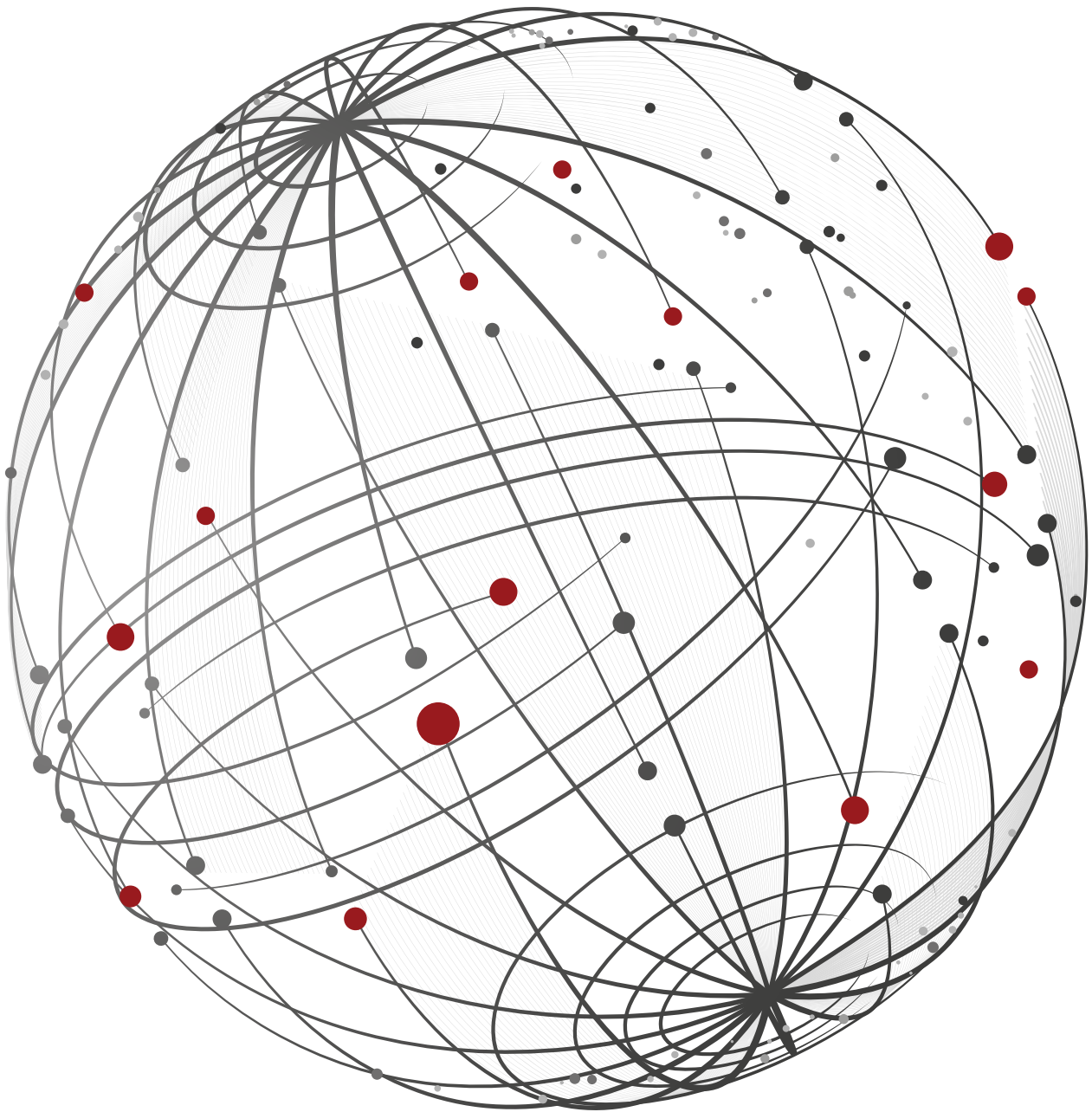


21st Annual SCIP European Summit

Collaborative Intelligence in a Networked World



7 - 9 November 2016
Prague, Czech Republic
Prague Marriott Hotel

www.scip.org |  #SCIP

scip

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 competitive advantage. Our network of professionals stems from a myriad of organizations both profit and non-profit.

THE NEW INTEGRATED COMPETITIVE INTELLIGENCE

The convergence of methodologies, technology and IT are driving the implementation of intelligence as a decision making tool. This is the New Intelligence that is required for the Bold Decisions of today's business environment. The ever evolving nature of how new ideas and innovations come to market, how these ideas are acted on and influenced by the influx of social media, and how the millions of data points gathered from that should be studied, are the new intelligence touch points of today. New intelligence tools and techniques coupled with technologies will bring strong innovation and keener insights to the idea of building Bold Decisions.

TOP 5 REASONS TO ATTEND

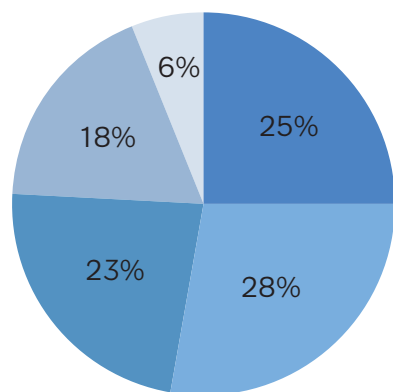
1. **Portfolio of Tools** to Utilize and Explore, Before, During and After the Conference.
2. **SCIP Research and Findings** Exclusive to Attendees and Members.
3. **Global Contacts and Networking Engine** Driven by Competitive Team Exercises, Tech Learning Labs and Open Discussion Forums.
4. **Critical Insights, Case Studies, Collaboration of Best Practices** from Visionaries in the Field of CI, Strategy and Beyond.
5. **Learn Comprehensive Integrated Intelligence** insights and capabilities

SUMMIT COUNTRY REPRESENTATION

Armenia	Greece	Portugal
Austria	Hungary	Romania
Bahrain	India	Russia
Belgium	Ireland	Saudi Arabia
Brazil	Israel	Singapore
Bulgaria	Italy	Slovakia
Canada	Lithuania	Spain
China	Luxembourg	Sweden
Croatia	Malta	Switzerland
Czech Republic	Monaco	Tunisia
Denmark	Netherlands	Turkey
Estonia	Nigeria	Ukraine
Finland	Norway	United Kingdom
France	Poland	USA
Germany		

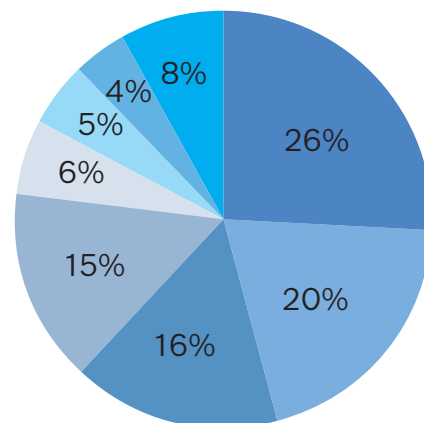
SCIP BY THE NUMBERS

SUMMIT ATTENDEE BREAKDOWN BY EXECUTIVE PROFILE



- Executive - 25% (C-Level, Vice President, Director)
- Manager - 28%
- Senior Manager - 23%
- Analyst - 18%
- Other - 6%

SUMMIT ATTENDEE BREAKDOWN BY PROFESSIONAL DEPARTMENT



- Competitive Intelligence - 26%
- Marketing/Market Intelligence - 20%
- Business Intelligence - 16%
- Strategic Planning - 15%
- Business Development - 6%
- Business Research and Analysis - 5%
- Marketing Research - 4%
- Other - 8%

Please note these profiles are based on past European Summits

SCHEDULE AT A GLANCE

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

MONDAY, 7 NOVEMBER, 2016 – REGISTRATION, WORKSHOPS & CERTIFICATION

Registration for pre-event workshops and certification incurs additional fees. Visit registration desk for details.

