SCIP2010
WASHINGTON, D.C.
2010 International Annual Conference & Exhibition
March 9 - 12, 2010
Washington Marriott Wardam Park

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SUPPORTING PARTNER:

See Page 17 for Sponsors & Exhibitors
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- MARTHA GLEASON
  Director of Market Intelligence, Blue Cross and Blue Shield of Florida

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- Raytheon Professional Services
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- Sandia National Laboratories
- Siemens Building Technologies
- Tellabs
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- USAA
- Verizon
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WHO SHOULD ATTEND:
- Vice Presidents, Directors and Managers of:
  - Competitive Intelligence
  - Market Intelligence
  - Customer Intelligence
  - Technical Intelligence
  - Business Intelligence
- Business Development Executives
- Strategy and Corporate Development
- Strategic, Business and Market Analysis
- Strategic Marketing Executives
- Marketing Research Executives
- Business Research Managers
- Special Librarians
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- AFLAC
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- Akzo Nobel Chemicals, Inc.
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- Becton Dickinson Biosciences
- Bell Canada
- Bell Helicopter
- BelNetCo, LLC
- Benjamin Moore & Co.
- Best Buy
- Bio-Rad Laboratories
- Blue Cross Blue Shield of Florida
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- Bolderdair Aerospace
- Boston Scientific Corporation
- Capital One Financial Corporation
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- Ciba Inc.
- Cisco Systems, Inc.
- Citigroup
- Clorox Company
- Coca-Cola Corporation
- Cooper Health System
- Corning Cable Systems
- Coviden
- Cox Communications
- Cummins
- CVS Caremark
- Daiichi Sankyo Inc.
- Daniel Swanovitch Corporation
- AG
- Deereley Harley-Davidson
- Canada
- Diebold
- Discover Financial Services
- Dow Chemical Corporation
- Duke Power
- Dunkin’ Brands
- DuPont TeXtiles and Interiors
- DynCorp International
- Eastman Chemical
- Eastman Kodak Company
- Eli Lilly and Company
- Embazq
- Embracer
- Energizer, Inc.
- Ericsson
- ExxonMobil
- Experian
- Fiserv
- Ford Motor Company
- FM Global
- FMC
- Freescale Semiconductor, Inc.
- Fujitsu Network Communications
- GE Energy
- GE Healthcare
- Genentech
- General Dynamics
- General Motors
- Genzyme Corporation
- Gillette Company
- GlaxoSmithKline
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- Kimberly-Clark Corporation
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- Lockheed Martin
- Mary Kay Inc
- MasterCard International
- Medtronic
- Merck
- MetLife
- Microsoft Corporation
- Monsanto
- Moog
- Motorola
- National Instruments
- Noku
- Norstrom Corporation
- Nortel Networks
- Northrop Grumman
- Novartis Pharmaceuticals
- Office Depot
- Owens Corning
- PetSmart, Inc.
- Pfizer
- Pharmacia Corporation
- Philips Healthcare
- Philips Medical Systems
- Pioneer Hi-Bred International Inc.
- Pizza Hut
- Procter & Gamble Corporation
- Prudential Retirement
- Qwest
- Raytheon
- Raytheon Professional Services
- RIM
- Roche Molecular Diagnostics
- Rockwell Collins, Inc.
- Rohm and Haas Company
- SAIC
- Sandia National Laboratories
- Sara Lee Food & Beverage
- Schneider Electric
- Sears, Roebuck and Co.
- Shell Chemicals
- Siemens Building Technologies
- Sony
- Sprint Nextel Corporation
- Sun Microsystems
- Teva Neuroscience
- Textron, Inc.
- Thermo Fisher Scientific Inc.
- Thomas Publishing Company
- Toys “R” Us
- Tyco Fire & Security
- United Parcel Service
- Unilever Research
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- Walgreens
- Washington Mutual
- Welch Allyn, Inc.
- Wells Fargo & Company
- Whirlpool Corporation
- Wm. Wrigley Jr. Company
- Wyeth Pharmaceuticals
- Xerox Global Services Business
TUESDAY, MARCH 9, 2010
7:00am - 5:00pm  Conference Registration Open

Pre-Conference Workshops
Choose one of the following:
8:00am - 5:00pm
W1 - CI 101®

2:00pm - 5:00pm
W2 - Technology Mapping, Competitive Technical Intelligence and Strategic Decisions

WEDNESDAY, MARCH 10, 2010
8:00am - 5:00pm  Conference Registration Open

8:30am - 11:30am Pre-Conference Workshops
Choose one of the following:
W3 - How to Set-Up a World Class CI Function
W4 - Adopting a Scenario Mindset to Thrive in the Economic Recovery
W5 - The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI

GENERAL SESSION
12:45pm - 1:00pm  Welcome & Opening Remarks

1:00pm - 1:30pm EXECUTIVE ADDRESS - Creative Destruction: The Prospects for Strong and Sustained U.S. Economic Growth

1:30pm - 2:00pm KEYNOTE - Investing in Intelligence Technology
Track 1 CI Professional Growth
Track 2 CI Tools and Techniques
Track 3 Competitive Strategy to Drive Growth: C-Suite CI
Track 4 Strategic Marketing Research and Intelligence
Track 5 Globalization of CI

2:00pm - 3:30pm Concurrent Tracks - Interactive Breakout Sessions: Create, Communicate & Connect
Participant-driven discussions focusing on your key challenges and concerns.
Choose one of the following:
T1 - 1 The Death of the CI Professional: The Changing Paradigm for Competitive Intelligence Functions and Practitioners
T2 - 1 CI Confidential: The Tension Between Distributing Intelligence & Guarding It
T3 - 1 How to Secure CEO Buy-In to Your CI Program - Case Study & Global Best Practices

THURSDAY, MARCH 11, 2010
7:00am - 7:45am Continental Breakfast and Exhibition

7:45am - 8:00am Opening Remarks

8:00am - 8:30am KEYNOTE - Business Models are Changing.....and So Must CI

8:30am - 9:00am FIRESIDE CHAT - Insights from the C-Suite – A Frank Discussion

8:30am - 9:30am ASK THE EXPERTS! Panel Discussion - Competitive Strategy in the New Economy

9:00am - 9:30am Networking, Refreshment, and Exhibition

9:30am - 10:15am Networking, Refreshment, and Exhibition

10:15am - 11:45am Concurrent Tracks - Interactive Breakout Sessions: Create, Communicate & Connect
### Schedule-at-a-glance

Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:

<table>
<thead>
<tr>
<th>11:45am - 1:00pm Solutions Wheel</th>
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<tr>
<td>Play the &quot;wheel&quot; and join a series of rapid-fire, one-on-one meetings with leading solution providers.</td>
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</tbody>
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**Running concurrently with...**

**Town Hall #1** - CI Transitions: Public, Private, Consulting and T1 - 4A Managing Asia-Pacific CI Engagements
T1 - 4B What Went Wrong?
Lessons Learned from the Demise of CI Programs
T2 - 4 Scenario Based Planning & War Game Strategy
T3 - 4 Blue Ocean Intelligence
T4 - 4 The Impact of Real Time News on the CI and MI Functions
T5 - 4 Global Counterfeit Issues and CI Strategies

**FRIDAY, MARCH 12, 2010**

<table>
<thead>
<tr>
<th>8:00am - 9:30am</th>
<th>SCIP 2010: Breakfast Banquet &amp; Annual Awards</th>
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<tr>
<td>9:30am - 10:00am</td>
<td>EXECUTIVE INSIGHTS - Survey Insights into CEO and CI Interaction</td>
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<tr>
<td>10:00am - 10:30am</td>
<td>Networking Break</td>
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<tr>
<td>10:30am - 11:30am</td>
<td>Concurrent Tracks - Interactive Breakout Sessions: Create, Communicate &amp; Connect</td>
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<td>Participant-driven discussions focusing on your key challenges and concerns.</td>
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<td>Choose one of the following:</td>
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<tr>
<td>T1 - 7 CI Ethics/ Keeping on the Right Side of the Line: Best Practices for Acquiring Competitive Intelligence from a Legal Perspective</td>
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<td>T2 - 7 Innovative Intelligence Systems: Building a New Discipline</td>
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<td>T3 - 7 Mapping Out Competitor Value Propositions</td>
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<td>T4 - 7 State of the No Fly Zone 2010: Virtual “Venues” for Conducting Qualitative Research</td>
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<tr>
<td>11:30am - 12:00pm</td>
<td>EXECUTIVE CONVERSATION - Interview with an In-House Corporate Strategist</td>
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<tr>
<td>12:00pm - 1:00pm</td>
<td>CLOSING REMARKS - Top Take-Aways Panel</td>
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**Post-Conference Workshops**

<table>
<thead>
<tr>
<th>2:00pm - 5:00pm</th>
<th>SCIP 2010 General Session and Exhibition Concludes</th>
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<tr>
<td>Choose one of the following:</td>
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<td>W6 - Program Management as a CI Core Competency</td>
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<td>W7 - Primary Intelligence</td>
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**Schedule-at-a-glance for SCIP2010 WASHINGTON, D.C. | www.scip.org**
Back by popular demand!

CI 101® is designed for those who are relatively new to the field of CI. Participants often include seasoned executives in other corporate functions who have, or will assume, responsibility for CI initiatives and activities.

CI 101® delivers the foundation for success. It is a step by step guide to gathering and analyzing intelligence, and effectively managing the process. Participants will tour sources of secondary intelligence, and then take a deeper dive by examining techniques for conducting primary research (“human intelligence”) – the heart of good intelligence gathering. Finally, interactive roundtable discussions and group exercises are focused on intelligence analysis, the key to delivering good intelligence. The power of the workshop is drawn from the combined consultant and practitioner perspectives of its leaders, and the insight and experiences of all participants.

Key Take-Aways:
- Defining “Intelligence”
- Illustrations of how to create intelligence from the bits and pieces of raw data
- Effective technique for talking to people to obtain human intelligence
- Template to organize the collection effort – within legal and ethical boundaries – so that you have the time to add value through analysis
- Proven best practices for building and managing the intelligence function

CI 101® is a registered trademark of Fuld & Company.

Beginner
Pre-Conference Workshops
Choose one of the following:

**W3 - How to Set-Up a World Class CI Function**

**Workshop Leaders:**
John Prescott  
Thomas O’Brien  
University of Pittsburgh

Alessandro Comai  
Ph.D. Student, ESADE Business School  
ESADE Business IDEC-UPF

This interactive workshop is designed for CI managers and directors seeking direction in how to plan develop and achieve a world class CI function in their organization. The workshop presents a research-generated model of World-Class Competitive Intelligence incorporating a project management approach to the enhancement of competitive intelligence. Participants will use the model to benchmark their current positions, to identify the phases of development their companies have gone through and to prepare action plans for further development.

**Key Take-Aways:**
- Steps to benchmark your CI programs relative to norms
- Process to identify gaps in your efforts
- Methodology for improving your CI function based on CI best evidence
- Development of a CI action plan to close the gaps identified in the 1st learning objective

**Intermediate, Advanced**

**W4 - Adopting a Scenario Mindset to Thrive in the Economic Recovery**

**Workshop Leaders:**
Ken Sawka  
Outward Insights

William Dragon  
Senior Consultant  
Outward Insights

As the US economy strengthens, fundamental questions surround the nature of the economic recovery. There are no clear cut and definitive answers, underscoring the need for organizations to prepare for strategic resiliency and flexibility. The workshop will teach the fundamental premises of scenario planning and scenario-based early warning, and apply the technique to the development of post-recession growth strategies. Participants will engage in a process to ensure their organizations are developing a blend of core strategies to commit to, and contingent strategies based on actual market, industry, and competitive developments that that can be deployed when necessary.

**Key Take-Aways:**
- A framework and methodology for scenario-based strategic planning that helps companies embrace uncertainty by planning for multiple plausible futures
- Instructions on using scenario-based strategic planning to manage the uncertainty inherent in future economic and business conditions
- Best practices for developing and implementing a strategic early warning framework that ties specific indicators and signposts of future economic conditions to contingency plans pre-tested for resiliency against such conditions

**Advanced**

**W5 - The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI**

**Workshop Leaders:**
David Kalinowski  
President & Chief Operating Officer  
Proactive Worldwide, Inc.

Gary D. Maag  
Chairman & Chief Executive Officer  
Proactive Worldwide, Inc.

