environment where an accelerated pace of change providing decision-makers unforseen challenges is becoming the status quo, and where intelligence professionals are being asked not only what is happening, but to an increasing extent, what is going to happen and what to do about it. This interactive session examines ways to evolve the intelligence function from being a provider of situational awareness to being a developer of sales, marketing, or even corporate strategy.

Key Take-Aways:
- A guide showing how to take certain analytical techniques – such as Extended SWOT, Growth Vector Analysis, and Gap Analysis – and evolve them into strategy development tools
- A proven method for integrating intelligence into the decision cycle
- Methods to evolve an intelligence function from being focused on situational awareness to one that can effectively and proactively position the company on an evolving competitive landscape

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

8 - Strategic Boardroom - Winning the Battle in the Boardroom: How to Align Intelligence Initiatives with Corporate Growth Objectives

Scott Leeb
Director of Knowledge Management
Fragomen, Del Rey, Bernsen & Loewy, LLP

It is a fact and dilemma of the CI professional’s life that creating and delivering value-added intelligence of strategic value to the CEO and senior management is a guessing game. Too often, when asked to provide intelligence to high-level decision makers, CI/MR managers falter because of a complexity of organizational, analytic and communications obstacles. CI/MR managers often have limited contact with the CEO and senior management and are removed from the decision-making process. As a result, they do not understand the executives’ perspective and reality, do not know their intelligence requirements, and often do not know the best way to communicate information and intelligence, having little opportunity to validate their CI needs and preferences. This session will demystify the guessing game.

Key Take-Aways:
- An appreciation of what constitutes success in the C-suite
- Best practices for achieving success
- Ways to avoid the common pitfalls that plague CI professionals

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

9 - Tech-Enabled CI - Using Predictive Analytics to Glance into the Future

Jay Nakagawa
Director, ISG Competitive Intelligence
Dell EMC

Marina Levina
Data Scientist
Dell EMC

Participants will receive practical and real information in how to create a framework using predictive analytics to gain strategic insights into the competition. The participants will receive a blueprint to adapt this technique to their own business using code donated to GitHub by Dell EMC. A demonstration and proof of concept will be reviewed to give participants the confidence using predictive analytics which can be implemented in their own enterprises using public domain data sources.

Key Take-Aways:
- Insight into the reality of predictive analytics and its practical implementation in companies of all sizes
- Pitfalls to avoid when using predictive analytics and doing proof of concepts
- Where SCIP members can get the source code to implement predictive analytics in their own shops
- Roadmap or “cookbook” on how to implement predictive analytics based on our experience
John Henry wasn’t beaten by a steam hammer. He was beaten by a human with a steam hammer.

In this presentation I draw on mathematician John von Neumann, MacArthur genius award-winning political scientist Robert Axelrod, chess champion Garry Kasparov, war games, game theory, cyborgs, really cool software, and my own research on the Top Pricer Tournament™.

Key Take-Aways:
• Fresh perspectives on strategy and decision-making from the Tournament’s 1700+ strategies and eight billion simulations
• Pitfalls from conflating bad outcomes with bad decisions, and a simple framework to steer clear of the pitfalls
• New questions for CI professionals to answer, with or without AI

4:30pm - 4:35pm
Session to Session Travel Time

4:35pm - 5:05pm
EXECUTIVE INSIGHT - Supporting Strategic Decisions with Market Intelligence

Dave Miller
Vice President Strategic Planning
Jabil

With the business seemingly moving at an ever increasing pace, strategic decisions are being made over shorter time frames and with volumes of sometimes uncertain information. This session will provide examples of how market intelligence can be used in different scenarios to enable better strategic decision making.

Key Take-Aways:
• Example of how strategic decisions are being managed at a multi-national organization
• Frameworks to help reduce the noise around the existence of so much information
• Use of flexible techniques to balance different market intelligence work streams
AGENDA

WEDNESDAY, MAY 8, 2019

6:30am
Early Morning Risers Run/Walk

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

8:30am - 8:40am
Opening Remarks

8:40am - 9:20am
KEYNOTE - Business Transformation Design: The 7 Deadly Sins to Overcome

Mohan Nair
Senior Vice President and Chief Innovation Officer
Cambia Health Solutions
Lecturer, University of Oregon – Charles H. Lundquist
College of Business

When markets transform, companies caught unprepared are left behind. But those who recognize that change is in the air, who are prepared for market shifts, not only prevail but soar to new competitive heights. This demands more than market eyesight, or foresight but insight. This keynote offers a framework for guiding preparation to transform your organization and guides you to anticipate, understand and ride the waves.