08:00 – 18:00	Workshops and Registration Open Register for <u>one</u> of the following full day workshops, or half-day workshops. <i>*Note: All workshops contribute 10 points towards certification.</i>	
08:00 – 18:00	SCIP University Fundamental Certification Intensive (see page 17 for details)	
08:30 – 16:30	Full Day Workshops (08:30 - 16:30) WS1 CI 100 Foundations of Competitive Intelligence WS2 Scenario Analysis to Prevent Strategic Surprises	Morning Half Day Workshop (08:30 - 11:30) WS3 Integrated Intelligence in the Era of Social Media Afternoon Half Day Workshops (13:30 - 16:30) WS4 Market Sizing, Segmentation and its Role in Determining Market Growth WS5 Leadership and Leveraging High Performance Teams
18:45 – 19:30	Sponsor & Exhibitor Registration, Orientation & Workshop Reception	
19:30 – 20:00	Speaker Orientation	

TUESDAY, 8 NOVEMBER, 2016 – REGISTRATION, WORKSHOPS & GENERAL SESSION

07:45 – 17:30	Registration Open	
07:45 – 08:30	Continental Breakfast & Exhibition	
08:30 – 09:00	Welcome and Opening Remarks	
09:00 – 09:45	OPENING KEYNOTE – The Collaboration Conundrum	
09:45 – 10:15	LESSONS FROM INDUSTRY – The Convergence of Open Innovation, Big Data, Analytics and Intelligence	
10:15 – 11:00	Networking, Refreshment, and Exhibition Break	
11:00 – 12:00	Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda! Choose the <u>one</u> session from either of the following streams that best meets your needs.	
	Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs. STRATEGY STREAM CRITICAL ISSUES THINK TANKS S1 Structured Analysis Analytic Techniques S2 Industry Forecasting: Developing Intelligence Outlooks S3 Industry Roundtable – Consumer Goods	CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage. CI TACTICAL IMPLEMENTATION STREAM CI TOOLS & CASE HISTORIES C1 Interdisciplinary Approaches to Intelligence Insights C2 How Can We Demonstrate the Value and ROI for Competitive Intelligence?
12:00 – 13:00	CONCURRENT SESSIONS – Solutions Wheel and Interactive Panel Choose <u>one</u> of the following concurrent sessions.	
	INTERACTIVE SOLUTIONS WHEEL Play the “wheel” and join a series of rapid-fire, one-on-one meetings with leading solution providers.	INTERACTIVE PANEL Intelligence and its Role in Creating and Sustaining Your Brand
13:00 – 14:10	FOOD FOR THOUGHT – Networking Luncheon	
14:15 – 15:15	Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda! Choose the <u>one</u> session from either of the following streams that best meets your needs.	
	Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs. STRATEGY STREAM CRITICAL ISSUES THINK TANKS S1 Facing Digital Chaos and Hyper Competition with Strategic Early Warning Systems S2 Industry Roundtable – Healthcare	CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage. CI TACTICAL IMPLEMENTATION STREAM CI TOOLS & CASE HISTORIES C1 Smart Intelligence: Leverage the Power of Shadow Teams C2 The Intelligence Community of Practice C3 A Microscope to See an Elephant – How to Keep Intelligence Relevant in the Future
15:15 – 16:00	Networking, Refreshment, and Exhibition Break	
16:00 – 16:45	KEYNOTE – WEBINT vs. SOCMINT vs. Mobile BI – New Developments in the Online and Mobile CI Arena	
16:45 – 17:30	KEYNOTE – The Future of Competitive Intelligence: Exploring the Imminent Disruption of the CI Profession	
17:30 – 18:30	Networking Reception	
18:45	Prague@Night	

WEDNESDAY, 9 NOVEMBER, 2016 – GENERAL SESSION

08:15 – 17:30	Summit Information Desk Open	
08:15 – 09:00	Continental Breakfast & Exhibition	
09:00 – 09:30	Opening Remarks - SCIP For A Better World: The Application of Intelligence for Social Good	
09:30 – 10:15	OPENING KEYNOTE AND CASE STUDY – Eyes of the Beholder: Using Neuromanagement to Achieve Executive Buy In	
10:15 – 11:00	INTERACTIVE PANEL – Key Opinion Leaders Intelligence Programs: Using KOLs to Support Your C-Suite	
11:00 – 11:45	Networking, Refreshment, and Exhibition Break	
11:45 – 12:45	Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda! <i>Choose the <u>one</u> session from either of the following streams that best meets your needs.</i>	
	Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.	CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.
	STRATEGY STREAM	CI TACTICAL IMPLEMENTATION STREAM
	CRITICAL ISSUES THINK TANKS	CI TOOLS & CASE HISTORIES
	S1 Living Insight: How to Build a Primary Intelligence Network that Changes as Fast as Your Business and Still Delivers Value S2 Developing Cooperation Between Government and Companies: The French Case S3 Industry Roundtable – ICT: Is Your MI Department Ready to Act in a Fast-Changing Environment?	C1 A Journey Through Uncharted Waters: Developing and Implementing a Market Intelligence (MI) Function in the LNG Industry C2 Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social Media Intelligence
12:45 – 13:55	FOOD FOR THOUGHT – Networking Luncheon & Awards	
13:55 – 14:25	KEYNOTE – Leadership in Strategic Competitive Intelligence	
14:25 – 15:10	LIGHTNING ROUNDS – Practical Applications of CI Tools and Processes	
15:10 – 15:40	Networking, Refreshment, and Exhibition Break	
15:40 – 16:40	Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda! <i>Choose the <u>one</u> session from either of the following streams that best meets your needs.</i>	
	Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.	CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.
	STRATEGY STREAM	CI TACTICAL IMPLEMENTATION STREAM
	CRITICAL ISSUES THINK TANKS	CI TOOLS & CASE HISTORIES
	S1 Managing a MI/CI Function in an Offshored Mode S2 Successful Implementation of a Knowledge Management System for Competitive Intelligence Applications	C1 Win/Loss/Win! With an Effective and Measurable ROI C2 Learning Lab: Tools, Tools, Tools
16:45 – 17:15	CAPSTONE KEYNOTE – Delivering Social Intelligence that Leads to Actionable Insights	

2016 SCIP European Summit Highlights:

WOMEN IN INTELLIGENCE & STRATEGY RECEPTION: Join us for the 2nd annual European installment of the women's forum. This is a program for both men and women to share ideas about challenging the status quo and building leadership skills. Seating is limited, so be sure to RSVP in advance.

MENTORING PROGRAM: Utilize the existing experience 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 CI practitioner skillset.

SCIP UNIVERSITY CERTIFICATION: For the second time in Europe, SCIP will host an intensive certification program at the Summit that provides up to date, practical expertise in fields ranging from fundamental competitive intelligence knowledge to executive level strategic planning.



Prague@Night

The networking never ends...join your colleagues in this evening gathering to experience the magnificence of Prague by night with a dinner river cruise through the heart of the city. As we sail up stream, passing under Charles Bridge and through the lock, you'll enjoy unique views of this beautiful city. With the Old Town on one bank and the picturesque Lesser Town on the other, many of the famous sights border the river. Take in stunning views of: Prague Castle, the Rudolfinum Concert Hall, Prague Parliament, the National Theatre, Dancing House and Vysehrad.