This workshop will answer the prevailing and undoubtedly most—asked question: “How do I demonstrate the value of our CI function?” Measuring the ROI for CI is imperative in today’s hypercompetitive business environment. An ROI calculation will arm you to compare the costs of your CI activity or function with the value of its results to demonstrate that the result was worth the investment. There has been no specific, proven model or formula that has been established to determine the ROI for those practicing CI. Until now.

**Key Take-Aways:**
- A framework to define and understand the essence and importance of CI ROI
- Examples of specific ways to create and cultivate an internal culture for CI ROI
- Tools and action steps to develop a practical ROI transformational framework and reinforce it with human systems
- A unique high-performance planning model for building an ongoing, cohesive ROI tracking and reporting process
- Six steps to achieving acceptance from the C-Suite

**Beginner, Intermediate**

**GENERAL SESSION**

**12:45pm - 1:00pm**

**Welcome & Opening Remarks**

**1:00pm - 1:30pm**

**EXECUTIVE ADDRESS** - Creative Destruction: The Prospects for Strong and Sustained U.S. Economic Growth

Dr. Paul Thomas  
Chief Economist  
Intel Corporation

The United States bounced back from most twentieth century downturns with reinvigorated economic growth. The latest recession has lasted long enough to cause large cumulative losses in employment and asset values and to generate proposals for extensive new economic regulation. Will these events foreclose or clear the way for a decade of strong economic recovery? Could renewed personal savings, a declining dollar, and revitalized technological leadership generate another decade of impressive U.S. economic growth and profits?

**1:30pm - 2:00pm**

**KEYNOTE** - Investing in Intelligence Technology
2:00pm - 3:30pm

Concurrent Tracks - Interactive Breakout Sessions:
Create, Communicate & Connect

Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:

**T1 - 1** The Death of the CI Professional: The Changing Paradigm for Competitive Intelligence Functions and Practitioners

*Facilitator:*
Ken Sawka
Managing Partner
Outward Insights

Until recently, the enduring model of best-in-class competitive intelligence functions were ones that reported to the company CEO or executive committee, were highly centralized, and were staffed with full-time, professionally trained intelligence practitioners. Today, amid more dynamic business models and “ecosystems,” economic turmoil, and changing corporate decision-making philosophies, the existence of the centralized, strategically positioned CI function is almost as rare as a three-dollar bill. This interactive session will explore the implications of this changing organizational paradigm, and the benefits it brings for corporations, individuals currently working in a competitive intelligence role or who aspire to do so, and for SCIP.

Key Take-Aways:
- Insight on how to adapt to a new corporate approach to CI that considers it less a profession, and more a corporate discipline
- Ideas on how to seize opportunities created by the resulting increase in the number of people inside an organization practicing competitive intelligence, including market research, product development, brand management, and others.
- Advice for CI practitioners on how this change can enhance their career progression, and tips for CI practitioners on how to self-market their skills
- Guidance for corporate managers and executives on how to best leverage the benefits of CI functions under this new emerging corporate model

**T2 - 1** CI Confidential: The Tension between Distributing Intelligence & Guarding It

*Co-Facilitators:*
Neal Ochsner
President
Ochsner Consulting Group

Jim Gerretson
Chief Executive Officer
Gerretson LLC

CI is usually highly confidential, incorporating sensitive internal information about your own organization, as well as what you know about competitors. At the same time, CI often has limited use unless it is distributed to far flung users in your organization. While Information Security departments often have a major role in protecting enterprise networks, the CI department is a major producer, repository and distributor of confidential data with important responsibilities for the protection of that data.

Key Take-Aways:
- Prudent policies and education you can put into action immediately
- Supporting technology, both simple and advanced
- What can go wrong: CI horror stories, including a demonstration of how “secrets” can be highly vulnerable

**T3 - 1** How to Secure CEO Buy-In to Your CI Program - Case Study & Global Best Practices

*Co-Facilitators:*
Victor Knip
Vice President
Global Intelligence Alliance

Michel Bernaiche
Manager of Competitive Intelligence
Dunkin’ Brands Inc.

This interactive session will deliver crystallized clarity on exactly how to capture and sustain the attention and support of your CEO. Securing senior executive buy-in and support for intelligence has been the longstanding but often elusive goal of corporate market intelligence functions. Establishing a truly strategic intelligence function that supports and serves the needs of the CEO and her/his senior officers is critical to the success of both the corporation as well as the career of the CI professional. This session draws upon unique perspectives of two who have done so: The “mile deep” perspective of a veteran CI practitioner coupled with the “mile wide” approach of a seasoned CI consultant.

Key Take-Aways:
- A practical toolkit of implementable, market-proven best practices for securing the psychological buy-in, support and funding for a world-class CI program by the C-level suite.
- Anecdotal cases on getting and keeping C-Level Suite commitment to CI during times of economic growth and recession
- A robust set of global best practices for winning enthusiastic CEO support, secured from the GIA’s Global Surveys of Market Intelligence and based on interviews with the top 50 companies in the 15 largest countries
- Success story of how a veteran CI professional moved his CI program from an obscure marketing support function to a direct report to the CEO

**T4 - 1** CI for MR Professionals: Getting Comfortable with Uncertainty

*Facilitator:*
Rob Amann
Vice President, Strategic Analysis
ORC Guideline

CI often requires looking at the world and research in new and different ways that can be challenging for classically-trained market research professionals. In competitive intelligence research and analysis, sample sizes are typically smaller and the analytical leaps of faith involved can be larger than expected. It’s unfamiliar ground: What’s a market research professional to do? This interactive session uses a case study to illustrate common challenges and solutions. This is a “must-attend” for anyone who bridges both competitive intelligence and market research functions and is seeking to become a more balanced practitioner overall.

Key Take-Aways:
- A firm grasp of the meaningful differences between CI and market research
- Guide to the implications of these differences on your analysis and insights
- “Coping strategies” for managing the uncertainty and occasional “squishiness” market research professionals often perceive in competitive intelligence
- Steps to appreciate the strengths of each approach and address possible implications of the weaknesses

*Beginner, Intermediate, Advanced*
Using Cl to Enter Foreign Markets
Facilitator:
Raoul Farcot
Vice President
Cipher Systems

Market or Strategic Intelligence can support your organization to identify and evaluate a wide range of growth opportunities in global markets, ranging from Foreign Trade (export) opportunities to direct investment opportunities. This interactive session delivers tools and best practices to assess and validate market opportunities, identify and evaluate acquisition candidates, assess the strengths of your competitors, and/or evaluate the requirements of customers in selected market segments.

