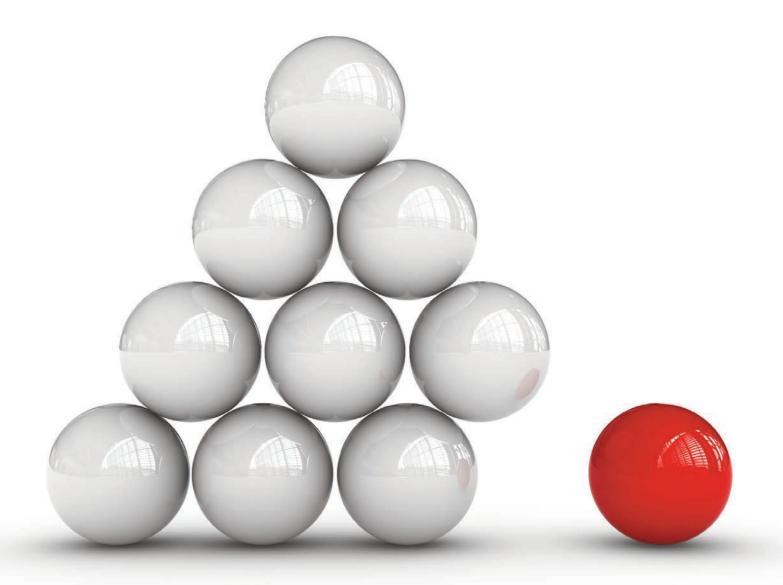
20th Anniversary SCIP European Summit

GAME CHANGERS



New Intelligence. Bold Decisions.

MADRID

3 - 5 NOVEMBER 2015 MELIA AVENIDA AMERICA MADRID, SPAIN



www.scip.org | 🍑 #SCIP

SCIP IS...

A global nonprofit membership organisation 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 organisational 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 are your GAME CHANGERS? 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 organisation.
- 3. Gain **CRITICAL INSIGHT:** our stellar speaker roster represents some of the best and brightest visionaries of strategic CI, MI, and strategy.
- 4. **COLLABORATE** and Learn: 25+ dynamic sessions as participants engage in discussions about what to expect for the future of the profession.
- 5. Keep your **NETWORKING** engine at high rev and join us for competitive team exercises, learning labs and other forums.

SUMMIT COUNTRY REPRESENTATION



Membership Growth since Jan 2013

32%

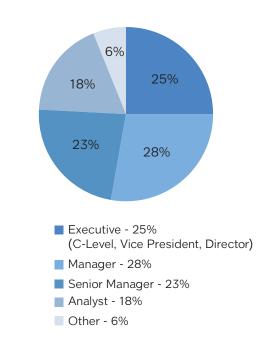
NUMBER

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Summit Attendee Breakdown by Management Category

(Data from 2014 SCIP European Summit)



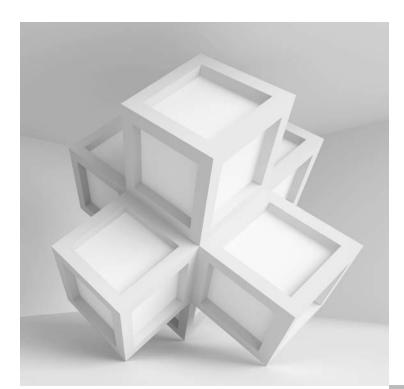
Summit Attendee Breakdown by Professional Department

(Data from 2014 SCIP European Summit)



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GAME CHANGER THEMES



NEW INTELLIGENCE

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

BOLD DECISIONS

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

LEARNING LEVELS

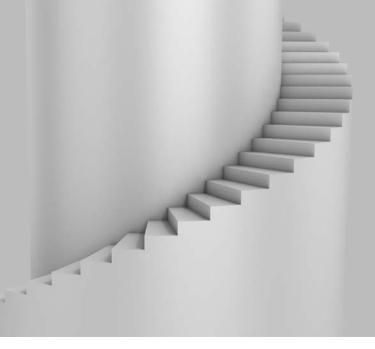
FUNDAMENTAL

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.





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 \star – An informal discussion debating a range of topics in a casual open forum.



NETWORKING ACTIVITY WINE & DINE MADRID

The Networking Never Ends...

Join your colleagues in this evening gathering to kick back, relax, and enjoy direct views of Santiago Bernabeu Stadium while feasting on authentic Madrid cuisine. It's another great opportunity to make new friends and further business relationships. Wine & Dine Madrid follows our reception in the Networking Hall.







WEDNESDAY, 4 NOVEMBER Check-in 19:00

Participant Fee: €85 Includes food, beverages & transportation. Location: Meet in Hotel Lobby

Space is limited, so reserve your spot today!



Education | Certification | 2-3 November 2015, Madrid, Spain

Certifications

SCIP Fundamental and Advanced Certification Workshops / Classes / Training On-Demand



with master instruction covering Strategy, Competitive, Business and Market Intelligence

Full 2-day comprehensive professional development

Accredited Educational Programs from SCIP 30 Years of Global Excellence

Foundations of Competitive Intelligence

Data Analytics for Decision-Making Technology & Visualizations Integrated Intelligence[™] & Strategy Skills

SCIP FUNDAMENTAL CERTIFICATION INTENSIVE

Monday, November 2 – Universidad Rey Juan Carlos

8:30 - 9:30	Introduction to Integrated Intelligence		
	Tina Bundgaard, Corporate Market		
	Intelligence, Rockwool International		

- 9:30 12:00 Introduction to Implementation of CI Portals Jesper Martell, CEO, Comintelli Gabriel Anderbjörk, CFO and COB, Comintelli
- 12:30 4:00 Introduction to Customer Intelligence and Analysis Monica Angelova, Managing Director, Intelligence Pathways
- 14:00 15:30 **Predictive Analytics Introduction** Martin Dimov, Co-founder, Head of Data Science, GemSeek
- 15:30 16:00 Ethics and Legalities for Intelligence Programs Nan Bulger, CEO and Executive Director, SCIP

Tuesday, November 3 - Melia Avenida

8:30 - 16:30 Foundations of Competitive Intelligence – A Practicum – Full Day Course David Kalinowski, President, Proactive Worldwide, Inc. Gary Maag, CEO, Proactive Worldwide, Inc.