TUESDAY, 8 NOVEMBER
Check-in: 18:45

Participant Fee: €85

*Inclusive of 3 course hot and cold buffet dinner,
beverages and transportation.*

Location: Meet in Hotel Lobby

Space is limited, so reserve your spot today!



AGENDA REGISTRATION, WORKSHOPS & CERTIFICATION

MONDAY

MONDAY, 7 NOVEMBER 2016

FULL DAY WORKSHOPS

Register for one of the following certifications or workshops:

Registration for pre-event workshops and certification incurs additional fees.

08:30 - 18:00 **SUF - University Fundamental Intensive Certification Track - Accredited Educational Programs from SCIP**
– 31 Years of Global Excellence (see page 14 for details)



Tracy Maleeff
Social Media Expert
Sherpa Intelligence



Tina Bundgaard
Corporate Market Intelligence Manager
Rockwool International



Jesper Martell
Chief Executive Officer and Founder
Comintelli



David Kalinowski
President
Proactive worldwide, Inc.



Gary Maag
Chief Executive Officer
Proactive worldwide, Inc.



Nan Bulger
Chief Executive Officer and Executive Director
SCIP

This one day [plus 2 pre-conference webinars] comprehensive professional development with master instruction covers all the necessary elements to begin your career as a strategist, intelligence professional and all around decision maker. Covered in the program are the basics of Strategy, Competitive, Business and Market Intelligence, the Mechanics of Predictive Analytics and Introduction to Social Media. There are two preconference webinars included in the program to introduce you to the intelligence discipline. A final exam is included and all students are awarded a globally recognized SCIP U Fundamentals Certification based on the SCIP BOK [Body of Knowledge]. This cost and time effective intensive is jam packed with key takeaways and is taught by long time experts and executive practitioners in the fields of Intelligence, Strategy, Consulting, Finance, IT, Customer Insights, Social Media and Cybersecurity. The program also focuses on a deliberate networking exercise to develop long term relationships that drive knowledge share when you return to your office.

The Full Program includes the following (see page 14 for details):

- 2 Preconference Webinars [To be taken prior to attending the SCIP U Intensive – content included in final testing] on The Evolution of Competitive Intelligence and 5 Pillars Every Intelligence Program Needs
- Foundations of Competitive Intelligence - CI 100 {Half Day!}
- Networking Lunch – “Thinking like an “intrapreneur”
- Introduction to Integrated Intelligence
- Using Social Media for Competitive Intelligence Research
- Introduction to Implementation of CI Portals
- Predictive Analytics Introduction
- Ethics and Legalities for Intelligence Programs

08:30 - 18:00

WS1 - CI 100 - Foundations of Competitive Intelligence



David Kalinowski
President
Proactive Worldwide, Inc.



Gary Maag
Chief Executive Officer
Proactive Worldwide, Inc.

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

Key Take-Aways:

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

08:30 - 16:30

WS2 - Scenario Analysis to Prevent Strategic Surprises



Avner Barnea
Senior Consultant & Scholar on Competitive Intelligence
Graduate School of Business Administration
Ono Academic College

It is possible to prevent strategic surprises by using scenario planning in a different way. This workshop will cover the fundamentals of scenario planning, as well as insights gained from national intelligence that are relevant to the business sector.

Key Take-Aways:

- To learn the specific framework of the scenario planning tool
- To learn how to benefit differently than the ordinary uses of this discipline, in order to prevent strategic surprises
- To absorb lessons practically by using a relevant case study, of the special aspects of scenario planning

HALF DAY WORKSHOPS

Register for one or two of the following workshops:

08:30 - 11:30

WS3 - Integrated Intelligence in the Era of Social Media



Tina Bundgaard

Corporate Market Intelligence Manager
Rockwool International



Monica Angelova

Founder and Managing Director
Intelligence Pathways

This workshop will focus on connecting the dots between various intelligence disciplines which need to be complementing one another. We will discuss the challenges of having the various intelligence disciplines working in silos, while making the CI function valuable within the organization combined with the challenges of huge information flows and social media usage within CI departments. We will describe how the integration of the various intelligence disciplines and in addition taking advantage of social media capabilities can take your organization forward.

Key Take-Aways:

- How to integrate CI and other intelligence disciplines successfully in a global company with numerous stakeholders and sample tools
- How to identify and get the “quick wins”
- Ways to integrate social media to create competitive advantage for your organization
- A framework for the integration of intelligence disciplines through a systematic approach to social media

13:30 - 16:30

WS4 - Market Sizing, Segmentation, Models & Techniques



Arun Jethmalani

Managing Director
Value Notes

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:

- 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
- The model development framework to define your research agenda (information needed) for market sizing

13:30 - 16:30

WS5 - Leadership and Leveraging High Performance Teams



Joseph Rodenberg

Managing Partner
Rodenberg & Tillman Associates

In this workshop, Joseph Rodenberg will share and discuss with how to develop leadership in strategic competitive intelligence. This workshop will provide guidance on how to apply strategic intelligence to the key drivers of change every company is facing: markets, customers, competitors, technology and legislation and how to deliver essential strategic intelligence to senior management. Joseph will share the frameworks, analysis tools, insights & foresights techniques, and real life practical business cases to enable you to become successful in the management of expectations of intelligence.

Key Take-Aways:

- Insight on how to successfully work with strategic intelligence for senior management and decision makers
- Practical tools for delivering intelligence that cannot be ignored
- New ways of connecting intelligence with customer needs, technology, strategy and beyond

17:00 - 19:00

Women in Intelligence & Strategy Reception

Join us for the 2nd annual European installment of the women's forum. This is a program for both men and women to share ideas about challenging the status quo and building leadership skills. Seating is limited, so be sure to RSVP in advance.

18:45 - 19:30

Sponsor & Exhibitor Registration, Orientation & Workshop Reception

19:30 - 20:00

Speaker Orientation

An essential meeting for speakers to preview the event, highlight your roles and network with fellow peers.



AGENDA GENERAL SESSION AND EXHIBITION

TUESDAY

TUESDAY, 8 NOVEMBER 2016

07:45 - 17:30

Summit Registration Open

07:45 - 08:30

Continental Breakfast & Exhibition

08:30 - 09:00

Welcome & Opening Remarks



Nan Bulger

*Chief Executive Officer and Executive Director
SCIP*



Brian Fitzpatrick

*Senior Vice President & General Manager
SCIP*

09:00 - 09:45

OPENING KEYNOTE – The Collaboration Conundrum



Nicola Millard

*Head of Customer Insight & Futures
BT Global Services Innovation Team*

With technologies becoming more decentralized and disappearing into the cloud, is it also time for traditionally centralized and hierarchical organisation structures to follow as hierarchy becomes "wirerarchy"? Logic (and technology) would say yes, but human nature often stubbornly disagrees. A whole host of collaboration conundrums, challenges and contradictions rear their heads as we have employees (and customers) who are connected by communication networks rather than real face-to-face ones.

Key Take-Aways:

- Redefining productivity in a digital age
- Identifying new skills for leadership in the future world of work
- Creating new ways of bringing employees, customers and partners together on common ground

09:45 - 10:15

LESSONS FROM INDUSTRY – The Convergence of Open Innovation, Big Data, Analytics and Intelligence



Stephanie Hughes

*Founder
Super-h*

The presentation looks at the convergence open innovation practices, big data analytic tools and competitive intelligence professionals and how this convergence represents both a threat and an opportunity to CI professionals. The implications of this shift suggest that CI professionals need to develop additional capabilities to better position themselves in this new world order.