Key Take-Aways:
- New thinking on Strategic Research – beyond conventional “Competitive Intelligence”
- Analytical and research frameworks to evaluate foreign market data – including utilizing the M&A due diligence framework to help support expansion into a new market
- Case studies of companies who have successfully applied strategic research to identify strategic partners, customers and/or to enter new markets

EXHIBITION HALL OPENS
3:30pm - 4:15pm
Networking, Refreshment, and Exhibition

4:15pm - 5:00pm
Concurrent Tracks - EXECUTIVE INSIGHTS
Choose one of the following:

T1 - 2
Polishing a Diamond: Making Good CI Products Great!
Daniel Mulligan
Assistant Professor
Mercyhurst College
Louise Kileen
Mercyhurst College

A common complaint among CI professionals is that decision makers sometimes ignore results and recommendations. This is often followed by a “called on the carpet” session where the CI analyst is asked to explain why they “missed” something that is important. Ironically, in many instances, the analyst was aware of the situation and did convey the message. Unfortunately, it was misunderstood — or missed completely. This interactive session is designed to help participants recognize, evaluate, and tailor their products to alleviate these problems. Based on concepts and methodologies used by the U.S. national security intelligence agencies (and put into practice by the presenters with the government of Iraq, the U.S. Dept of Defense and corporate clients in Europe and the United States), participants will be led through an exercise to identify and improve the impact of their analytical findings.

Key Take-Aways:
- Diagnostics for why some CI products are ignored or misunderstood
- Success factors to decrease misperception and miscommunication associated with CI findings
- A methodology to tailor your organization’s CI to your decision makers and maximize effectiveness

Black Hats and War Gaming Best Practices
Karen Duvall
Vice President, Business Intelligence
L-3 Communications

This presentation delivers a best practices review of the black hat or war gaming exercise. It will share insight into what has and has not worked, and the pre and post event activities that are required for success and ultimate value to the organization.

Key Take-Aways:
- Guide to achieve true success in black hats exercises
- Action steps to prepare for, execute and follow-up on war gaming exercises to provide real value
- Examples of methods used by companies to conduct these sessions, and the lessons learned

Using Competitive Insights to Help Develop and Implement Corporate Strategy
Dale Fehringer
Owner
Inkwell Productions
Melanie Wing
Director of Category Insights
Whirlpool

As national economies emerge from recession, many companies will examine their corporate strategies with an eye to updating or revising them. Competitive intelligence should be a natural component of this process, but it is often overlooked. This session will help you, as a CI professional, see where you can add value to the strategy planning process, and will review case studies and offer suggestions for how to ensure that CI is an integral part of the procedure.

Key Take-Aways:
- Techniques to help management implement a new or revised corporate strategy through competitive research, analysis, and insights
- Case studies where CI has obtained a “seat at the table” when senior management prepared to develop a new or revised corporate strategy
- Examples of how you can add value to the process of strategic planning, brainstorming, research, and implementation

Integrating CI and MR
Sharon Pearl
Vice President
JP Morgan

Drawing from her expertise and experiences at JP Morgan, Sharon Pearl will share insight into the synergies that exist between the marketing research and competitive intelligence functions. Case examples will illustrate how JP Morgan has integrated these disciplines to deliver enhanced value in strategic decision-making.

Key Take-Aways:
- Key action steps to leverage market research and CI synergy
- The dos and don’ts of successful integration of the two disciplines
- Guidelines to prepare and deliver the information to answer strategic and tactical questions to help drive business growth

Beginner
5:00pm - 5:45pm
Concurrent Tracks - EXECUTIVE BULLETINS

Choose one of the following:

**T1/T2 - 3** Say It and Sit Down: The 20/20 Communication Technique
Judith Leavitt
Market Research Manager
Rockwell Collins, Inc.

Do you need a fresh way to communicate your competitive intelligence insights to senior leaders? Try the revolutionary presentation technique, pecha kucha (pronounced “pe-chak-cha”). Described as part art form, part competitive sport, pecha kucha presentations (a Japanese term that means 'chit-chat' or 'chatter') are also described as 'flash' or 'lightning' presentations. Tell your audience what you want them to know in 6 minutes and 40 seconds — that’s 20 slides at 20 seconds each — and then sit down. This lightning presentation technique forces you to keep your presentation precise and focused and avoids ‘death by PowerPoint.’

**Key Take-Aways:**
- Guidelines for planning and preparing a pecha kucha presentation
- Experience a pecha kucha presentation on 10 global ‘shifts’ that can be used for scenario planning
- An initial plan to draft your own pecha kucha presentation

**Beginner, Intermediate**

**T3 - 3** From Product to Service: Analyzing a New Business Model
Michael Sperger
Director of Market Intelligence
SAP AG

A growing number of traditional manufacturing businesses have started changing their business models. Rather than offering products for sale in the usual one-time purchase model, these companies are offering their customers annuity services. Instead of buying a jet engine, for instance, an airline would lease an engine and receive ongoing monitoring and maintenance in addition to the engine itself. There are compelling strategic and financial drivers that will lead more and more companies to make this shift. And as the change ripples across industries, the question for CI practitioners will be: What does it mean for our business? Moreover, how does the practice of CI change in the process?

**Key Take-Aways:**
- A checklist of the strategic, tactical, financial, and operational changes that the CI function will need to assess when competitors shift to from a product to a service model
- A new analytical framework to identify competitive risks and opportunities associated with the product/service business model transition
- Examples from several industries

**Intermediate, Advanced**

**T4 - 3** Perception Mapping and Contradiction Resolution of Voice of the Customer
David Conley
Program Manager
Intel Corporation

Voice of the Customer (VOC) is a powerful concept but often fails to capture the interrelationship between various customer perceptions across customer profiles or conflicting desires between customer types (e.g. - customers in the market place versus customers in other organizational departments). This presentation will demonstrate the use of Perception Mapping to convert VOC into concrete strategies that can be utilized to move your organization towards optimizing value delivery to the customer.