SCIP ADVANCED CERTIFICATION INTENSIVE

Monday, November 2 – Universidad Rey Juan Carlos

CI Functions and Maturity Models Alysse Nockels, Director, Competitive Intelligence McAfee (Intel)
Market Sizing and Segmentation Models Arun Jethmalani, Managing Director, ValueNotes
Cl Integration with Mergers & Acquisitions Derek Sugalski, Director Corporate Competitive Strategy, PTC
Implementing a Win Loss Intelligence Program Glen Brynteson, President, Voice of the Business Academy

Tuesday, November 3 - Melia Avenida

8:30 - 16:30 Scenario Planning and War Gaming to Drive Value in Intelligence –Full Day Course John Swanson, Partner, Proactive Worldwide, Inc. Erik Glitman, CEO, Fletcher/CSI



Thank you to our SCIP University Professional Partners: Worldwide Education Expertise via SCIP











For registration and information visit www.scip2015gamechangers.com www.scipuniversity.org www.scip.org



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

debate.

– Margaret Hefferman



KEYNOTE Yuri Van Geest 💻 Partner & Dutch Ambassador Singularity University

SCHEDULE AT A GLANCE

REGISTRATION, WORKSHOPS & CERTIFICATION

MONDAY, 2 NOVEMBER 2015

SCIP University Certification Only

08:30 - 18:00SUF - SCIP University Certification - Fundamental Intensive08:30 - 18:00SUA - SCIP University Certification - Advanced Intensive
Universidad Rey Juan Carlos

TUESDAY, 3 NOVEMBER 2015

Registration, Workshops, & SCIP University Certification Registration for a pre-summit workshop incurs an additional fee. Register for one of the following certifications or workshops:

08:30 - 16:30	Workshop and Registration Open
08:30 - 16:30	SUF - SCIP University Fundamental Intensive
	WS1 - Foundations of Competitive Intelligence
	(Full Day Workshop, Fundamental Level)
08:30 - 16:30	SUA - SCIP University Advanced Intensive
	WS2 - Scenario Planning and Wargaming
	(Full Day Workshop, Advanced Level)
08:30 - 11:30	WS3 - Integrated Market Intelligence and Planning
	(Half-Day Workshop, Fundamental)
08:30 - 11:30	WS4 - Market Sizing & Segmentation, Models
	& Techniques (Half-Day Workshop, Advanced)
13:30 - 16:30	WS5 - Strategic Intelligence in a Changing World
	(Half-Day Workshop, Fundamental)
13:30 - 16:30	WS6 - Predictive Analytics and Forecasting
	(Half-Day Workshop, Advanced)
18:00 - 19:00	Sponsor & Exhibitor Registration & Orientation
19:15 - 19:45	Speaker Orientation

WEDNESDAY, 4 NOVEMBER 2015

GENERAL SESSION & EXHIBITION

07:30 - 18:00	Summit Registration Open
07:30 - 8:15	Continental Breakfast & Exhibition
08:15 - 8:30	Welcome & Opening Remarks
08:30 - 9:15	OPENING KEYNOTE – The Reinvention of Competition
09:15 - 10:00	Big Data & Analytics: The CI Perspective 🕨
10:00 - 10:45	Networking, Refreshment & Exhibition Break

10:45 - 11:45

DEEP DIVES

Choose <u>one</u> of the following deep dive sessions during this time frame:

FUNDAMENTAL:

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

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

ADVANCED:

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

- A2 A New Intelligence Approach Driving Change at Volvo ♦
- A3 Cost of Goods (COG) Intelligence: A Time And Cost Efficient Alternative To Technical Cost Modeling ◆

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. *

11:45 - 12:45

Solutions Wheel

Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers. Running Concurrently with VISIONARY INSIGHT - Innovative Business Models of the Future followed by EXPERIENTIAL - Designing Disruptive New Business Models for Your Industry

SCHEDULE AT A GLANCE

GENERAL SESSION & EXHIBITION

WEDNESDAY CONTINUED ...

12:45 - 13:55	FOOD FOR THOUGHT – Networking Luncheon
14:00 - 14:30	KEYNOTE - What is a Socially Intelligent Business, and How do You Become One?
14:30 - 16:00	KEYNOTE - Creating the Intelligent Organisation
16:00 - 16:45	Networking, Refreshment & Exhibition Break

Exploration is the engine that drives innovation.

Innovation drives economic

growth. So let's all go

exploring.

– Edith Widder

A1 - 5 Key Things you Need When Selling Against Low

A2 - The Five C's of Social Media Competitive Intelligence 🔶

16:45 - 17:45

DEEP DIVES

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

ADVANCED:

Cost Competitors 😒

FUNDAMENTAL:

F1 - Fundamental Skills of BI and MI/CI 😒

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

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

MI1 - MARKETPLACE OF IDEAS – What is a Culture of Innovation? An informal discussion to debate a range of topics in a casual open forum. *

17:45 - 18:45Networking Reception19:00Wine & Dine Madrid

THURSDAY, 5 NOVEMBER 2015

08:00 - 17:30	Summit Information Desk Open
08:15 - 09:00	Continental Breakfast & Exhibition
09:00 - 09:15	Opening Remarks
09:15 - 09:45	OPENING KEYNOTE - Customer and Competitor
	Insight to Accelerate Organic Growth
09:45 - 10:45	Technology Immersion - Lightning Rounds
10:45 - 11:30	Networking, Refreshment & Exhibition Break



KEYNOTE Lucrèce Foufopoulos 📑 Vice President, Marketing & Sales Eastman Chemical Company



KEYNOTE D. Keith Pigues E Current CEO, Luminas Strategy Former CMO, Ply Gem Former Dean, NCCU School of Business

11:30 - 12:30

DEEP DIVES

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

FUNDAMENTAL:

F1 - Cl² – Customer Insights as a Critical Component of Competitive Intelligence Modeling 🕄

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

ADVANCED:

 A1 - The Use of Games to Evaluate Courses of Action
 A2 - Data Visualization: The Problem of the Midsummer Barbeque Party ◆

A3 - Navigating Uncharted Competitive Terrains: Quantitative Wargaming in the Auto Industry ◆

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.