Key Take-Aways:

- Redefining productivity in a digital age
- Identifying new skills for leadership in the future world of work
- Creating new ways of bringing employees, customers and partners together on common ground

10:15 - 11:00

Networking, Refreshment & Exhibition Break

11:00 - 12:00

BREAKOUT SESSIONS

Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda!

Strategy Stream Sessions (S1, S2, etc.) are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

CI Tactical Implementation Stream Sessions (C1, C2, etc.) are designed for those who are executing on decision support for strategic competitive advantage.

Choose the one session from either of the following streams that best meets your needs.

STRATEGY STREAM

S1 – Structured Analysis Analytic Techniques



Ruben Arcos

*Professor of Communication Sciences
Rey Juan Carlos University*



Randolph H. Pherson

*President
Pherson Associates*

Participants will learn key step-by-step structured analytic techniques to be used in combination with other techniques and frameworks in Competitive Intelligence. Participants will be exposed to a portfolio of these techniques including: scenarios and indicators, analysis of competing hypothesis, key assumptions check, among other techniques.

Key Take-Aways:

- A set of analytic techniques and how to apply them for CI
- How to instill rigor in your Competitive Intelligence analysis and production process
- A guide for addressing the most common cognitive biases and how to avoid analytic traps in your CI practice

S2 – Industry Forecasting: Developing Intelligence Outlooks**Shilpashri Aswathanarayana***Lead/Manager**Tata Consultancy Services*

Vision 2020 is probably the most-used term to refer to the objectives an enterprise aims to achieve in this decade. Governments and regulatory bodies globally also have adopted the term to an extent that ranks the year 2020 only next to the millennium year 2000 that generated mass hysteria in the scientific community and the public alike. This case study is aimed at educating competitive intelligence professionals on the methods of acquiring intelligence that will aid in forecasting the dynamics of a certain industry the enterprise operates in. In particular, the case study outlines the research processes and methodologies that were used in a real-life scenario where a professional services firm assessed the current landscape from a 360 degree perspective and carried the findings to the boardroom to chart out its Vision 2020 strategy and roadmap.

Key Take-Aways:

- A framework for industry forecasting through qualitative techniques using a multidisciplinary approach
- A guide for reading in-between the lines to extract the focal points concealed under the multilayered blocks of information

S3 – Industry Roundtable – Manufacturing**Adam Nors***Project Manager, Market Intelligence & Online Reputation*
Digimind

IoT, Artificial Intelligence and Connected Devices are a few of the many disruptors within the manufacturing industry today. CI managers now, more than ever must rethink their strategy towards collecting information and sharing it with the correct people within their organization. This interactive case study session will require you to think creatively, and quickly on your feet as we guide you through real scenarios of disruptor mishaps that you could face at any time.

Key Take-Aways:

- A reflection on how to approach collecting when faced with these disruptors
- Further insight on who to share information with, and understanding why it is important when adapting to industry disruptors
- Ideas on how to ensure you are not only sharing information within your organization, but able to collect information from key internal stakeholders to be able to assess next steps

CI TACTICAL IMPLEMENTATION STREAM -**C1 – Interdisciplinary Approaches to Intelligence Insights****Felipe Buzzerio***Market Intelligence Coordinator**GLOBO*

For the past decades, Competitive Intelligence units have been largely focused on predicting industry changes, competitors and suppliers moves, technological shifts, and regulatory changes. Moreover, some of them have succeeded by doing so autonomously. However, with currently reduced corporate structures and ever faster changing world, CI units have been compelled to incorporate other functions and to integrate with different parts of the company, rather than being fully self-sufficient. On the top of that, CI units continue to be demanded to fulfill their ultimate role of being central to company's competitive advantage. One way of aiding in the task of fulfilling such role is to integrate with different departments in efforts to analyze the competitive environment and point to key fore coming opportunities and threats. In this session, you will learn how to apply one analysis tool and apply it in an integrated fashion.

Key Take-Aways:

- Overview of the positive impact that integration can have in the CI unit efforts.
- One main tool to make such a change with positive impact to your other CI products
- Guidance on how to implement the application of such a tool so integration comes around smoothly
- Ideas on how such a mindset could replicate to your other intelligence products

C2 – How Can We Demonstrate the Value and ROI for Competitive Intelligence?**Daniel Pascheles***Vice-President, Head Global Competitive Intelligence*
Merck

The presentation and discussion will focus on ways how to evaluate and measure the value and the return of investment (ROI) in CI.

Key Take-Aways:

- An understanding of why we should measure ROI
- Some acceptable approaches for measuring ROI for CI
- Practical examples of how it can be done



AGENDA GENERAL SESSION AND EXHIBITION

TUESDAY

12:00 - 13:00

CONCURRENT SESSIONS

Choose one of the following concurrent sessions:

INTERACTIVE - SOLUTIONS WHEEL

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

(OR)

INTERACTIVE PANEL - Intelligence and its Role in Creating and Sustaining your Brand

MODERATOR:

 **Adam Nors**
Project Manager, Market Intelligence & Online Reputation
Digimind

PANELISTS INCLUDE:

 **Gwendoline Savoy**
Director of Marketing Intelligence
Scytll Secure Electronic Voting

 **Josep-Maria Gascon**
Director of Strategy and Competitive Intelligence
ACCIO – Government of Catalonia

 **Nicolas Coates**
Manager, Brand Intelligence, Data Science and
Russian Intelligence
Nissan

 **Padmini Vandrot**
Strategic Intelligence Analyst
Renault

Building and sustaining a brand is usually a monumental challenge for most companies. It requires the ability to understand what customers want, need and what drives a "pride of ownership" with your products through positive customer experience that drives preference over the long term. Defining what is important to them is the key to success in brand building, brand awareness and brand sustainability. Strategy programs supported by best in class intelligence capabilities and processes enable the ability to identify customer preferences, drivers of customer positive initial and long term customer experience. This must be part of every organizational intelligence program and decision maker skill set.

Key Take-Aways:

- The definition of customer experience
- How to determine customer experience
- How to develop a set of strategic drivers to understand how to define and sustain your brand awareness through practical applications of intelligence capabilities

13:00 - 14:10

FOOD FOR THOUGHT – Networking Luncheon

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

14:15 - 15:15

BREAKOUT SESSIONS

Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda!

Strategy Stream Sessions (S1, S2, etc.) are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

CI Tactical Implementation Stream Sessions (C1, C2, etc.) are designed for those who are executing on decision support for strategic competitive advantage.

Choose the one session from either of the following streams that best meets your needs.

STRATEGY STREAM

S1 – Facing Digital Chaos and Hyper Competition with Strategic Early Warning Systems

 **Christophe Bisson**
Vice President
International Institute of Marketing Professionals (IIMP)

The world has become more uncertain for every type of organization under the pressure of globalization and fast improvements in Information and Communication Technologies and the Big Data phenomenon. In order to adapt, companies need to build new decision systems in order to obtain maximum value from the market while managing and anticipating risks. One solution, which can be construed as an advanced form of Competitive Intelligence, is a Strategic Early Warning System (SEWS). This session will describe the case study of the Turkish pharmaceutical market which used this system to avoid blind spots, anticipate events, and optimize decisions.