**Key Take-Aways:**
- A demonstration of a Perception Mapping analysis of a real life VOC statement
- Contradiction resolution methodologies (based upon the Theory of Inventive Problem Solving (TRIZ)) demonstrated in relation to the case study
- Ways to merge seemingly unrelated perceptions, from a wide variety of stakeholders, into one coherent model
- Guide to transcending contradictions to move your system, process, or product to the next level of performance

**Advanced**

**T5 - 3** The What? Who? and How of Localized Competitive Toolsets
Ellen Julian
Director, Global Competitive Intelligence
Monster Worldwide

Effective competitive intelligence requires market-specific input which only the field can provide. Garnering this level of cooperation is difficult within headquarters, let alone in far-flung regional offices around the world. Through a combination of best-practice sharing and audience participation, this session will equip resource-constrained competitive intelligence leaders to create powerful and localized competitive toolsets by efficiently collaborating with local sales and marketing teams. What? Who? And How means detailing What kind of competitive information can have the most impact quickly, Who the local sources are that can provide it, and How the information can be efficiently collected and converted into sales tools.

**Key Take-Aways:**
- Templates, checklists, and schedules for competitive sales tool development
- Guide to identify local collaborators, overcome their objections, and incentivize them to contribute
- Attention-grabbing communication strategies to spotlight when new localized tools become available

**Intermediate**

5:45pm - 6:45pm
Networking Reception

7:00pm
Meet in Lobby for Wine and Dine Departure

The networking never ends...join your colleagues in this Dutch treat gathering to kick back, relax, and enjoy a meal with new found friends. It’s another great opportunity to further business relationships.
THURSDAY, MARCH 11, 2010
7:00am - 7:45am
Continental Breakfast and Exhibition

7:45am - 8:00am
Opening Remarks

8:00am - 8:30am
KEYNOTE - Business Models are Changing…..and so Must CI

Ravi Parmeswar
Managing Director
Citigroup

The world today is complex and operating at hyperspeed. Competitive Intelligence now has to be everyone’s job, and we as a professional must adapt and evolve to excel. Ask yourself the hard question: Is your Competitive Intelligence generating meaningful information or is it an exercise in bureaucracy?

Key Take-Aways:
- Insight into why today’s CI department is expected to operate more like a shared service to the enterprise
- Action steps to decentralize your Competitive Intelligence function
- Best practices for embedding a network of insights experts throughout your organization, to deliver richer insights at greater speed
- A checklist of critical skills needed to mine insights in today’s dynamic marketplace
- How to stop writing reports and start providing informed, actionable insights

8:30am - 9:00am
FIRESIDE CHAT – Insights from the C-Suite – A Frank Discussion

James K. Cornell
Chief Marketing Officer
Prudential Retirement

Moderator:
Scott Leeb
Vice President, Business Intelligence
Prudential Retirement

9:00am - 9:30am
ASK THE EXPERTS! Panel Discussion - Competitive Strategy in the New Economy

Moderator:
Timothy J. Kindler
Director of Strategic Resources
Eastman Kodak Company

Panelists Include:
Dr. Daniel Pascheles
Lloyd Babbitt
W.W. Grainger
Merck & Co., Inc.

How does a competitive intelligence function ensure relevance and deliver value in the new economy? A panel of seasoned CI executives explore the type of insight necessary to support C-Suite strategic initiatives to drive growth in today’s economic conditions.

9:30am - 10:15am
Networking, Refreshment, and Exhibition

10:15am - 11:45am
Concurrent Tracks - Interactive Breakout Sessions:
Create, Communicate & Connect
Participant -driven discussions focusing on your key challenges and concerns.
Choose one of the following:

T1 - 4A
Managing Asia-Pacific CI Engagements
Facilitator:
Sean Freston
Managing Director, Asia Pacific
Proactive Worldwide, Inc.

In today’s evolving competitive landscape, CI groups are increasingly being tasked with obtaining competitive and market intelligence from countries within the Asia-Pacific region. It is imperative that the CI group understand the regional attributes, which not only make the Asia-Pacific an opportunity, but provide several challenges as well. This presentation will convey the importance of understanding individual country PEST trends including language/deliverable timing challenges, managing internal client expectations and identifying/working with regional external CI providers.

Key Take-Aways:
- The key factors that need to be understood in conducting multi-country CI engagements in the Asia-Pacific
- Critical items that must be shared with internal clients to manage expectations
- A foundation for engaging the appropriate external CI providers

Beginner, Intermediate

T1 - 4B
What Went Wrong? Lessons Learned from the Demise of CI Programs
Co-Facilitators:
Paul Houston
President
Rivalscape

Jan Herring
President
Herring & Associates LLC

There is much to be learned from failure. This interactive session engages participants in several concise, hard-hitting and fact-based scenarios, built from research and enhanced by candid, off-the-record interviews with the leaders of the CI Programs that were involved. Working through these “blind” case histories, participants will identify what the true issues were, how to recognize the danger signals, what the “hard-lessons lessons” were, and how to apply those insights back on the job. In doing so, hard questions will be asked and answered such as: How does a CI Program best integrate and collaborate with other corporate functions? What are the best ways to balance the pressing demands for a CI Program to deliver immediate impact with the imperative to support long-term strategy? How do I implement a CI Program that is “built to last” and can weather corporate storms? What are the best ways to align my CI activities with corporate priorities—and do it within my resource constraints?
Key Take-Aways:
- Critical CI failure areas you must be aware of
- The lessons-learned from such failures and how to recognize the early warning indicators in your own corporate situation
- Ideas to apply those lessons to enhance the current effectiveness of your CI Program and prevent future failures in your organization

**Intermediate**

**T2 - 4** Scenario Based Planning & War Game Strategy

**Co-Facilitators:**
- Wayne Rosenkrans, Vice President - Consulting / Strategy, Fuld & Company
- Michael Sandman, Senior Vice President, Fuld & Company

War games and scenario analysis are superb tools for getting management to make use of CI. A successful war game can result in beneficial changes in strategy with positive impact on the way intelligence is used and valued at senior levels of an organization. Often, the best way to “get it” is to “live it.” In this session, participants will shadow a public war game conducted with teams from four leading business schools (MIT, U. of Chicago, Northwestern and Columbia). Participants will see how the game unfolded, understand its process, and observe the interplay of competitive and co-opetition issues and the potential level of sophistication that can be achieved in a properly structured strategy game. Participants will also be introduced to alternative futuring as a tool for “future proofing” strategy and participate in an exercise to demonstrate the techniques. Lastly, the associated tool of strategic early warning in the context of futuring will be discussed.