SCHEDULE AT A GLANCE

GENERAL SESSION AND EXHIBITION

THURSDAY CONTINUED...

12:30 - 13:40	FOOD FOR THOUGHT – Networking Luncheon
13:40 - 14:10	SCIP INSIGHT – World Release of the Global Study
	on Intelligence: A European Perspective
14:15 - 15:00	CONCURRENT PANELS:
	CI Best Practices for Working in A Highly Regulated Industry
	Navigating the Politics: Executives' Perspective
	Macroeconomic Perspectives on CI
15:00 - 15:30	Networking, Refreshment & Exhibition Break

15:30 - 16:30

DEEP DIVES

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

FUNDAMENTAL:

ADVANCED:

F1 - Objective Competitor Identification – Challenges and Opportunities 🗘 F2 - Visualise and Monitor your Business Environment by Using Taxonomies for CI \blacklozenge

F3 - Fast Analysis Methodologies for Uncertainty and Change: Microwargaming and Critical Points Analysis ◆

A1 - Building a Competitive Intelligence Fusion Center 😒 A2 - Futures Research & Contingency Planning +

MI2 - MARKETPLACE OF IDEAS - The Effect of the External Environment on Internal Capabilities An informal discussion to debate a range of topics in a casual open forum. \star



16:30 -	16:35
16:35 -	17:15

Session to Session Travel Time Going Global

SCIP CERTIFICATION INTENSIVES -FUNDAMENTAL AND ADVANCED TRACKS

Benefits of SCIP Certification:

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

SUF - SCIP FUNDAMENTAL Certification Intensive - 50 points

- Day 1 SCIP FUNDAMENTAL Certification Intensive Sessions (08:30 18:00)
 - Introduction to Integrated Intelligence
 - Predictive Analytics Introduction
 - Introduction to Customer Intelligence, Insights and Analysis
 - Introduction to Implementation of CI Portals
 - Ethics and Legalities Basics for Intelligence Programs

Day 2 - SCIP FUNDAMENTAL Certification Intensive Session (08:30 - 16:30)

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

SUA - SCIP ADVANCED Certification Intensive - 50 points

Day 1 - SCIP ADVANCED Certification Intensive Sessions (08:30 - 18:00)

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

Day 2 - SCIP ADVANCED Certification Intensive Session (08:30 - 16:30)

• Wargaming and Scenario Planning - Full Day Course



AGENDA REGISTRATION, WORKSHOPS & CERTIFICATION MONDAY/TUESDAY

MONDAY, 2 NOVEMBER 2015

SCIP University Certification Only

Universidad Rey Juan Carlos Note that registration for pre-event certification incurs additional fees. See registration page for details.

08:30 - 18:00 SUF - SCIP University Certification – Fundamental Track

Gabriel Anderbjork CFO and COB Comintelli

Monica Angelova Founder and Managing Director Intelligence Pathways

Nan Bulger CEO and Executive Director SCIP

Tina Bundgaard Corporate Market Intelligence Manager Rockwool International

Martin Dimov Co-founder and Head of Data Science GemSeek

Jesper Martell Chief Executive Officer and Founder Comintelli

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

08:30 - 18:00

SUA - SCIP University Certification – Advanced Track

Glen Brynteson President Voice of the Business Academy

Arun Jethmalani
 Managing Director
 ValueNotes

Alysse Nockels Director, Competitive Intelligence Intel Security

- Derek Sugalski Director, Corporate Competitive Strategy PTC
- CI Functions and Maturity Models
- Cl Integration with Mergers & Acquisitions
- Market Sizing Models
- ROI Calculations in Implementing a Win Loss Program



TUESDAY, 3 NOVEMBER 2015

Registration, Workshops, & SCIP University Certification

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

08:30 - 16:30

Workshop and Registration Open

Full-Day Workshops: Register for <u>one</u> of the following certifications or workshops:

08:00 - 16:30

SUF - SCIP University Fundamental Track

- WS1 Foundations of Competitive Intelligence (Fundamental Level)
- David Kalinowski President Proactive Worldwide, Inc.

Gary Maag Chief Executive Officer

Proactive Worldwide, Inc.

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

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

08:30 - 16:30 SUA - SCIP University Advanced Track WS2 - Scenario Planning and Wargaming (Advanced Level)

John Swanson Partner Proactive Worldwide. Inc.

Erik Glitman Chief Executive Officer Fletcher/CSI

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

Key Take-Aways:

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

Half-Day Workshops:

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

08:30 - 11:30

WS3 - Integrated Market Intelligence and Planning (Fundamental Level)

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

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

Key Take-Aways:

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

08:30 - 11:30

WS4 - Market Sizing & Segmentation, Models and Techniques (Advanced Level)

Arun Jethmalani . Managing Director ValueNotes

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

Key Take-Aways:

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

13:30 - 16:30

WS5 - Strategic Intelligence in a Changing World (Fundamental Level)

Beau Oliver E Director **Cipher Systems**

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

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





AGENDA GENERAL SESSION AND EXHIBITION TUES

TUESDAY/WEDNESDAY

13:30 - 16:30 WS6 - Predictive Analytics and Forecasting (Advanced Level)

Martin Dimov Co-founder and Head of Data Science GemSeek

The fast moving business processes and implementation of new strategies in the modern world bring more challenges to analysts in their attempt to forecast future outcomes and acknowledge main predictors for growth. This session will bring forward main problems regarding proper data collection and handling in an active competitive environment, necessity of data related analyses for business intelligence, main types of errors and possible ways to deal with low data availability, unstructured data etc. The participants will learn main stages of analytical process, pivotal challenges when building predictive models, proper ways of choosing statistical techniques, effectively presenting results and turning mathematical outputs into meaningful business strategies. The course will provide introductory notes on customer related analytics, risk management, time series analyses, classification techniques, classification techniques and data mining tools.