Key Take-Aways:

- A guide to building a cutting-edge Strategic Early Warning System
- The application of this system by the Turkish pharmaceutical market
- How new types of dedicated tools can support and optimize Strategic Early Warning System
- Pitfalls to avoid when building such a system

S2 – Industry Roundtable – Healthcare

 **Loon Lee**
Senior Pricing Manager
Philips Healthcare

The competitive landscape in the healthcare industry is complex, as many products or solutions are highly configurable to meet customers' needs. Therefore tactical competitive intelligence is key in ensuring effective competitive sales engagement. In many organizations CI plays a strategic role, leaving out important stakeholders who are executing the company strategies. How can CI deliver value, and get attention of C-suites and sales channels alike? A case study of Philips shares how CI gained recognition in the organization by helping the Sales teams win battles and how internal collaboration created short term business impact with minimum resources.

Key Take-Aways:

- Introduction to the competitive program at Philips and key learnings from the program
- Key elements to an effective competitive program and how to create excitement in the network
- An understanding of how to show the ROI of CI in your organization
- Tools to help Sales gear up for their daily battles and a discussion on the role of CI in the collaborative journey with Sales

CI TACTICAL IMPLEMENTATION STREAM**C1 – Smart Intelligence: Leverage the Power of Shadow Teams**

 **Fouad Benyoub**
Product Manager
CGI

What if, for a certain kind of data, the internet and social media were useless? What if the only relevant intelligence source available was human? Would we be able to get the required data as efficiently? Competitive intelligence is a team game, and the goal of this session is to share concrete experiences of working with multi-cultural teams. The session will outline a pragmatic approach to identifying shadow teams inside and outside the company, assessing their willingness to share, motivating and recruiting shadow team members, gathering and assessing data, and finally, impacting decision-making with well-designed deliverables.

Key Take-Aways:

- How to identify and set up shadow teams
- Tools and techniques to identify key team members by their ranks, influence and other criteria
- A framework for efficient and concrete data collection operations with periodical performance assessment
- Insights into how to motivate shadow teams and keep them collaborative

C2 – The Intelligence Community of Practice

 **Larry Fauconnet**
Senior CI Strategist
INOVIS AG

This session discusses the development of a community of practice around the various analytical functions that arise in the corporation as they relate to the competitive landscape as business units struggle to keep pace with the accelerating pace of change in their industries. The session will also address the coordination and alignment of the competitive intelligence functions within an organization in order to make the greatest use of limited assets and to leverage the combined strengths of the various elements in order to provide greater value to the organization overall. A short presentation introducing participants to the concept of a community of practice, the issues it addresses, best practices, and pitfalls, will be followed by an interactive roundtable where participants will explore the issues regarding the development of a community of practice in their own organizations.

Key Take-Aways:

- An introduction to the concept of an intelligence community of practice including a brief synopsis of a case study where the program was effectively used at BellSouth Telecommunications
- Best practices and roadblocks to developing a community of practice within an organization
- An interactive exchange of ideas, opinions, issues, and concerns regarding the implementation and efficacy of a community or practice

C3 – A Microscope to See an Elephant – How to Keep Intelligence Relevant in the Future

 **Joost Drieman**
Vice President, Head of Intelligence Best Practices
M-Brain

15:15 - 16:00

Networking, Refreshment & Exhibition Break

16:00 - 16:45

KEYNOTE – WEBINT vs. SOCMINT vs. Mobile BI – New Developments in the Online and Mobile CI Arena

 **Amir Fleischman**
Managing Director
Cicom Global

The session will review new tools, techniques and platforms available for CI practitioners in the Internet, social media and mobile applications, which enable the attendants to ameliorate their competitive skills by effectively finding significant information and insights about key players within corporate ecosystem. Among the session themes: innovative search engines, methods to use social networks as intelligence networks, audiovisual, alerting and on-the-go tools. The session is followed by practical examples and case studies.

Key Take-Aways:

- Knowledge of new online CI tools to track your competitor, customer and supplier activities over the net
- How social networks can become intelligence networks, and wisely use them to gain efficient insights on your market
- Innovative mobile applications designated for better CI-related understanding, work and outcomes



AGENDA GENERAL SESSION AND EXHIBITION

TUESDAY/WEDNESDAY

16:45 - 17:30

KEYNOTE – The Future of Competitive Intelligence - Exploring the Imminent Disruption of the CI Profession



Derek Sugalski

*Vice President, Corporate Strategy and
WW Competitive Intelligence
PTC*

Competitive Intelligence is a field that is ready for disruption. This session will illustrate how fresh thinking and modern, technology driven approaches are enabling intelligence professionals to move beyond the limitations of traditional methods. The impact of these emerging themes and the tremendous opportunities that will result as the role of CI is redefined by technology will be explored.

Key Take-Aways:

- A view into how emerging technologies are redefining corporate strategy and competitive intelligence functions
- An illustration of how the democratization of advanced analytics and the increasing availability of data are unlocking new insights and enabling new intelligence use-cases
- Insight into the opportunities being created by the convergence of technology and competitive intelligence

17:30 - 18:30

Networking Reception

Network with your fellow peers and colleagues while enjoying some conversations and cocktails.

18:45

Prague@Night

The networking never ends...join your colleagues in this evening gathering to experience the magnificence of Prague by night with a dinner river cruise through the heart of the city, as we sail up stream, passing under Charles Bridge you'll enjoy unique views of this beautiful city. **Additional fee applies*



WEDNESDAY, 9 NOVEMBER 2016

08:15 - 17:30

Summit Registration Open

08:15 - 09:00

Continental Breakfast & Exhibition

09:00 - 09:30

Opening Remarks - SCIP For A Better World - The Application of Intelligence for Social Good



Nan Bulger

*Chief Executive Officer and Executive Director
SCIP*

09:30 - 10:15

OPENING KEYNOTE AND CASE STUDY – Eyes of the Beholder, Using Neuromanagement to Achieve Executive Buy In



Michael O. “Coop” Cooper

*Founder
Innovators + Influencers*

Whether you have a seat at the executive table or not, getting your point across and framing competitive intelligence insights and recommendations to achieve executive buy-in requires careful thought and consideration of your audience. Neuro-management allows you to communicate directly to people's brains, by-passing their personalities, and addressing their resistance to change based on their attention span, information need and resistance.

Key Take-Aways:

- A neuroscience framework
- A template for communicating with each brain type and teams that include all four brain types to eliminate confusion and manage individual perceptions and goals for growth and progress
- Proven best practices and lessons learned from real world application of neuro-management

10:15 - 11:00

INTERACTIVE PANEL – Key Opinion Leaders (KOL) Intelligence Programs - Using KOLs to Support Your C-Suite**MODERATOR:**

Ola Lindberg
Vice President
AlphaSights

PANELISTS INCLUDE:

Nigel Aston
Senior Advisor, Corporate Strategy
Amadeus IT Group



Derek Sugalski
Vice President, Corporate Strategy and
WW Competitive Intelligence
PTC

Key Opinion Leaders or KOLs are critical to the success of company strategy. These are leaders and experts in industry, normally external to the organization, that provide expertise to decision makers in order to understand the global ecosystem and subsequent drivers that shape the industry. Best in class intelligence programs must include KOL sessions and feedback in their programs to be truly successful. This panel will discuss cases where KOLs have helped executive management educate themselves and prepare to meet the challenges set forth by the market.