Key Take-Aways:
• An examination of the new principles of transformation in business
• Insight on the value of purpose in organizations
• Lessons learned regarding market momentum and how to identify them
• A focus on value propositions and leadership
• An understanding of the role of a performance platform in the achievement of an organization

9:20am - 9:50am
EXECUTIVE INSIGHT - Beware the Blindside: Winning in a Time of Changing Business Models and Competitor Profiles

Ravi Parmeswar
Vice President, Head of Global Strategic Insights & Analytics
Johnson & Johnson

9:50am - 10:35am
Networking, Refreshment, and Exhibition Break

10:35am – 11:35am
Concurrent Breakout Sessions – Customize Your Agenda!
Choose one session during this time frame.

11 - The Fundamentals - HUMINT and Private Sector CI: How to Effectively Integrate This Function into Your Market Intelligence Program

Steve Hernan
Global Analytics & Intelligence Manager
Rauland, a division of Ametek, Inc.

While you may be able to get 90% of your intelligence from open source public information, it’s that other 10% that very often proves to be the game changer. Human source intelligence collection (HUMINT) is often overlooked by market intelligence professionals as it is deemed to be either unnecessary or cost prohibitive. However, no company can have a completely successful CI program without incorporating HUMINT into its intelligence efforts. In this session, we will take a deep dive into this lost art and explore ways that you can significantly advance your current market intelligence program by reengaging with this timeless intelligence practice.

Key Take-Aways:
• Best practices for setting up an effective HUMINT collection program that leverages both internal and external sources
• A case study illustrating the value of HUMINT - and the limitations of open source data
• A crash course on HUMINT tradecraft and collection tactics that get results

12 - The Fundamentals - Trends Plus: From Competitive Intelligence to Futures Intelligence

Yvette Montero Salvatico
Managing Director
Kedge, LLC

In today’s world, it’s not enough to be aware of trends – instead, we must move beyond them to recognize a new world of guiding narratives driven by values, implications, systems design, and aspirations. In this interactive session, participants will be introduced to a unique toolkit for futures intelligence and strategy development, including uncovering the values driving today’s emerging issues and grouping trends and emerging issues into larger patterns of impact.

Key Take-Aways:
• Key findings of global emerging trends and weak signals in society, technology, economics, and politics
• Proven ways to leverage and harness the 21st century volatile, uncertain, complex, and ambiguous landscape to move from competitive intelligence to futures intelligence
• A blueprint for tangible models and reusable templates that will allow you to successfully identify and capitalize on emerging trends, weak signals, and counter trends
13 - The Fundamentals - Interactive Ways to Breathe Life into CI
   JoAnna Carey
   Director, Consumer Research & Insights
   Farmers Insurance/Foremost Brand

Don’t deliver another boring slide deck or whitepaper. Learn and share interactive ways to demonstrate competitive information and insights. Leave this session energized and ready to show instead of tell your competitor intelligence stories.

Key Take-Aways:
- Industry sources for ideas and inspiration
- Ways to bring findings to life using video montages
- “Day In The Life Of …。” Exhibits
- A guide for building a competitor matrix
- A grasp of how and when to host a Black Hat event

14 - Use Cases - Balancing the Practice of IP with the Business of IP: Top 5 Ways to Strengthen Your IP Position
   Eric Podlogar
   Market Lead, IP Strategy and Valuation
   ktMINE

   John Wiora
   Chief Operating Officer
   ktMINE

Exploring the levers that can be exercised to ensure your IP position is protecting your business, this session uses high profile case studies (e.g. Amazon, bitcoin and AI) to highlight best practices in strengthening IP position. Through these case studies, participants will also learn about the data sources available for valuable IP information.