Key Take-Aways:

- An understanding of the main stages of data collection, data handling and data processing with regards to designing analytical templates, the perils and pitfalls involved and bridging the gap between theory and successful stories
- Basic knowledge on the most commonly used statistical tools and mathematical algorithms used in practice and their objective-driven implementation
- Insights on real problems and actual solutions based on real time case studies, lessons learned and action steps involved

18:00 - 19:00 Sponsor & Exhibitor Registration & Orientation

19:15 - 19:45 Speaker Orientation

WEDNESDAY, 4 NOVEMBER 2015

07:30 - 18:00 Summit Registration Open

07:30 - 08:15 Continental Breakfast & Exhibition

08:15 - 08:30 Welcome & Opening Remarks

Nan Bulger

CEO and Executive Director SCIP

08:30 - 09:15

OPENING KEYNOTE - The Reinvention of Competition

Yuri van Geest Partner & Dutch Ambassador Singularity University Co-Author, Exponential Organizations

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

09:15 - 10:00

09:15	- 10:00
Big Da	ata & Analytics: The CI Perspective MODERATOR: Kalie Moore
	Director of Global Communications Carmudi
NN	PANELISTS INCLUDE: John Belchamber Global Business Intelligence Telefonica
	Aart Labee Director, Strategy & Insight McDonalds Europe
2	Giovanna Miritello Senior Data Scientist Zed
2	Pedro Molleda Vice President, Business Intelligence & Analytics NH Hotels
NN	Anantha Prasad Senior Data Officer HSBC Bank
8	Sergio Romero Director, External Marketing & Performance Analytics Vistaprint
next fiv	nount of data in the world is projected to grow >350% in the ve years, redefining what we know about our customers and o ions. Join this panel to hear from big data practitioners on wh

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 - 10:45 Networking, Refreshment & Exhibition Break



10:45 - 11:45 DEEP DIVES

Choose <u>one</u> of the following deep dive sessions during this time frame:

FUNDAMENTAL:

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

Adam Wednick Manager, Competitive Intelligence Intel Security

Ben Schultz Manager, Competitive Intelligence Intel Security

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

Key Take-Aways:

- A template for evaluating feature requirements for a peer to peer CMS
- Lessons learned building a CMS using open source and enterprise off the shelf software
- Lessons learned from running a beta program and rolling out a new CMS successfully
- F2 From Start-up to IPO: Supporting a High-Growth IT Company through Market/Competitive Intelligence

Gwendoline Savoy Director, Market Intelligence Scytl

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

Key Take-Aways:

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

ADVANCED:

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

Derek Sugalski

Director, Corporate Competitive Strategy PTC

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

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

Key Take-Aways:

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

A2 - New Intelligence Approach Driving Change at Volvo +

📒 Andreas Strasser CI Strategy & Change Manager Volvo Car Corporation

After 7 years of declining market shares, Volvo Cars needed to make a complete turnaround. With a competitive environment in rapid change and increasingly shorter product cycles, the need for a more pro-active and market oriented 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. This session will describe how Market Intelligence at Volvo Car Corporation evolved from a service center to an internal consultancy - and how the turnaround succeeded.

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





AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

A3 - Cost of Goods (COG) Intelligence: A Time And Cost Efficient Alternative To Technical Cost Modeling ◆

Anthony Nagle Co-Founder Dig Worldwide

Two methodologies of benchmarking cost-of-goods-manufactured will be discussed during this session. Technical Cost Modelling (TCM), a method developed at MIT in the 1980's and an introduction to COGIntel, an alternative methodology developed by Dig Worldwide which provides a quick, robust and cost effective COGs benchmarking solution. A case study will form an integral part of the talk.

Key Take-Aways:

- Understanding how to perform a rapid and cost effective COG benchmarking analysis
- The means to compare your company's manufacturing performance verses selected benchmarks, allowing performance gaps and areas of competitive advantage and disadvantage to be highlighted
- Knowledge of a tool that is able to provide "good enough" competitive intelligence for strategic decision making

LL1 - LEARNING LAB

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

1. Analysis of Relevant Factors in Competitive System Implementation

Ander Azkarate Strategic Innovation Manager IK4-Ideko

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

2. Essential Structured Analytic Techniques

Ruben Arcos Professor of Communication Sciences Rey Juan Carlos University

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

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

Yara Bourdes Joudi Graduate Student Rey Juan Carlos University

Gerard Marin Graduate Student Rey Juan Carlos University

11:45 - 12:45 Solutions Wheel

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

Running Concurrently with

VISIONARY INSIGHT - Innovative Business Models of the Future

Sarwant Singh Senior Partner Frost & Sullivan

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

Key Take-Aways:

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

followed by

EXPERIENTIAL - Designing Disruptive New Business Models for Your Industry

Sarwant Singh Senior Partner Frost & Sullivan

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

Key Take-Aways:

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

12:45 - 13:55

FOOD FOR THOUGHT – Networking Luncheon Hosted by Industry Leaders

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



WEDNESDAY

14:00 - 14:30

KEYNOTE - What is a Socially Intelligent Business, and How do You Become One?

Joel Windels Vice President, Inbound Marketing Brandwatch

In the past five years, social media and digital technologies have evolved from experimental flirtations at the fringes of marketing teams, to something that multiple departments feel pressure to adopt and embrace. This talk will cover the processes involved in digitally transforming a business, and explore the role social data plays along the way.

Key Take-Aways:

- An understanding of the various stages of becoming a social business, and how to identify them
- Examples of how social intelligence is being used across marketing, product development, PR, customer service and beyond
- The practical techniques that business leaders can employ to adjust to the changes wrought by social technologies

14:30 - 16:00

KEYNOTE - Creating the Intelligent Organisation

Troy Pfeffer

Competitive Intelligence Director Cintas

Establishing an intelligence network within your own organisation can greatly enhance the production and most importantly the use of operational/tactical level intelligence. In doing so, the entire organisation becomes the infrastructure for the intelligence process, expanding the reach and scope of the individual practitioner.