Key Take-Aways:

- Insight into how and why KOLs are used
- Examples of how KOLs have been used successfully as an integrated element of a CI program
- Guidelines for setting up a KOL panel

11:00 - 11:45

Networking, Refreshment, and Exhibition Break

11:45 - 12:45

BREAKOUT SESSIONS**Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda!**

Strategy Stream Sessions (S1, S2, etc.) are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

CI Tactical Implementation Stream Sessions (C1, C2, etc.) are designed for those who are executing on decision support for strategic competitive advantage.

Choose the one session from either of the following streams that best meets your needs.

STRATEGY STREAM**S1 – Living Insight: How to Build a Primary Intelligence Network that Changes as Fast as Your Business and Still Delivers Value**

Max Hildebrand
Associate Director
EY

The best place to find competitive insights is your own company. EY employs over 230,000 people and will most likely hire 50,000 employees in the next 12 months. How can any CI team sift through this avalanche of new personnel and data and emerge with strategic insights and a functioning network of analysts and sources? What do you do with all this information when you have it, and how can you share it and use it to drive competitive advantage? This session will explain why most company primary intelligence networks don't deliver value and how to use simple technological solutions and a refocus on primary intelligence collectors to repurpose them for success. A generic version of the EY program will be discussed during the session.

Key Take-Aways:

- How to find, process and maintain insight holders within your own company efficiently
- How to design a data repository that aids finding answers rather than bogs down workers in compliance
- How to create a culture that prioritises insight collectors as the most important node of insight delivery

S2 – Developing Cooperation Between Government and Companies: The French Case

Jean-Louis Tertian
Controller General
Ministry of Economy and Finance

In an economic environment facing multiple mutations, the relationship between the State and companies has to be reinvented in order to make it more effective and more adapted to answer to the needs of the global competition. The sharing of information can help create competitive advantages. The session will detail different kind of organisations and their consequences on relationships with companies in the French case.

Key Take-Aways:

- Examples of organisations and their impact on information sharing
- Lessons learned on leadership requirements
- Best practices on use of CI tools



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

S3 – Industry Roundtable – ICT: Is Your MI Department Ready to Act in a Fast-Changing Environment?

 **Luc Rooms**
Head, Market & Competition
Proximus

The pace of innovation is exponentially growing in the Information and Communication Technology sector. Evolving local customer needs, a globalising environment and new competitors force market players to act swiftly and to-the-point. Market Intelligence departments should play a pivotal role to steer decision-making. This interactive session will dig into ever-changing market contexts and the MI options to play a leading role.

Key Take-Aways:

- An understanding of VUCA-dynamics in the ICT industry
- The importance of an efficient, known and networked MI department in such an environment and how to broaden your scope and interact with impact
- Flexible tools at hand to anticipate and react to competitive dynamics. Case: a wargame alternative

CI TACTICAL IMPLEMENTATION STREAM

C1 – A Journey Through Uncharted Waters: Developing and Implementing a Market Intelligence (MI) Function in the LNG Industry

 **Jean Paul Desrochers**
Head, Market Intelligence and Regulatory
RasGas Company Limited

 **Gordon Murray Smith**
Consultant
RasGas Company Limited

This presentation is a case study detailing key learnings gained from RasGas' implementation of its first centralized Market Intelligence (MI) team. The session will highlight how a clear business justification was developed that highlighted the criticality of ensuring RasGas had access to timely, accurate and actionable MI to ensure competitiveness and support increased margins. It will also outline the process used to scope, design and implement the new function. Finally, it will describe the impact on collaboration, information sharing and decision making.

Key Take-Aways:

- A case study of the rapid implementation of a new Market Intelligence function within an industry experiencing significant structural change
- An understanding of the importance of developing an 'intelligence agenda' to ensure delivery of clearly defined and prioritised intelligence deliverables capable of addressing specific business decision points
- Tools and processes adopted to support improved collaboration and communication

C2 – Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social Media Intelligence

 **Andrew Beurshgens**
Head of Market Intelligence
EE

 **Catriona Oldershaw**
Co-Founder
The Insights Distillery

The session will explore how competitive intelligence professionals can take advantage of recent advances in social media monitoring and analytics tools to gain much faster access to market insight. Real examples of what's possible will be provided, including a deep dive into EE's own social competitive intelligence programme rollout. This will lead into a roundtable discussion where participants can quiz Andrew and his co-presenter, Catriona, on how to tackle the real-life CI challenges they are facing using social media tools and techniques.

Key Take-Aways:

- A framework for rolling out a comprehensive social media competitive intelligence programme which caters for sophisticated strategic needs, based on EE's experience and lessons learnt
- An understanding of new social media intelligence tools (such as image recognition tools) and how they can be used for competitive intelligence purposes
- Advice on how to work collaboratively with their colleagues in Marketing and Insight/Research who might currently "own" social media monitoring for their organisation, in order to gain meaningful CI insight from social media

12:45 - 13:55

FOOD FOR THOUGHT – Networking Luncheon

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

13:55 - 14:25

KEYNOTE – Leadership in Strategic Competitive Intelligence

 **Joseph Rodenberg**
Managing Partner
Rodenberg & Tillman Associates

Joseph Rodenberg will dissect and discuss the insights and skills needed to show leadership in strategic competitive intelligence. He will look into the management of expectations of intelligence to senior management, driven by strategic management of the past-present-future and how the "Intelligence Continuum" is positioned and connected with strategy and key decision making.

Key Take-Aways:

- Effective ways to manage the strategic intelligence expectations of senior management
- Insight into how crucial intelligence is for strategic management of the past, present, and future
- How intelligence is positioned in and connected with the "Intelligence Continuum"

14:25 - 15:10

LIGHTNING ROUNDS – Practical Applications of CI Tools and Processes

15:10 - 15:40

Networking, Refreshment, and Exhibition Break

15:40 - 16:40

BREAKOUT SESSIONS

Strategy and CI Tactical Implementation Stream Sessions – Customize Your Agenda!

Strategy Stream Sessions (S1, S2, etc.) are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

CI Tactical Implementation Stream Sessions (C1, C2, etc.) are designed for those who are executing on decision support for strategic competitive advantage.

Choose the one session from either of the following streams that best meets your needs.

STRATEGY STREAM**S1 – Managing a MI/CI Function in an Offshored Mode**

 **Charles Proian**
Head of Market Intelligence & Research EMEA
Lexmark International

A CI function is often physically located in HQ, not often offshored. Yet in a globalized and connected world, situations may arise to consider offshoring part of an activity, even for CI. It can be an opportunity to create value, but requires sound planning and also takes on-going personal investment. Whatever the reason of a need for CI presence in an offshore location, there is a checklist of key elements to consider in a thorough planning process. This one hour interactive presentation attempts to remove some of the mystery, by walking through some top common sense areas of consideration, including the whys, the hows, as well as the pitfalls. The presenter will use practical elements, based on the experience of successfully managing an offshored CI function over several years.

Key Take-Aways:

- An understanding of situations that raise the issue of offshoring, what can guide your choice, and where to start
- Insights into the hiring process and how to train and develop offshore teams
- A guide to managing a CI function across the miles on a daily basis

S2 – Successful Implementation of a Knowledge Management System for Competitive Intelligence Applications

 **Paul Santilli**
WW OEM Business Intelligence & Customer Insights
Hewlett Packard Enterprise

 **Stephanie Paulutt**
Sales Director
AMI Software

The new information landscape presents enormous challenges for the Competitive Intelligence (CI) professional – the scalability and analytical processing capability of all data is simply overwhelming to historical CI methodology and modeling behaviors used in the past. This session will look at one of the main prerequisites to prepare an organization for this onslaught of information: understanding the value of tools and related processes that can be utilized within an organization to gain better insights into data analytics. A key area to explore in this regard is the use of Knowledge Management Systems (KMS) designed for CI practitioners. Well defined, these tools can be extremely effective in helping organizations efficiently manage this data tidal wave in a quick and seamless manner to arrive at better actionable insights for quick organizational decision-making for both strategic and tactical use.