Key Take-Aways:
- Insights on strategies to ensure that your IP position is protecting your business
- Key sources of available data
- Examples from real life case studies

15 - Use Cases - Modern Astroturfing and Propaganda: How Entities Anonymously Control Competitive Discourse Online
   Ian Young
   Strategy & Planning, Lead Intelligence Analyst
   Communications Systems Segment
   Harris Corporation

This session will explore current generation techniques on how global companies, administrations, and interest groups leverage online channels and propaganda to direct discourse regarding a range of topics (both favorably and unfavorably). With various group activities on identifying sockpuppet accounts, manufacturing a viral trend/campaign, and designing a front group, participants will be able to better identify and protect their organizations against initiatives to inorganically impact public opinion.

Key Take-Aways:
- Tools to identify astroturfing initiatives damaging corporate reputation or support competitive initiatives
- Best practices for recourse via US and EU trade commissions
- Case history on “viral” trends that were sponsored by commercial entities or political groups
- Pitfalls of practitioners and why astroturfers get caught
- Building a blueprint for organizational protection against these initiatives

16 - Application of Intelligence - Good Cop/Bad Cop: How to Partner with Marketing and Increase CI’s Impact
   Allison Van Diest
   Senior Director of Product Marketing & Intelligence
   Global Marketing
   Blackbaud, Inc.

Are you short-staffed and struggling to scale? Got lots of great ideas and information but not in a position to drive strategy? This session will provide real world techniques that will help you engage and deploy marketing resources from wherever you sit in the organization to ensure your key stakeholders – from product management to sales to executives – are fully leveraging the CI insights you generate.

Key Take-Aways:
- A free tool to evaluate and showcase competitive strengths and vulnerabilities that makes marketers eager to partner with you
- A RACI (process document) recommending the best roles for CI and marketing to play when creating competitive artifacts
- Suggestions on how to optimize your organizational structure to get the most out of a CI/Marketing partnership

17 - Strategic Boardroom - Strategic Business Intelligence for Successful Business Expansion in Emerging Markets
   Dr. Leïla Kossou
   Manager Market Intelligence
   GEA Group
   Independent Academic Researcher, Université de Bretagne Occidentale

In today’s volatile environment, are international companies necessarily prepared to overcome the challenges of strategic business intelligence dedicated to emerging countries? How do emerging countries pose particular challenges in this area? The session focuses on one chief issue: the lack of information on the one or the other emerging economy, impeding the right international business expansion at the right time.

This interactive session aims to guide participants through an approach to help them leverage a key business intelligence area: network management. Real mini cases will be featured.

Key Take-Aways:
- An approach to cluster and prioritize emerging countries with strategic business intelligence efforts
- Ways to build up a network prior to emerging market entry
- Insight into how to nurture and manage this network properly along the internationalization process

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.
18 - Strategic Boardroom - Building Winning Strategies with Strategic Intelligence

Arjan Singh
Lecturer, Strategy
University of California – Irvine

Strategic intelligence is about understanding the competitive environment so as to develop the most effective competitive strategies and execution tactics. It is about helping executives understand “where to play” and “how to win.” A strategic intelligence program helps companies identify and capitalize on business opportunities and also supports strategic risk management by anticipating developments in the market. To be strategically effective, intelligence needs to be integrated into the long term planning processes of a business to ensure all decisions are made on valid assumptions. This interactive session focuses on key elements of world class strategic intelligence and how to integrate that into your strategy development and execution.

Key Take-Aways:
• An understanding of the role of intelligence in the long term planning process
• Key findings for managing strategic risk through world class early warning capability
• Best practices for providing evidence based intelligence instead of strategic assumptions
• Insight into the role of scenarios in strategy

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

19 - Tech-Enabled CI - Evolving from the Age of Collectors to the Age of Augmented Intelligence

Jesper Martell
Founder & Chief Executive Officer
Comintelli AB

Paul Santilli
Worldwide OEM Industry Intelligence and Strategy
Hewlett Packard Enterprise
Chair, SCIP Board of Directors

In this thought provoking session we will start by highlighting some state of the industry technologies being used in CI today. We will then review some of the drivers of the new age of intelligence tools. Finally, participants will interactively explore new technology opportunities together, share experiences and co-create a future road map for digital intelligence tools.