Key Take-Aways:

- How to build the network, keep it engaged over time and make it sustainable
- How to shift the focus from the production of intelligence to the use of intelligence
- As the lead intelligence person in your organisation, learn:
 (i) How and when to insert yourself in this process (and when not to) and (i) How to use this operational/tactical intelligence as the basis for providing strategic insight

16:00 - 16:45

Networking, Refreshment, and Exhibition Break

16:45 - 17:45

DEEP DIVES

Choose <u>one</u> of the following deep dive sessions during this time frame:

FUNDAMENTAL:

F1 - Fundamental Skills of BI and MI/CI 🗯

🚹 Tina Bundgaard

Corporate Market Intelligence Manager Rockwool International

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

Key Take-Aways:

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

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

David Jarczyk President & Chief Executive Officer ktMINE

By some estimates, Intangible Assets ("IA") represents up to 80% of corporate value. Therefore, knowing your competitor's innovation strategy is equivalent to understanding their business strategy.

This session will discuss how the transparency created by ktMINE allows practitioners to more accurately predict a competitor's innovation strategies, and monitor a competitor's innovation activities.

Key Take-Aways:

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

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

Kevin Cannon Corporate Strategy Analyst PTC

This session will map out the steps needed for an analyst to create competitive perspective by leveraging proven approaches and resources.

Key Take-Aways:

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

ADVANCED:

- A1 5 Key Things You Need When Selling Against Low Cost Competitors 😋
 - Loon Lee

Senior Pricing Manager, Patient Care and Monitoring Solutions Philips

This session will explore how to derive and make use of a unique value proposition in a sales deal by finding and validating the value drivers of your product and services that matter most to your customers. Participants will learn how to deliver customerfacing economic value calculators to their sales team to help link the value you deliver with your product/service to the economic value of customers. Finally, participants will learn how to discuss Return on Objectives (ROO) with their customers instead of Return on Investments (ROI) or Return on Invested Capital (ROIC).

- How to find and validate the value drivers of your products and services
- Tools to help your sales team link the value of your products to the economic value to customers
- A guide to discussing Return on Objectives (ROO) with your customers



AGENDA GENERAL SESSION AND EXHIBITION WEDNESDAY/THURSDAY

A2 - The Five C's of Social Media Competitive Intelligence ♦

Kalie Moore

Director of Global Communications Carmudi

With social media on pace to account for 22.5% of digital marketing budgets in the next five years, doing social media well has become more of a science than an art. From changes to News Feed algorithms, changes to content types, changes in which social networks to use, and ever evolving competitors, social media is in constant flux. The Five C's of Social Media Competitive Intelligence will include:

Key Take-Aways:

- A comprehensive cheat sheet on the free social media CI tools
- A guide to how to best calculate your ROI and the ROI of your competitors
- An overview of how to turn CI Social Media Insights into action

MI1 - MARKETPLACE OF IDEAS

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

What is a Culture of Innovation?

Fran Chuan Founder and Chief Executive Officer Dicere

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

Key Take-Aways:

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

17:45 - 18:45

Networking Reception

19:00

Wine & Dine Madrid

The networking never ends...join your colleagues in this evening gathering to kick back, relax, and enjoy direct views of Santiago Bernabeu Stadium while feasting on authentic Madrid cuisine. it's another great opportunity to make new friends and further business relationships.**Additional fee applies*.

THURSDAY, 5 NOVEMBER 2015

08:00 - 17:30 Summit Information Desk Open

08:15 - 09:00 Continental Breakfast & Exhibition

09:00 - 09:15 Opening Remarks

Nan Bulger CEO and Executive Director SCIP

Alysse Nockels Director, Competitive Intelligence Intel Security

09:15 - 09:45 OPENING KEYNOTE - Customer and Competitor Insight to Accelerate Organic Growth

Lucrèce Foufopoulos Vice President, Marketing & Sales Eastman Chemical Company

D. Keith Pigues

Current CEO, Luminas Strategy Former CMO, Ply Gem Former Dean, NCCU School of Business

In this post-recessionary era, boards of directors, management committees and c-suite executives agree that immediate and future business success depends greatly on profitable organic growth. In keeping with the summit theme: Game Changers, Lucrèce Foufopoulos and D. Keith Pigues will join forces to share how customer and competitive insight is shaping Eastman Chemical's growth strategy, and in particular as it relates to its Global Key Account Management Program, along with the immediate and longer-term impact on the business. The duo will also share the results of a qualitative and quantitative assessment of the customer value proposition that helped Eastman uncover significant growth opportunities with an important global customer and move quickly from insight to action on the path to accelerated organic growth using new intelligence to support bold decisions.

09:45 - 10:45 Technology Immersion – Lightning Rounds



Sarah Pilewski Principal

Quid

10:45 - 11:30 Networking, Refreshment & Exhibition Break



THURSDAY

11:30 - 12:30 DEEP DIVES

Choose <u>one</u> of the following deep dive sessions during this time frame:

FUNDAMENTAL:

- F1 Cl² Customer insights as a Critical Component of Competitive Intelligence Modeling ♀
- Paul Santilli Director, WW OEM Business Intelligence & Customer Insights Hewlett Packard

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

Key Take-Aways:

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

F2 - Monitoring for Disruption – The Impact of Trend Analysis ◆



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

Key Take-Aways:

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

ADVANCED:

A1 - The Use of Games to Evaluate Courses of Action 3

Roger Mason Co-founder and Vice President

LEC Management

Part of the competitive intelligence analyst's job is to collect and evaluate intelligence needed to support executive decision making. A result of this effort is often the development of Courses of Action (COA). By using games it is possible to test a COA. You can use games to keep one step ahead of the competition by evaluating potential outcomes in the next decision cycle.