Key Take-Aways:

- An understanding of the value of Knowledge Management Systems (KMS)
- A guide to expectations and stakeholder management
- Insight into the evaluation process of KMS systems
- An overview of implementation requirements, deliverables, and insights

CI TACTICAL IMPLEMENTATION STREAM**C1 – Win/Loss/Win! With an Effective and Measurable ROI**

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

 **Magda Ceska**
Intelligence and Insight Leader
Huntsman

Regardless of the industry, an effective Win/Loss/Win program can provide ongoing intelligence on the market, the competition and the customer. Gathered directly from customers and decision makers, Win/Loss intelligence provides the insight needed to inform the tactical and strategic planning for Sales, Marketing, R&D and the C-Suite. The presentation will compare and contrast three Win/Loss Program case studies, including a 1) Top tier Professional Services Firm 2) Leading B2B/B2G software company and 3) Chemical Manufacturer. For each of these case studies, the session examines the 'what', 'why' and 'how.'

Key Take-Aways:

- An understanding of the definition Win/Loss/Win, why it is important, and how to implement and improve it
- Three detailed case studies that will be examined for both a practical and theoretical understanding of Win/Loss/Win



AGENDA GENERAL SESSION AND EXHIBITION

WEDNESDAY

C2 – Learning Lab: Tools, Tools, Tools

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. Collaborative Origination 2.0: The Story of Global Origination Tracker



Bretislav Simral

*TAS Competitive Intelligence Lead
EY*



Sonam Anand

*Senior Analyst, Transactions Advisory Services
EY*

As the key pillar of EY's innovative Global Origination Hub, the Global Origination Tracker is designed to improve EY's capabilities around sourcing and pursuing market opportunities. GOT sources rumours and market intelligence from a range of internal and external sources and delivers these to practitioners in a timely manner. The tool also allows for cross-team collaboration, creating a single platform to store and share internal knowledge, thus promoting the concept of collaborative intelligence.

2. Competitive Tools: Demonstrating the Best FREE Tools CI Professionals Need to Use



Kevin Cannon

*Corporate Development Analyst
PTC*

This lab will demonstrate the functionality and use case practicality of using several free CI tools that most industry professionals are unfamiliar with. Many CI practitioners are of the opinion that creating perspective using tools is a costly endeavor and that consulting firms are the only way out. This session will provide that wrong!

3. ProACTIVE Scenario Planning



Marc Limacher

*Founder & Managing Director
INOVIS AG*

Planning for external and internal threats is a fundamental and essential part of brand planning. This lab will provide the audience with an overview of an innovative, unique and first-in-class web-based scenario planning tool – ProACT – which helps mitigate risk, leverages opportunities and optimizes strategies. While originally developed for Big Pharma, ProACT is applicable across industries and strategic CI teams. It has also proven to be an ideal conduit to get a “seat at the table” in the C-Suite by providing evidence-based, solid and accurate scenarios (based on internal and external intelligence) upon which sound strategic decisions can be based.

16:45 - 17:15

CAPSTONE KEYNOTE – Delivering Social Intelligence that Leads to Actionable insights

scip

BECOME A SCIP MEMBER!

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

BENEFITS OF MEMBERSHIP

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

For more information, please contact: memberservices@scip.org



Certifications

SCIP Fundamental Certification
Workshops / Classes / Training On-Demand



One day comprehensive professional development with master instruction covering Strategy, Competitive, Business and Market Intelligence, Exam included

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

Three Required Pre-Conference Webinars

5 Pillars Every Intelligence Program Needs • Turning Information Into Intelligence
Building Measurable Key Performance Indices (KPIs) for Any Intelligence Program

You will receive instruction about the online courses after intensive program registration.

Monday, 7 November

08.00 – 12.00 **CI 100 - Foundations of Competitive Intelligence** [Half Day version]

David Kalinowski, *President*, Proactive Worldwide, Inc., Gary Maag, *CEO*, Proactive Worldwide, Inc.

Learn to identify and communicate insights and analysis to business leadership in clear, concise and impactful ways. This fundamentals session will introduce participants to an intelligence operating model that is designed to enable you to deliver high quality results your business leads will value. The course will provide an overview of intelligence strategy, strategic alignment, business and client needs and return on investment. Topics covered in depth include project scoping and estimating, execution, secondary research, primary research, managing contractors, and managing internal client expectations.

12.00 – 13.00 **Networking Lunch**

Tracy Z. Maleeff, SCIP

SCIP will provide you with a boxed lunch to learn more about professional networking skills in a relaxed atmosphere. Understand how thinking like an “*intrapreneur*” and communicating your value can help you enhance your career development.

13.00 – 14.00 **Introduction to Integrated Intelligence**

Tina Bundgaard, *Corporate Market Intelligence*, Rockwool International

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

14.00 – 15.00 **Using Social Media for Competitive Intelligence Research**

Tracy Z. Maleeff, SCIP

Social media posts generate a substantial amount of user-generated information. Learn how to mine for data within social networking platforms like Twitter and LinkedIn to gain a competitive advantage. You will take away knowledge of both the processes and resources available to pull valuable data out of social media.

15.00 – 16.00 **Introduction to Implementation of CI Portals**

Jesper Martell, *CEO*, Comintelli

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

16.00 – 17.00 **Predictive Analytics Introduction**

Nan Bulger, *CEO and Executive Director*, SCIP

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

- **Testing:** Each attendee will be sent a link to the online exam which can be taken at any time within 7 days of the conclusion of the intensive.
- **Breaks:** Morning and afternoon breaks will be scheduled at the discretion of the instructors.
- **Registration:** If you would like to register for SCIP University only and not the full summit, email memberservices@scip.org. If you would like to register for SCIP University and the full summit, a 25% discount applies to the summit registration fee. Contact memberservices@scip.org for the discount codes.

SPONSORS



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



Cipher is an innovative boutique consultancy focused on providing strategic and competitive intelligence services and technology solutions that help clients make smarter, faster decisions
www.cipher-sys.com



Findout Ltd. helps professionals to get unprecedented understanding of what's going on in their industry: key trends, new technologies, moving competition and more.
www.findout.com

F R O S T & S U L L I V A N 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
www.frost.com



Since 1992, experts mainly for the pharma and IT industries in strategic and tactical CI in 50+ countries, actionable primary CI investigations, CI ad hoc support, tactical battle cards, win/loss assessments, unique scenario planning tools, and CI tracking programs; free counter-intelligence seminars for clients.
www.inovis.global



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

EXHIBITORS



For more information on sponsorship and exhibition, please contact Lauren Jaeger:
Lauren.Jaeger@frost.com or 1.917.250.3900

21st Annual SCIP European Summit

7 - 9 NOVEMBER 2016 | Prague Marriott Hotel | Prague, Czech Republic

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.