Key Take-Aways:
• The evolutionary road to a world class intelligence system
• The opportunities and challenges with new technologies such as Machine Learning and Artificial Intelligence
• An understanding of how “intelligent” is really AI
• Some real use cases of ML/AI in Intelligence work
• Advice on what you should be doing in your CI function and what you should be looking at and thinking about in terms of technology
2:00pm - 3:00pm
Concurrent Breakout Sessions – Customize Your Agenda!
Choose one session during this time frame.

20 - The Fundamentals - CI Basic Training - How to Run a Successful Bootcamp!

Reggie Allen
Product Manager - Competitive Intelligence
Dell EMC

The thrust of this session is how to run a successful bootcamp from planning to delivery, to post-bootcamp follow-up activities.

Key Take-Aways:
- A guide to planning your bootcamp, managing deliverables and setting a schedule
- Techniques to get the most out of the bootcamp, including role play exercises
- Best practices for running bootcamps Internationally (outside of the US)

21 - The Fundamentals - Quickly and Effectively Change Your CI Team’s Direction to Create Immediate Organizational Impact

Celest Turner Hall
Global Director of Market & Competitive Intelligence
Sage

This session will provide tips and strategies on how to quickly change your CI team’s strategy and programs to tightly align with the new direction of your company and executive leadership while making a noticeable impact on the business in less than 90 days. You will benefit from this session if you work in an everchanging industry, support a business that has recently reorganized or have new executive leadership. This session is also excellent for anyone who is struggling with getting stakeholders to understand the critical strategic importance of the CI function.

Key Take-Aways:
- A blueprint on how to quickly align your CI team with new corporate/organizational direction
- Critical factors to create immediate and noticeable impact across stakeholder groups
- Example of a communication strategy to ensure your great work is evangelized throughout your organization

22 - The Fundamentals - Successfully Managing Complex CI Projects

Michelle M. Volesko Brewer
Librarian/Market Intelligence Manager
Health Learning, Research & Practice
Wolters Kluwer

Steve Schulz
President
Line of Sight Group

This session will go beyond project management basics to examine CI projects that involve several stakeholders, differing research interests, many internal and external information sources and multiple deliverables. Using group discussion and participant personal experience, we will focus on the skills, tools and best practices that enable successful fulfillment of these high visibility and often career-defining projects.

Key Take-Aways:
- A case study based on actual experience illustrating best practices and potential pitfalls
- A guide that includes examples of tools and techniques for managing the people and processes involved with complex projects
- A deeper understanding of the required skills, and resources for developing those skills

23 - Use Cases - The Kodak CI Story - the Good, the Bad, and the Ugly

Tim Kindler
Global CI Team Leader
EY (Ernst & Young)

Kodak had one of the most recognized and powerful brands of the world. 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 question why the company didn’t see the shift to digital coming. This shorthand misses the critical lessons from the Kodak experience that can benefit all industries in our era of rapid transformation and uncertainty. This session will give a behind-the-scenes look at what really happened.

Key Take-Aways:
- Case history of Kodak CI operation from its inception in the mid-1980’s to the present day
- Lesson learned on efforts to anticipate and adapt to transformations driven by digital technology and social media
- Insights into scenarios, early warning, strategic planning and decision making

24 - Use Cases - Building and Leading World Class Global CI Teams

Mary Ann Sarao
Director Competitive Intelligence
Bayer Consumer Care AG
Outgoing Chair, SCIP Board of Directors

World-Class corporate CI teams have morphed in size over the years. CI teams have expanded, contracted and in some cases been dispersed or deemed duplicative. Feedback from your key stakeholders is critical. Keeping CI strong in an organization takes time, passion and leadership.

Key Take-Aways:
- The elements, the teams, and the leadership that defines World Class CI
- Steps to identify and verify your stakeholders with multiple levels of reporting
- Insight into how CI teams stay relevant and agile
- Signs that your CI is valued and symptoms that it is not
- Tips to keep your value high

25 - Application of Intelligence - How to Use Competitive Intelligence to Retain More Customers

Ellie Mirman
Chief Marketing Officer
Crayon

Did you know that on average 1 out of every 4 customers who have left your organization had no intention of doing so? Do you know that over 90% of churned customers move to a competitor? Your customers may be with you now, but competitors are always knocking at their doors. So how can you best prepare your organization to prevent future churn? This session will dive into how CI professionals can use their work to help their businesses reduce churn and retain more happy customers.