Key Take-Aways:
- An opportunity to debate the predictions that emerged from the four teams of MBA candidates
- Insight into how strategy games can benefit your company
- Guide to using strategy games in your own organizations
- Ideas to improve your communications with the managers and executives who use or should use the intelligence you produce

**Intermediate, Advanced**

**T3 - 4** Blue Ocean Intelligence

**Co-Facilitators:**
- Paul Kinsinger, Clinical Professor and Managing Consultant, Thunderbird School of Global Management
- Julia Dorfmeister, Principal Consultant, Thunderbird Learning Consulting Network

The very title of the renowned book, “Blue Ocean Strategy: How to Seek out New Markets and Make the Competition Irrelevant” couldn’t fly more in the face of competitive intelligence if it had to. After all, the focus of most CI is distinctly “Red Ocean” helping companies beat each other in the fight for known markets and customers. Blue Ocean, however, is built around radical innovation taking place outside of your four walls and beyond your current market boundaries. You have to re-adjust your competitive lens and tweak your toolkit to turn a Red Ocean arsenal into a Blue Ocean toy box. Case studies of companies that have successfully moved into un-contested waters will illustrate how they did it and what the outcomes were.

Key Take-Aways:
- Insight on CI’s critical role in supporting companies to be “radically” innovative
- Ideas to adjust the way we look at a company’s market potential and uncover new markets and customers
- Ways to tweak common CI tools to become more effective when pursuing a Blue Ocean Strategy

**Intermediate, Advanced**

**T4 - 4** The Impact of Real Time News on the CI and MI Functions

** Moderator:**
- Mike Piispanen, Senior Vice President, Corporate Business Intelligence, Thomson Reuters

**Panelists Include:**
- Jack Reerink, Company News Editor, Thomson Reuters
- Michael Herley, Partner, Kekst & Company

How quickly you receive news and information can give you a competitive advantage. You also need it to be accurate and unbiased, so your company can make informed choices. Join Michael Herley, partner at Kekst & Company, and Jack Reerink, Company News Editor at Reuters News, who will offer insight into how real-time news drives strategy and impacts decision-making.

Key Take-Aways:
- Gain insight into how real-time news drives strategy and impacts decision-making
- Learn how technology has enabled CI to obtain international, national and regional news in real-time
- Learn how real-time news enables companies to take advantage of opportunities in the emerging/developing markets

**Beginner, Intermediate, Advanced**

**T5 - 4** Global Counterfeit Issues and CI Strategies

**Co-Facilitators:**
- Murali Parthasarathy, Chief Executive Officer, Learning-Organized LLC
- Branimir Brankov, M.D., M.B.A., Senior Director, Strategic Business Intelligence, Merck & Co., Inc.

The pharmaceutical industry is a leader in the movement towards a blended world of internal and external resources to deliver their R&D, manufacturing and marketing services. Finding credible and reliable partners is the make or break success factor. This interactive session will help participants to identify their issues, challenges, and the potential areas where they need to be better informed.

Key Take-Aways:
- New CI capabilities
- New approaches to use them
- Why this matters so much to your CEO

**Intermediate**
11:45am - 1:00pm
Solutions Wheel
Play the “wheel” and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Running concurrently with...

Town Hall #1 - CI Transitions: Public, Private, Consulting
Moderator:
Joe Goldberg
Director, Global Affairs
AKPD Message and Media

Don’t miss the opportunity to join your peers for an open mic forum to discuss the challenges, opportunities, and experiences in transitioning in and between the public, private, and consulting CI sectors.

Town Hall #2 - The Global Economy and the New Consumer
Moderator:
Sarah Boumphrey
Global Countries and Consumers Research Manager
Euromonitor International

Don’t miss the opportunity to join your peers for an open mic forum to discuss the biggest challenges facing you every day. This Town Hall will focus on how consumers have evolved during the economic crisis, their response to adverse conditions, regional differences in behavior, how quickly trends are changing and where these changes may head over the next five years.

1:00pm - 2:00pm
The Power Lunch: Networking Roundtables Hosted by Industry Leaders
Practitioners and solution providers host a menu of luncheon roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of roundtable discussion topics will be available on-site.

2:00pm - 3:15pm
Concurrent Tracks - Interactive Breakout Sessions: Create, Communicate & Connect
Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:

T1 - 5 Numbers Gone Wild: Or, Precision In, Garbage Out
Facilitator:
Mark Chussil
Founder and Chief Executive Officer
Advanced Competitive Strategies, Inc.

This is an interactive session about strategic thinking, and getting a fresh view on common challenges. No statistical expertise is required, because we are not talking about calculating, decimal points, or the difference between correlation and causation (whew?!). Through a series of exercises and games demonstrating how misuse of numbers leads to strategy mistakes, this session will challenge you to re-think numbers and the numbers you choose to think about. Quals and quants will be equally comfortable and entertained. We’ll talk about strategy mistakes in the context of mental models, precision, spreadsheets, gap analysis, trend lines, paper-folding, grouthink, survivor bias, analyzing novel situations, and the Strategist’s Dilemma.

We’ll talk about the mistakes incumbents make that let upstarts win. And no, the mistakes we’ll talk about are probably not those you’re expecting. For example, although garbage in, garbage out is a problem for spreadsheets, it’s almost trivial as these problems go.

Key Take-Aways:
- How to prevent common analytic techniques containing hidden assumptions from unintentionally distorting your decision-making
- Ideas to combine the best of qual and quant thinking to make better strategy decisions
- Ways to better predict (and surprise) competitors

Intermediate

T2 - 5A Creating and Using Dynamic Topic Maps to Visualize Your Business Environment
Co-Facilitators:
Jesper Martell
Chief Executive Officer
Comintelli
Daniel Thomasson
Project Manager, Mapping
Comintelli

A structured approach to intelligence information makes CI faster and more efficient. This interactive session demonstrates such an approach, using Topic Maps to visualize and organize a dynamic business environment. Everyone monitors their business environment in one way or another, but it only becomes intelligence when it is applied and used systematically.

Key Take-Aways:
- A guide to topic maps and taxonomies
- A tool for creating a customized topic map using a defined process
- Examples of Topic Maps
- Illustration of Topic Maps in practice: From Information to Intelligence

Intermediate

T2 - 5B Using Patent Intelligence to Benchmark Against Competitors
Facilitator:
Ric Snead
Product Specialist
Thomson Reuters

This session provides best practice tools and techniques to successfully use patent intelligence to benchmark your organization against the competition in business critical areas. Participants will gain new capabilities to improve strategic decision making in R&D planning, product development risk assessment, identifying potential partners, identifying buyers or cross-licensing opportunities….and more.