Key Take-Aways:

- How to design games to evaluate a COA learn the game design fundamentals which are critical to successful game designs.
- How to develop gaming frameworks during intelligence collection - the design of the game can begin while the intelligence is being collected
- How to employ games to test a variety of COA learn how to use games for the most effective evaluation of your COA

A2 - Data Visualization: The Problem of the Midsummer Barbeque Party ◆

📕 Joost Drieman

Vice President, Head of Intelligence Best Practices M-Brain

The best intelligence in the world is of no use if the data is not visualized in a way that makes it clear, memorable and actionable for your stakeholders. With an overload of data and information it is of critical importance to make sure that the stakeholders see easily the outcome and recommendations of the analyzed data. Be prepared to share your thought provoking opinions in this highly dynamic breakout session. You will leave with a couple of practical and ready to implement take-aways.

Key Take-Aways:

- What are the best examples of data visualization and why?
- What are the rules for data visualization?
- What is the impact of skills and time for data visualization?
- Which tools are most suitable?
- A3 Navigating Uncharted Competitive Terrains: Quantitative Wargaming in the Auto Industry \blacklozenge

Petko Tinchev

Partner, Head of Analytics GemSeek

Toyota's largest independent distributor in the world, Abdul Latif Jameel, was facing a disruptive event on the Saudi Arabia automotive market, posing a threat to Toyota leadership position. An innovative approach was needed to understand the background, estimate the implications and risk areas and craft a strategic plan that is both actionable and effective. Together with ALJ, GemSeek created a wargame framework that was based on a statistical model that validated the effectiveness of strategies and tactics. During the session, we will share:

- Understand other aspects of application of wargame methodology relevant to plethora of industries
- Get insights on an innovative framework on wargaming that is driven by a statistical model to validate strategies and tactics
- Learn how to convert qualitative (strategic and tactical) inputs into quantitative with regards to wargaming





AGENDA GENERAL SESSION AND EXHIBITION

THURSDAY

LL2 - LEARNING LAB

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

- 1. My Boss wants to Know 'Everything' and Printing the Web is not an Option
- Pascal Frion Founder Acrie Competitive Intelligence Network

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

- 2. Combining Intelligence Software with Research to **Drive Higher-order Analysis**
- Alexander Stumpfegger Managing Director CID
- Larry Fauconnet Senior CI Strategist **INOVIS Inc.**

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

Key Take-Aways:

- A case study demonstrating the symbiotic relationship between research and software
- A roadmap for integrating software and research in order to conduct higher-order analysis
- Insights on the integration of intelligence software and research into their own work flow
- 3. Presentation by the students of the master's Class at the Center for Intelligence Services and Economic Systems, at Rey Juan Carlos University
- Alejandro Martí Graduate Student **Rey Juan Carlos University**
- Epifanio Pecharromán Lobo Graduate Student **Rey Juan Carlos University**

12:30 - 13:40

FOOD FOR THOUGHT - Networking Luncheon Hosted by Industry Leaders

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

13:40 - 14:10

World Release of the Global Study on Intelligence: A European Perspective



Professor of Communication Sciences Rey Juan Carlos University

Jonathan Calof Professor of International Business and Strategy Telfer School of Management, University of Ottawa

Hear for the first time preliminary results of the Joint SCIP University of Ottawa (Jonathan Calof), University of South Africa (Nisha Sewdass) and Rey Juan Carlos University Madrid (Ruben Arcos) study on global intelligence practices. What analytics software is being used? What KPI's are being used to run intelligence programs? How important are trade shows to the intelligence efforts? What intelligence areas are intelligence programs focusing on? Come prepared to hear results on these and many other areas of the intelligence study. Those attending will be given an opportunity to participate in this ongoing research.



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THURSDAY

14:15 - 15:00 CONCURRENT PANELS Choose one of the three panel discussions during this time frame:

Navigating the Politics: Executives' Perspectives

MODERATOR:

Nigel Aston Senior Advisor, Corporate Strategy Amadeus IT Group

PANELISTS INCLUDE:

Henrik Blom Director, Business Intelligence Ericsson

Roberto Cortucci

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

Benjamin Eradi

Competitive Intelligence Consultant Siemens Power & Gas

Alan Nance

Executive Vice President, Digital Transformation, Virtual Clarity Former Vice President, Technology, Royal Philips

Oleg Zhurov

Senior Director, Global Marketing, Business Intelligence Ferring Pharmaceuticals

In this panel, executives from a range of industries will lend insight into deciphering the intangible world of organisational politics and how to operate effectively within this realm. Intelligence professionals in particular face the challenge of translating research and recommendations into action, which often cannot be accomplished without overcoming inter-departmental and hierarchical silos. Panelists will discuss how to capture the attention and earn support of senior decision-makers, lower down barriers between hierarchical levels, and avoid potential pitfalls in order to achieve both individual and collective professional goals. Panelists will also draw from their individual experiences to share best practices for managing change and building key relationships.

Macroeconomic Perspectives on CI MODERATOR: Heath Gross Founder & Chief Executive Officer Sedulo Group PANELISTS INCLUDE: Gonzalo de Cadenas-Santiago Principal Economist **BBVA** Alfonso de Bedoya Schoendorff Senior Manager, Distribution Strategic Initiatives Amadeus IT Group Carolina Herrero Senior Economist CEMEX Daniel Pascheles Vice President Merck Jose Domingo Rosello Macroeconomics Analysis Coordinator BIAM, Instituto Flores de Lemus . Martin Redigolo Senior Strategy and Innovation Planner OMD

In order for an organisation to be more competitive in the global environment in which it operates, it must anticipate global macroeconomic shifts and their impact on industries. Therefore, an understanding of regional and international economic outlook is an essential component of an intelligence function's analytical framework. In this session, panelists will discuss recent macroeconomic trends, trade and investment climates, geopolitical shifts and how to align organisational strategy with these trends in order to gain competitive advantage. Furthermore, panelists will highlight the ways in which the health of the global economy influences innovation in business and technology across sectors.