Key Take-Aways:
- Insight into how and why to conduct a churn analysis with a competitive intelligence lens
- Ways to spot where your organization is vulnerable to competitor outreach and which competitors are taking your customers
- Best practices for turning competitive intelligence into a customer retention strategy
26 - Strategic Boardroom - Mapping White Space for Growth
The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.

27 - Tech-Enabled CI - The Role of Human Intelligence in a World of Artificial Intelligence

Peter Grimm
Chief Executive Officer
Cipher

Gartner has predicted that 1 in 5 workers will have AI as their co-worker in 2022. This session will explore what this technological shift means for human intelligence and how the two can complement each other to benefit companies and consumers.

Key Take-Aways:
• Insight into the impact of AI for the intelligence professional
• Best practices for AI-enabled intelligence professionals

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

3:45pm - 4:30pm
EXECUTIVE INSIGHT - From Lemming to Leader: Using Competitive Intelligence to Produce Award Winning Customer Experiences

Steve Riddell
Head of Customer Experience
Casper

Following the crowd will never give you a competitive edge. Business Intelligence gathering is not difficult: Understanding how to use it effectively in touch-points with customers is.

This session will unwrap the secrets on how to use intelligence effectively in an omnichannel environment, creating experiences that will make customers go “wild” with brand love!

Key Take-Aways:
• A true appreciation for and understanding of how to “define” your company’s “customer experience”
• Pragmatic ways to use principles of influence with business intelligence that produces customer interactions customers love and brag about to others
• Focus Matters: Insights that produces both repetitive customer purchases while simultaneously stimulating customer referrals for double digit growth

4:30pm - 5:15pm
CAPSTONE - Tempering Your Enviable Competitive Intelligence Abilities to Influence Your Toughest Stakeholders

Carlann Fergusson
Owner & Leadership Change Expert
Propel Forward

Those abilities that are most desirable in competitive intelligence (being visionary, highly analytic, intellectually curious, solution-driven, and results focused) are wonderful gifts to your organization but with years of sharpening and reinforcement they become impediments to having your warnings, ideas, and recommendations heard. Using real examples, you will uncover how your most enviable traits can undermine your ability to influence others and gain practical ways to get even the toughest stakeholder saying “Yes! Let’s Do That!”

Key Take-Aways:
• Awareness of the benefits and detriments to your greatest competitive intelligence abilities
• Insight into the negative ramifications created by overusing your greatest strength that unwittingly sabotage your influence
• Action steps for bringing your strength back into balance to influence the most rigid naysayers

5:15pm - 5:30pm
The 2019 Invitational Tournament Results

Mark Chussil
Founder
Advanced Competitive Strategies, Inc.
Adjunct Instructor, The University of Portland - The Pamplin School of Business Administration

5:30pm
Networking Reception

Wrap up the day of content with some cocktails, hors d’oeuvres and conversations and share those great take-aways you’ve learned so far.
THURSDAY, MAY 9, 2019

29 - The Fundamentals - How to Tap into the Power of Enterprise Tools to Spread and Improve Your Market Intelligence Deliverables

Aurelian Blaha
Chief Marketing Officer
Digimind

In this session, you will learn how the market intelligence process can get connected with other business tools in the enterprise such as collaborative platforms, CRM and data visualization tools. This integration helps the Market Intelligence functions to spread across other business units in the enterprise, by letting your audiences consume content in the working environment they are familiar with. The session will include customer cases from various industries.