Key Take-Aways:
- Techniques for IP ownership assessment: Establishing ownership of IP is challenging because of M&A/spin-off activity and technology rights licensing and sale
- Guide to activity measurement: Using representative documents from a patent family for analysis
- Techniques for a robust comparative analysis of competitive technology trends and competing portfolios
- Competitive merger impact assessment: techniques to assess potential synergies and risks posed by the merger of competing organizations

Intermediate
New thinking, above and beyond conventional wisdom, to analytical problem
Best CI practices drawn from other industries that can be applied to meet defense
A framework of sector-specific factors shape CI requirements, research and
Best practices in dealing with offshored projects
Tools and techniques that can help alleviate dangers and prevent failure of projects
Insight into strengthening partnerships between principal and outsourcers
Common points of failure in conducting offshored projects
Key tasks that need to be accomplished to escape the endless “funding justification”
New analytical tools to identify non-obvious relationships between people and
Lessons learned...and applied. An activity to evaluate a series of alternative
Common points of failure in conducting offshored projects
Success factors in establishing CI as a priority in the minds of management and
Insight into strengthening partnerships between principal and outsourcers
Less structured and more creative methods to use alongside proven techniques to gain
New thinking around focusing on the value-added services of CI and letting go of
Lessons from the Trenches
New Approaches for Competitive Analysis
Facilitator:
Fred Wergeles
Principal
Fred Wergeles and Associates LLC
By some estimates, there are over 200 distinct methodologies and tools that can be used by
intelligence analysts as they try to better understand today's complex business issues and
forecast potential future developments. Rather than approach an intelligence problem only as
a methodical, step-by-step process, what may be needed in an increasingly complex world is to
understand the relationships between various interconnected issues.
Key Take-Aways:
■ New thinking, above and beyond conventional wisdom, to analytical problem
■ Less structured and more creative methods to use alongside proven techniques to gain
a deeper perspective of business intelligence problems
■ New analytical tools to identify non-obvious relationships between people and
organizations, and to see the "bigger picture"
Advanced
Competitive Assessment in the Defense Industry—
Lessons from the Trenches
Facilitator:
Bob Nugent
Vice President, Advisory Services
AMI International
The demand for competitive assessment in the defense sector is substantial and growing.
It is critical for CI professionals active in the market to understand its unique aspects,
including revenue models, products, customers, and CI consumer audiences. This
interactive session provides insight into how the defense industry uses competitive
assessment, and shares "war stories" to highlight some "do's and don'ts" and "lessons
learned" in delivering CI to best meet the needs of the industry. Focus is primarily on
US companies but examples of foreign companies using CI to penetrate or expand
market share in the U.S. market will be provided.
Key Take-Aways:
■ A framework of sector-specific factors shape CI requirements, research and
collection approaches, and deliverables
■ Lessons learned...and applied. An activity to evaluate a series of alternative
approaches and recommended solutions to several concrete CI challenges
■ Best CI practices drawn from other industries that can be applied to meet defense
sector requirements
Beginner
CI Crash Investigation: Offshore Disaster
Co-Facilitators:
Iris Marie Mission-Lorenzo
Research Director
Global Business Research Support
Kent Potter
Managing Director
Benning Group
Most CI practitioners have handled various global projects using offshored teams with
results varying across the success-disaster spectrum. CI teams without borders across
time zones add a new dimension to the challenges in conducting an investigation. This
interactive session will take the participants through a challenging global case study
that will require everyone to interact and actively employ their knowledge and skills in
collection, analysis, project management, and presentation; with a cross-cultural
audience of CI practitioners.
Key Take-Aways:
■ Best practices in dealing with offshored projects
■ Tools and techniques that can help alleviate dangers and prevent failure of projects
■ Insight into strengthening partnerships between principal and outsourcers
■ Common points of failure in conducting offshored projects
Intermediate
3:15pm - 4:00pm
Networking, Refreshment, and Exhibition
4:00pm - 4:45pm
Concurrent Tracks - CASE HISTORIES
Choose one of the following:
T1 - 6
Show Me the Money! Rising to the
Omnipotent Challenge of Constrained
Resources by Focusing on Value
Peter Shaw
Senior Vice President & Chief Financial Officer
Midwest Employers Casualty Company
Jody Holtzman
Senior Vice President, Research and Strategic Analysis
AARP
Jim Mathews
Director, Competitive Intelligence
& Price-to-Win
TASC Incorporated
This presentation will share insight into demonstrating considerable return on
investment in CI that keep the cost cutters focused elsewhere. Organizations continue to
struggle for limited financial resources in these tough economic times. CI functions, like
all service functions, are constantly forced to prove their value to their organization in
order to secure funding, and these days the microscope is larger. To be successful in
winning this battle we need to be our own worst critics. How are we generating value?
How often are we called by management for answers or assistance? How often do our
findings result in actions by management or business units? If we answer these
questions honestly then we will know our value proposition to management and know if
we should be concerned for our resource allocation!
Key Take-Aways:
■ Key tasks that need to be accomplished to escape the endless “funding justification”
exercises
■ Success factors in establishing CI as a priority in the minds of management and
cultivating an effective CI mentor on the leadership team
■ New thinking around focusing on the value-added services of CI and letting go of
standard routines
Intermediate
T2 - 6
Integrating Web 2.0 Tools in Your Intelligence Process
Phil Britton
Market Intelligence Lead
Best Buy Company
As CI increasingly becomes a corporate discipline practiced by functions throughout the
organization, what you need to know likely already exists in your company. By keying
in to the “wisdom of the masses”, you can get better insights without needing to
increase your budget. There are many new tools available to CI practitioners that can
increase your leverage across your organization.
Markets are in transition, looking for new and innovative ways to become more efficient, launch new technologies, leverage new opportunities for growth, etc. Healthcare is a prime example of an industry confronting these challenges head on. Many companies are facing an industry in uncertainty, with prospect of major change and upheaval. These companies must be poised for major growth and transformation, and to do so will be reliant on the kind of marketing intelligence that can drive strategy.