CI Best Practices for Working in a Highly Regulated Industry

NR	MODERATOR: Andrew Beurschgens Head, Market and Competitive Intelligence EE
£	PANELISTS INCLUDE: Alfredo Diego Health Care Compliance Officer, Medical Devices Johnson & Johnson
2	Javier Martinez Lopez Competitive Intelligence & Strategic Consultancy Manager A&G
(1)	Luis Madureira Global Competitive Intelligence Practice Lead Oglivy & Mather
	Ludivine Rattin Associate Director, Global Competitive Intelligence Merck
	Björn Redlich <i>Market Intelligence Manager</i> Olympus Surgical Technologies Europe
N N N N	Jason Wells Global Lead, Business Risk and Control Management (BRCM) HSBC
the r shar	practices will be shared by leading practitioners in some of nost highly regulated industries in Europe. Panelists will e insights into the key challenges of working in a regulated stry and how their companies consider Ethics, Policy and

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Compliance as part of their CI programs.





AGENDA GENERAL SESSION AND EXHIBITION

THURSDAY

15:00 - 15:30

Networking, Refreshment & Exhibition Break

15:30 - 16:30 DEEP DIVES

Choose <u>one</u> of the following deep dive sessions during this time frame:

FUNDAMENTAL:

 F1 - Objective Competitor Identification – Challenges and Opportunities

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

Virgilijus Narusevicius Senior Data Scientist Euromonitor International

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

Key Take-Aways:

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

- F2 Visualise and Monitor your Business Environment by using Taxonomies for CI ◆
- إ Christian Bjersér

Senior Vice President Comintelli

Daniel Thomasson Senior Project Manager Comintelli

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

Key Take-Aways:

- An understanding of the benefits of using taxonomies in CI
- A hands-on structured process for creating taxonomies for CI
- Examples of best practice taxonomies that can be applied in
- your organisation
- F3 Fast Analysis Methodologies for Uncertainty and Change: Microwargaming and Critical Points Analysis ◆
- Eliana Benjumeda Managing Director Infoline
- Mario Esteban Managing Director Infoline

When the environment is so uncertain and rapidly changing that traditional strategy analytical tools are no longer viable to anticipate the future and make the right decisions, we need to create alternative analysis methodologies that help us to understand the actual insights of current situations and how these could evolve in the short and long term. During the session, we will provide different resources to survive in this complex environment and we will explain two innovative methods to deal with uncertainty and anticipate the potential futures very easily and quick to use 1) Microwargaming – A technique to anticipate market and industry moves that can be completed in a few hours. 2) Critical Points Analysis: A technique to do forecasting that combines value chain analysis and mental mapping.

- A full review of scenario analysis techniques
- New forecasting analysis and scenario analysis techniques that save a critical amount of time
- An introduction of the new concept of analysis hybridization

ADVANCED:

A1 - Building a Competitive Intelligence Fusion Center 0

David Krauza Senior Competitive Intelligence Consultant Independence Blue Cross

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

Key Take-Aways:

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

A2 - Futures Research & Contingency Planning 🔶

Larry Fauconnet Senior CI Strategist INOVIS Inc.

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

Key Take-Aways:

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

MI2 - MARKETPLACE OF IDEAS

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

The Effect of the External Environment on Internal Capabilities

🔯 Avner Barnea

Lecturer on Competitive Intelligence The Western Galilee Academic College, School of Management

This session will center its discussion on ELAM Medical Ltd., an Israeli company that a global leader in the industry of Medical Devices. Elam found itself under a strong pressure as a result of changes in its competitive environment. It learnt about these changes quite late, as a result of internal information coming from its sales people. Questions were raised as to whether Elam was ready to challenge the new risks as well as new opportunities and able to build an appropriate response to the new pressures. One of the senior executives took it upon himself to lead an internal process of looking deeply into the external environment through the Peripheral Vision and Scenarios methodologies for strategic planning. Three organisational units were involved in this process: those in the company who have significant access to the external environment, the CI unit and a strategic consultancy. This session will discuss the outcome of this strategy, and the way in which the assessment of the external environment had an immediate effect on the internal environment.

Key Take-Aways:

- A guide to the practical use of the Peripheral Vision and Scenario Analysis models
- An analysis of the sequence of events and the decision-making process in the ELAM case study
- An analysis of the interrelations between the senior management, the CI function and the strategic consultancy and its impact on the bottom line of the firm

16:30 - 16:35 Session to Session Travel Time

16:35 - 17:15 Going Global D

MODERATOR:

Julien Troyer Bureau Chief, Madrid Thomson Reuters

PANELISTS INCLUDE:

Ruben Arcos

Professor of Communication Sciences Rey Juan Carlos University

Nigel Aston Senior Advisor, Corporate Strategy Amadeus IT Group

Leon Saunders Calvert Global Head of Capital Markets and Advisory Thomson Reuters

How do you see the risk/cost of your business changing over the next 10 years? Will a global presence be critical to being a relevant brand by 2025? This panel session will examine questions like these, as well as the challenges and opportunities faced by a corporation when expanding their business into new markets, now and in the future. We will review findings from a recent Thomson Reuters survey of C-Suite and senior executives on this topic – and panelists will discuss the macroeconomic environment and how this impacts businesses, customers and the overall industry on 'going global.'



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

□ SUF – SCIP University Certification – Fundamental Intensive......€1,770 2 November, 08:30 – 18:00 3 November, 08:30 – 16:30

□ SUA - SCIP University Certification – Advanced Intensive......€1,770 2 November, 08:30 – 18:00 3 November, 08:30 – 16:30

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TUESDAY, 3 NOVEMBER 2015 WORKSHOPS

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

08:30 - 16:30 Full Day Workshops: €814 WS1 - Foundations of Competitive Intelligence (Full Day Workshop, Fundamental Level) WS2 - Scenario Planning and Wargaming (Full Day Workshop, Advanced Level) 08:30 - 11:30 Half-Day Workshops: €407 WS3 - Integrated Market Intelligence and Planning (Half-Day Workshop, Fundamental) WS4 - Market Sizing & Segmentation, Models & and Techniques

(Half-Day Workshop, Advanced)

13:30 - 16:30

- UWS5 Strategic Intelligence in a Changing World (Half-Day Workshop, Fundamental)
- UWS6 Predictive Analytics and Forecasting (Half-Day Workshop, Advanced)