Key Take-Aways:
• A unique perspective of the modern workplace’ ecosystem including collaborative platforms, CRM and data visualization tools
• Best practices to set up a feedback loop on your market intelligence deliverables, in turn improving the quality and focusing on deliverables that matter the most to your audiences
• Key factors of success for shifting from a traditional way of delivering your market intelligence to a more collaborative and integrated approach
• Inspiration from customer cases to get started, or improve your existing setup

30 - Use Cases - Getting It Right the First Time: Best Practices in Establishing a Competitive Intelligence Function

Randy Reynolds
Vice President, Global Sales Strategy
ServiceMax from GE Digital

Tracy Berry
Senior Competitive Strategy Manager
ServiceMax from GE Digital

Randy and Tracy will share their experiences in launching a formal competitive intelligence program at ServiceMax. Randy will discuss how to get executive buy-in to establish a CI practice, and his experience in hiring for the position. Tracy will outline the tools and techniques she used to identify internal CI requirements, and best practices in building out a CI program using internal and external resources to address organizational needs.

Key Take-Aways:
• Lessons learned from establishing a formal competitive intelligence program
• Techniques for identifying an organization’s CI priorities
• Steps to follow to launch the CI function using a “30-60-90-Day” game plan

9:20am - 10:20am
Networking, Refreshment, and Exhibition Break

28 - The Fundamentals - The Four Pillars of Intelligence Operations: Data, Tools, People, Processes

Erik Kleinsmith
Associate Vice President, Strategic Partnering
American Public University System

This session explores several considerations in planning, creating, and conducting an intelligence operation pertaining to each of the four pillars. Within each area challenges, pitfalls, and potential solutions that are applicable to any type of intelligence organization, operation, or center will be examined and discussed.

Key Take-Aways:
• An understanding of the various considerations that must be addressed in planning for the creation or improvement of their own intelligence organization or operation
• An arsenal of key questions to ask
• Methods to evaluate current or planned operations to improve overall support for the customers of intelligence
A critical element for any organization is maximizing its competitive intelligence (CI) analytics; in our era of perfectly efficient markets, an effective “Early Warning” system can only be achieved by including primary source intelligence as part of your CI model. Based on several tested & proven best practices approaches utilized by Fortune 100 firms, you will learn how to optimally, early and systematically detect competitors’ behaviors, sales motions and customer pain points, and anticipate market opportunities and competitors’ next moves as part of such an Early Warning system.

Key Take-Aways:
• An understanding of the tool & success factors that help you anticipate market opportunities and competitors’ weaknesses, including indicators/signals for monitoring
• A blueprint on how Primary Source CI can be used to determine market attractiveness and GTM strategies
• Tested and proven ROI metrics used in practice to justify an anticipatory Early Warning CI program for impactful C-suite visibility
• A framework for preparing action plans for different types of risk
• Proven ways to enhance the strategic impact of CI in your organization, illustrated by specific best practices examples

For MI/CI teams who support corporate strategy, futurecasting – the practice of trying to envision your company’s future – can be a valuable tool. Companies spend a lot of time predicting what sales will be like in the future, but little time actually thinking about the factors that may impact that future. Pushing your organization to think about what will be happening in five, ten or even fifteen years can help everyone prepare for what lies ahead.

Key Take-Aways:
• A real-world application of futurecasting in the health industry
• Ways to foster a culture of futurecasting within your organization
• Factors which should be included in a futurecasting exercise

The Strategic Boardroom engages participants in high level debate and discussion around preparing for C-Suite conversations on growth strategy. **Please note: The Strategic Boardroom is reserved for senior level, seasoned executives and seating is limited to encourage maximum participant interaction.**

Since being founded in 1997, Toronto-based Klick Inc. has experienced a phenomenal growth trajectory, growing 30-50% every year. When faced with growing project and task complexity, Klick developed their own software platform, Conductor, to orchestrate work, collaborate across silos, develop new capabilities, and manage across the full spectrum of project types.

As discussed in the New York Times best selling business book, The Decoded Company, Jay Goldman details how Klick and other forward-thinking companies (Google, Netflix, Wholefoods, and more!) are using big data to decode employee work data to personalize, simplify, and enhance people’s experience at work.

**Key Take-Aways:**
• Insight on how big data can be collected and used internally to help leaders easily make more informed decisions about their business, with greater agility
• Examples of how Klick and other forward-thinking companies have used big data to enhance their workplaces
• Best practices for establishing a data-centric workplace culture at your own company
Cipher is an innovative consultancy focused on delivering competitive intelligence services and technology solutions that help our clients make smarter, faster decisions. Leveraging over 20 years of experience, we serve as the trusted partner to the world's greatest companies.