WORKSHOPS AND CERTIFICATION AVAILABLE FOR AN ADDITIONAL FEE

MONDAY, 7 NOVEMBER 2016

SCIP UNIVERSITY CERTIFICATION

☐ **SUF** - SCIP University Certification - Fundamental Intensive.....€1,770
7 November, 08:30 - 18:00

WORKSHOPS

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

08:30 - 18:00 **Full Day Workshops: €814**

☐ **WS1 - CI 100** - Foundations of Competitive Intelligence

☐ **WS2** - Scenario Analysis to Prevent Strategic Surprises

08:30 - 11:30 **Half-Day Workshops: €407**

☐ **WS3** - Integrated Intelligence in the Era of Social Media

13:30 - 16:30

☐ **WS4** - Market Sizing, Segmentation and its Role in Determining Market Growth

☐ **WS5** - Leadership and Leveraging High Performance Teams

SELECT YOUR REGISTRATION CATEGORY:

MAIN CONFERENCE REGISTRATION:	EARLY BIRD*	REGULAR	ONSITE
SCIP Members	<input type="checkbox"/> €1,312	<input type="checkbox"/> €1,513	<input type="checkbox"/> €1,673
New Members (Includes Join Fee)	<input type="checkbox"/> €1,500	<input type="checkbox"/> €1,700	<input type="checkbox"/> €1,900
Non-Members	<input type="checkbox"/> €1,718	<input type="checkbox"/> €1,919	<input type="checkbox"/> €2,160
Academic/Student/Government	<input type="checkbox"/> €1,066	<input type="checkbox"/> €1,392	<input type="checkbox"/> €1,549
Group Member Rate 5 or more	<input type="checkbox"/> €1,191	<input type="checkbox"/> €1,271	<input type="checkbox"/> €1,472
Group Member Rate 3 or more	<input type="checkbox"/> €1,231	<input type="checkbox"/> €1,312	<input type="checkbox"/> €1,392
Solution Provider Member	<input type="checkbox"/> €2,135	<input type="checkbox"/> €2,135	<input type="checkbox"/> €2,135
Solution Provider Non-Member	<input type="checkbox"/> €2,373	<input type="checkbox"/> €2,373	<input type="checkbox"/> €2,373

DAILY REGISTRATION:

SCIP Members	<input type="checkbox"/> €1,111	<input type="checkbox"/> €1,191	<input type="checkbox"/> €1,271
New Memberst (Includes Join Fee)	<input type="checkbox"/> €1,345	<input type="checkbox"/> €1,428	<input type="checkbox"/> €1,509
Non-Members	<input type="checkbox"/> €1,392	<input type="checkbox"/> €1,472	<input type="checkbox"/> €1,633
Academic/Student/Government	<input type="checkbox"/> €849	<input type="checkbox"/> €930	<input type="checkbox"/> €1,091

*Early bird rates expire August 31, 2016

NETWORKING AVAILABLE FOR AN ADDITIONAL FEE:

Tuesday, 8 November, 2016

☐ Prague @ Night ...€85

Session selections continue on the next page.

TUESDAY, NOVEMBER 8, 2016

Strategy and Tactics Stream Sessions – Customize Your Agenda!

Choose the one session from either of the following streams that best meets your needs.

11:00 - 12:00

Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

STRATEGY STREAM

CRITICAL ISSUES THINK TANKS

- ☐ S1 Structured Analysis Analytic Techniques
- ☐ S2 Industry Forecasting: Developing Intelligence Outlooks
- ☐ S3 Industry Roundtable – Consumer Goods

CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.

CI TACTICAL IMPLEMENTATION STREAM

CI TOOLS & CASE HISTORIES

- ☐ C1 Interdisciplinary Approaches to Intelligence Insights
- ☐ C2 How Can We Demonstrate the Value and ROI for Competitive Intelligence?

Strategy and Tactics Stream Sessions – Customize Your Agenda!

Choose the one session from either of the following streams that best meets your needs.

14:15 - 15:15

Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

STRATEGY STREAM

CRITICAL ISSUES THINK TANKS

- ☐ S1 Facing Digital Chaos and Hyper Competition with Strategic Early Warning Systems
- ☐ S2 Industry Roundtable – Healthcare

CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.

CI TACTICAL IMPLEMENTATION STREAM

CI TOOLS & CASE HISTORIES

- ☐ C1 Smart Intelligence: Leverage the Power of Shadow Teams
- ☐ C2 The Intelligence Community of Practice
- ☐ C3 A Microscope to See an Elephant – How to Keep Intelligence Relevant in the Future

WEDNESDAY, NOVEMBER 9, 2016

Strategy and Tactics Stream Sessions – Customize Your Agenda!

Choose the one session from either of the following streams that best meets your needs.

11:45 - 12:45

Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

STRATEGY STREAM

CRITICAL ISSUES THINK TANKS

- ☐ S1 Living Insight: How to Build a Primary Intelligence Network that Changes as Fast as Your Business and Still Delivers Value
- ☐ S2 Developing Cooperation Between Government and Companies: The French Case
- ☐ S3 Industry Roundtable – ICT: Is Your MI Department Ready to Act in a Fast-Changing Environment?

CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.

CI TACTICAL IMPLEMENTATION STREAM

CI TOOLS & CASE HISTORIES

- ☐ C1 A Journey Through Uncharted Waters: Developing and Implementing a Market Intelligence (MI) Function in the LNG Industry
- ☐ C2 Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social media Intelligence

Strategy and Tactics Stream Sessions – Customize Your Agenda!

Choose the one session from either of the following streams that best meets your needs.

15:40 - 16:40

Strategy Stream Sessions are designed for those practitioners interfacing with senior leadership, i.e. C-Level, BU or Divisional Presidents and VPs.

STRATEGY STREAM

CRITICAL ISSUES THINK TANKS

- ☐ S1 Managing a MI/CI Function in an Offshored Mode
- ☐ S2 Successful Implementation of a Knowledge Management System for Competitive Intelligence Applications

CI Tactical Implementation Stream Sessions are designed for those who are executing on decision support for strategic competitive advantage.

CI TACTICAL IMPLEMENTATION STREAM

CI TOOLS & CASE HISTORIES

- ☐ C1 Win/Loss/Win! With an Effective and Measurable ROI
- ☐ C2 Learning Lab: Tools, Tools

SPECIAL DIETARY NEEDS:

- ☐ Vegetarian
☐ Kosher
☐ Other _____

I WILL BE STAYING AT THE EVENT VENUE:

- ☐ Yes
☐ No

*Book your hotel room by October 4 to book under the SCIP Summit Group Rate

SCIP INSIGHT EBULLETIN:

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

MY INDUSTRY IS:

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

PLEASE SELECT YOUR PROFESSIONAL ROLE IN COMPETITIVE AND STRATEGIC INTELLIGENCE:

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

YEARS OF PRACTICING COMPETITIVE AND STRATEGIC INTELLIGENCE:

- ☐ 1 – 3 Years
☐ 4 – 7 Years
☐ Over 7 Years

PLEASE SELECT YOUR APPLICABLE MANAGEMENT CATEGORY:

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

PLEASE SELECT THE DEPARTMENT YOU WORK IN:

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

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

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

CHECK WHICH BEST DESCRIBES YOUR PRODUCT AND SERVICE:

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

CREDIT CARD PAYMENT INFORMATION

Total to charge to credit card _____

Name on Card _____

Type:

- ☐ Visa ☐ American Express
☐ MasterCard ☐ Discover

Credit Card # _____

Security Code _____

Expiration Date: Month _____ Year _____

Address _____

City _____

State _____

Zip/Postal Code/Country _____

Send completed registration form with payment details to Member Services:

Email: memberservices@scip.org

Fax: 1.703.739.2524

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

*Please attach check with paper clip to registration form

For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696.

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