SELECT YOUR REGISTRATION CATEGORY:

MAIN CONFERENCE REGISTRATION:	REGULAR	ONSITE
SCIP Members	∎€1,513	∎€1,673
New Members (Includes Join Fee)	∎€1,754	∎€1,914
Non-Members	∎€1,794	∎€2,035
Academic/Student/Government	∎€1,392	∎€1,549
Group Member Rate 5 or more	∎€1,271	∎€1,472
Group Member Rate 3 or more	∎€1,312	∎€1,392
Solution Provider Member	∎€2,135	∎€2,135
Solution Provider Non-Member	€2,373	∎€2,373
DAILY REGISTRATION:		
SCIP Members	∎€1,191	∎€1,271
New Members ⁺ (Includes Join Fee)	∎€1,428	∎€1,509
Non-Members	∎€1,472	∎€1,633
Academic/Student/Government		∎€1,091

NETWORKING AVAILABLE FOR AN ADDITIONAL FEE:

Wednesday, 4 November, 2015

□ Wine & Dine Madrid€85

Session selections continue on the next page.

REGISTRATION

11:30 - 12:30

NEW SESSION FORMATS KEY

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

16:45 - 17:45

WEDNESDAY, 4 NOVEMBER 2015 10:45 - 11:45

WEDNESDAY MORNING DEEP DIVES

Choose <u>one</u> session during this time frame:

FUNDAMENTAL:

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

ADVANCED:

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

□ A2 - A New Intelligence Approach Driving Change at Volvo ◆

□ A3 - Cost of Goods (COG) Intelligence: A Time And Cost Efficient Alternative To Technical Cost Modeling ◆

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.

WEDNESDAY, 4 NOVEMBER 2015 WEDNESDAY AFTERNOON DEEP DIVES

Choose one session during this time frame:

FUNDAMENTAL:

□ F1 - Fundamental Skills of BI and MI/CI O

- □ F2 Intangible Assets as a Gateway to Predicting Your Competitor's Innovation Strategy ◆
- □ F3 Creating Competitive Perspective: An Analyst Guide to Competitive Framework Analysis ♦

ADVANCED:

- A1 5 Key Things you Need When Selling Against Low Cost Competitors O
- □ A2 The Five C's of Social Media Competitive Intelligence ♦

MI1 - MARKETPLACE OF IDEAS

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

THURSDAY, 5 NOVEMBER 2015

THURSDAY MORNING DEEP DIVES

Choose one session during this time frame:

FUNDAMENTAL:

 \Box F1 - Cl² – Customer Insights as a critical component of Competitive Intelligence Modeling ${\scriptsize O}$

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

ADVANCED:

□ A1 - The Use of Games to Evaluate Courses to Evaluate Courses of Action ◊

□ A2 - Data Visualization: The Problem of the Midsummer Barbeque Party ◆

□ A3 - Navigating Uncharted Competitive Terrains: Quantitative Wargaming in the Auto Industry ◆

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.

THURSDAY, 5 NOVEMBER 2015

15:30 - 16:30

THURSDAY AFTERNOON DEEP DIVES

Choose <u>one</u> session during this time frame:

FUNDAMENTAL:

□ F1 - Objective Competitor identification – Challenges and Opportunities 😒

□ F2 - Visualise and Monitor your Business Environment by Using Taxonomies for CI ◆

□ F3 - Fast Analysis Methodologies for Uncertainty and Change: Microwargaming and Critical Points Analysis ◆

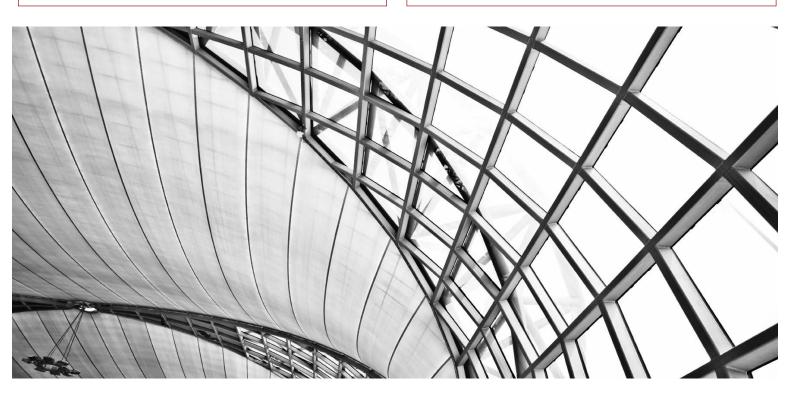
ADVANCED:

□ A1 - Building a Competitive Intelligence Fusion Center 😒

□ A2 - Futures Research & Contingency Planning ◆

□ MI2 - MARKETPLACE OF IDEAS

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



REGISTRATION

SPECIAL DIETARY NEEDS:

Vegetarian □ Kosher □ Other

I WILL BE STAYING AT THE EVENT VENUE: □ Yes

ΠNο

SCIP INSIGHT EBULLETIN:

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

MY INDUSTRY IS:

- □ Aerospace & Defense □ Automotive & Transportation
- □ Business Services
- Chemicals Materials & Food
- Consumer Goods
- □ Education & Training
- □ Financial Services
- □ Government

□ Healthcare □ Information & Communication

- Technologies □ Insurance
- □ Manufacturing & Industrial Products

□ Marketing/Market Intelligence

□ Marketing/Advertising

□ Marketing Research

□ Product Management

□ Manufacturing

- □ Professional Services
- □ Solution Provider
- □ Other

PLEASE SELECT YOUR PROFESSIONAL ROLE IN COMPETITIVE AND STRATEGIC INTELLIGENCE:

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

PLEASE SELECT YOUR APPLICABLE MANAGEMENT CATEGORY:

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

□ Other _

PLEASE SELECT THE DEPARTMENT YOU WORK IN:

- Business Development
- □ Business Intelligence
- □ Business Research and Analysis
- □ Competitive Intelligence
- □ Information Technology
- □ Sales □ Strategic Planning

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

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

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		
Туре:		
🗆 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.

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 €445. 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