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Comintelli sells best-in-class software for Market and Competitive Intelligence that converts unstructured Big Data content into organized, digestible information for decision-making. Our software platform, Intelligence2day®, is an Insight Engine that helps you avoid drowning in information while thirsting for insights.

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Dig Worldwide is a specialist agency founded in 2011 providing back to basics primary competitive intelligence. Everything that Dig Worldwide does is based on asking the right questions of both our clients and potential sources of intelligence. Reliability is at the core of who we are, providing a flexible yet consistent service.

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Fletcher/CSI delivers strategic decision support using Primary Research, Win/Loss Analysis, Strategy Workshops, and Trade Show Intelligence. We deliver simple, powerful, and insightful intelligence that supports critical business decisions.

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Frost & Sullivan collaborates closely with clients to generate, evaluate and implement a continuous flow of innovative growth opportunities, enabling the achievement of successful transformational growth strategies.

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Proactive Worldwide's primary research, analysis and consulting services deliver clear and concise intelligence that empowers our clients to confidently act on their key opportunities and mitigate key risks.

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Refinitiv, formerly the Financial & Risk business of Thomson Reuters, is one of the world’s largest providers of financial markets data and infrastructure, serving over 40,000 institutions in over 190 countries. Our business intelligence solutions allow you to explore industries, emerging trends, adjacent markets and the competitive landscape.

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SAI is a global business consulting firm providing insight and decision support for planning and strategy development to companies in select industries. Using its proven proprietary, field research methodology coupled with its ability to simultaneously analyze customers, technology, market dynamics and our clients’ business issues, SAI analysts formulate far-reaching insights into strategy and critical issues impacting our clients.

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Froton & Sullivan collaborates closely with clients to generate, evaluate and implement a continuous flow of innovative growth opportunities, enabling the achievement of successful transformational growth strategies.

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For more information on sponsorship and exhibition, please contact Lauren Bisset: Lauren.Bisset@frost.com or 843.763.2150

Denotes that company is a part of the SCIP 2019 Booth Crawl
Impactful Strategic and Competitive Intelligence as a Key Driver of Growth

MAY 6 - 9, 2019 | Renaissance Orlando Hotel | Orlando Florida

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

First name:
Last name:
Title:
Company:
Work Address:
City:       State:  Zip/Postal Code:  Country:
Work Phone #:
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.

WORKSHOP AVAILABLE FOR AN ADDITIONAL FEE

MONDAY, MAY 6, 2019
Register for one of the following full day workshops, or one or both half-day workshops:

Full Day Workshops 9:00am - 5:00pm
- WS1 - CI 100 - Foundations of Competitive Intelligence
  Practitioners Only
  * This workshop earns you SCIP University CAP-I certification
- WS2 - CI 200 - Champions of Growth: CI to Drive Strategic Results and Corporate Performance
  Practitioners Only
  * This workshop earns you SCIP University CAP-II certification
- WS3 - Advanced Scenario Planning for Strategic Decision-Making
  Practitioners Only

Half Day Workshop 2:00pm - 5:00pm
- WS4 - Crafting and Leveraging Insights: A Pathway to Genuine Marketing-Revelance Intelligence

Half Day Workshops:
- Full Day Workshops: Members: $900  Non-Members: $950
- Half Day Workshop: Members: $475  Non-Members: $525

TUESDAY, MAY 7, 2019
Register for one of the following half day workshops:

Half Day Workshops 8:30am - 11:30am
- WS5 - The Fundamentals of War Gaming
- WS6 - Anticipating and Preparing for Market Disruption
- WS7 - Competitor Segmentation: How to Manage a Broad Competitor Portfolio
- WS8 - Business Intelligence and Analytics

Half Day Workshops:
- Members: $475
- Non-Members: $525

SELECT YOUR REGISTRATION CATEGORY

FULL REGISTRATION:  EARLY BIRD*  REGULAR  ON-SITE
SCIP Members  $1,395  $1,700  $1,900
New Members (Includes Join Fee)  $1,590  $1,845  $2,045
Non-Members  $2,000  $2,350  $2,450
Academic/Student/Government  $1,270  $1,420  $1,520
Group Member Rate 5 or more  $1,050  $1,300  $1,600
Group Member Rate 3 or more  $1,200  $1,450  $1,650
Consultant/Solution Provider Pass  $2,250  $2,500  $2,500

DAILY REGISTRATION:
SCIP Members  $1,125  $1,225  $1,325
New Members (Includes Join Fee)  $1,320  $1,370  $1,570
Non-Members  $1,875  $1,925  $2,125
Academic/Student/Government  $750  $800  $1,050

*Early bird rate expires February 15, 2019

NETWORKING ACTIVITIES
- Night of Networking - $30
- Mix & Mingle - $65
### TUESDAY, MAY 7, 2019  
**Concurrent Breakout Sessions – Customize Your Agenda!**  
*Choose the one session from any of the following streams that best meets your needs.*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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| 3:30pm - 4:30pm | 1 - The Fundamentals - Tactics on How to Handle Objections  
2 - The Fundamentals - Competitive Intelligence +: Using Mixed-Methods Research to Add Value and Deliver the Total Solution  
3 - Use Cases - Strategic Transformations Through Participatory Foresight  
4 - Use Cases - Providing Executive Insights Through a Fact-Based Intelligence System  
5 - Application of Intelligence - Surprising Competitive Moves and Their Impact on a Firm’s Market Value  
6 - Application of Intelligence - Gathering Intelligence in Emerging Markets: A Proven Approach  
7 - Strategic Boardroom - From Stick-Fetching to Strategy: The Evolution of the Intelligence Function to its Highest and Best Use  
8 - Strategic Boardroom - Winning the Battle in the Boardroom: How to Align Intelligence Initiatives with Corporate Growth Objectives  
9 - Tech-Enabled CI - Using Predictive Analytics to Glance into the Future  
10 - Tech-Enabled CI - Computers and Strategy: A Match Made in Artificial Heaven |

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### WEDNESDAY, MAY 8, 2019  
**Concurrent Breakout Sessions – Customize Your Agenda!**  
*Choose the one session from any of the following streams that best meets your needs.*

<table>
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<th>Time</th>
<th>Session</th>
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| 10:35am - 11:35am | 11 - The Fundamentals - HUMINT and Private Sector CI: How to Effectively Integrate This Function into Your Market Intelligence Program  
12 - The Fundamentals - Trends Plus: From Competitive Intelligence to Futures Intelligence  
13 - The Fundamentals - Interactive Ways to Breathe Life into CI  
14 - Use Cases - Balancing the Practice of IP with the Business of IP: Top 5 Ways to Strengthen Your IP Position  
15 - Use Cases - Modern Astroturfing and Propaganda: How Entities Anonymously Control Competitive Discourse Online  
16 - Application of Intelligence - Good Cop/Bad Cop: How to Partner with Marketing and Increase CI’s Impact  
17 - Strategic Boardroom - Strategic Business Intelligence for Successful Business Expansion in Emerging Markets  
18 - Strategic Boardroom - Building Winning Strategies with Strategic Intelligence  
19 - Tech-Enabled CI - Evolving from the Age of Collectors to the Age of Augmented Intelligence |

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### THURSDAY, MAY 9, 2019  
**Concurrent Breakout Sessions – Customize Your Agenda!**  
*Choose the one session from any of the following streams that best meets your needs.*

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<th>Session</th>
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| 10:30AM - 11:30AM | 28 - The Fundamentals - The Four Pillars of Intelligence Operations: Data, Tools, People, Processes  
29 - The Fundamentals - How to Tap into the Power of Enterprise Tools to Spread and Improve Your Market Intelligence Deliverables  
30 - Use Cases - Getting It Right the First Time: Best Practices in Establishing a Competitive Intelligence Function  
31 - Application of Intelligence - Strategic Foresight: Competitive Advantage via Competitor & Market Anticipation  
32 - Strategic Boardroom - Incorporating Futurecasting Into Your Strategic Intelligence Program  
33 - Tech-Enabled CI - Survival of the Fastest in the Digital Age |
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