Key Take-Aways:
- Case history of how one company leveraged market intelligence and strategic planning to drive growth
- Specific details of its use to forecast, brief board membership, spot acquisition opportunities, track competitor activity and to develop overall sound market approaches
- Real world outcomes and lessons learned

Intermediate, Advanced

**T4 - 6** Bridging the Gap Between CI and MR

**Anca Costea**
CI/MI Analyst, Healthcare
Covidien

**Nanette Bulger**
Senior Sector Director, Market Intelligence
Philips Healthcare

Marketing Research and Competitive Intelligence often go hand in hand when it comes to supporting confident decision-making in determining market opportunity, market penetration strategy and market development metrics. Although similar in nature, the two disciplines require different expertise and skills sets and many times companies fail to acknowledge the need of specialized training and development for dedicated MR/CI personnel. Participants will engage in a case study examining the potential for synergies between CI & MR, and the differences in skill sets and capabilities required.

Key Take-Aways:
- Identify opportunities to leverage Market Research (data collection and analysis techniques and processes) to predict competitor moves
- Action steps to build the necessary skills to perform both MR and CI and take advantage of their common focus
- Recommendations for building a stronger MR/CI symbiotic relationship by gaining management support for the necessary investments

Beginner, Intermediate, Advanced

**4:45pm - 5:30pm**

**ASK THE EXPERTS! Panel Discussion - The Savvy Stakeholder: CI-Driven Decision-Making**

**Moderator:**
**Scott Leeb**
Vice President, Business Intelligence
Prudential Retirement

**Panelists Include:**
- **Patrick Sweeney, PE**
  Vice President of Business Development
  Pepco Energy Services
- **Samuel Arbel**
  Vice President Business Development, Defense Programs
  IAI North America
- **D. Craig McHenry**
  Senior Director Competitor Insights
  Pfizer Nutrition

The business environment of 2010 is one in which competing priorities vie for scarce resources. It is more important than ever that the CI professional collaborate effectively with his/her internal stakeholders to focus on creating intelligence that drives decision making and helps grow the organization. Seasoned CI professionals join stakeholders from functional areas like marketing, strategic planning, etc. in a candid discussion of best practices for using CI to create strategic, competitive advantage.

Key Take-Aways:
- Insight on understanding executive priorities
- Best practices for developing actionable intelligence
- Powerful ways stakeholders can apply intelligence to their business challenges
- Success factors in increasing CI’s visibility within the organization

**5:30pm - 6:30pm**

**Networking Reception**

Meet in Lobby for Wine and Dine Departure

The networking never ends...join your colleagues in this Dutch treat gathering to kick back, relax, and enjoy a meal with new found friends. It’s another great opportunity to further business relationships.
FRIDAY, MARCH 12, 2010

8:00am - 9:30am
SCIP 2010: Breakfast Banquet & Annual Awards
SCIP Program Committee

9:30am - 10:00am
EXECUTIVE INSIGHTS - Survey Insights into CEO and CI Interaction
David Frigstad
Chairman
Frost & Sullivan

This presentation shares insights into competitive intelligence and competitive strategy, gleaned from a global survey of over 1,000 CEOs.

Key Take-Aways:
- New thinking above and beyond the conventional wisdom
- Ideas for what you can do with the information to elevate your role in championing growth and delivering true value to your CEO
- Calls to action

10:00am - 10:30am
Networking Break

10:30am - 11:30am
Concurrent Tracks - Interactive Breakout Sessions:
Create, Communicate & Connect
Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:

T2 - 7
Innovative Intelligence Systems: Building a New Discipline
Co-Facilitators:
Tanguy Cariou
Senior Analyst
Interligare

Esther Quintero
Head, Research
Interligare

The discipline of intelligence is undergoing significant transformation; all efforts are geared toward systematizing intelligence production methods. This interactive discussion explores a scientific, evidence-driven intelligence model of universal application, and the socio-technical system and analysis tools that support this novel approach.

Key Take-Aways:
- Insight on the new needs created by the intelligence paradigm and how a structured approach can deliver evidence-based strategic information
- Implementation guide covering every element, i.e. staff training and organization, analysis techniques and performance, taking advantage of IT as an underlying tool helping to efficiently operate the whole system
- Specific case studies, outcomes, and lessons learned in corporate, government, social and academic practices

Beginner, Intermediate, Advanced

T3 - 7
Mapping Out Competitor Value Propositions
Facilitator:
Erik Glitman
Managing Director
Fletcher/CSI, LLC

This interactive session uses real world examples of competitor bid documents collected through the freedom of information act (FOIA) process. Participants will dissect the bid documents and compare competitor submissions to the actual RFP issued by the customer. Aspects of the value proposition that will be covered include required elements, value enhancements, value detractors, and surplus value elements.

How each of the competitors performed against the value proposition elements will be used to assess which elements of the competitor value proposition most closely aligned with the customer desires. The actual winning bid will be disclosed and a comparison between the winning bid and other bids will be completed.

Key Take-Aways:
- Guide to accessing competitor bid documents through the FOIA process
- Key considerations in interpreting competitor bid documents and customer RFPs
- Illustration of alignment of competitor value proposition with the customer desires
- Key considerations in interpreting competitor bid documents and customer RFPs
- Illustration of alignment of competitor value proposition with the customer desires

Advanced

More than ever, CI professionals need to be mindful that only intelligence that is gathered lawfully benefits their company in the long run. There may be a temptation to push the envelope or take unnecessary risks to distinguish oneself or one’s company in these economic times. However, recent cases involving the theft of trade secrets or privacy violations serve as a stark reminder that CI professionals should do it right or not do it at all. CI professionals must vigilantly play both offense and defense in order to gather useful information in an ethical manner while simultaneously protecting their own companies from disclosing sensitive information.

Key Take-Aways:
- A guide of general legal principles involved in gathering CI
- Latest developments in privacy and trade secret/unfair competition law as it relates to CI
- Best practices for gathering CI to avoid legal liability and adding value for your company/client

Beginner
Virtual "venues" for conducting qualitative research are fast becoming an accepted means of gathering data. This is largely due to an increase in comfort and familiarity on the part of both the researcher and participants with the methodology and tools (e.g. the Internet, webcams, online communities/social networking. While there will always be a place for in-person qualitative research, online technologies facilitate a variety of interaction that is not generally possible in traditional settings and lead to richer data and a more robust experience.

Key Take-Aways:
- The 5 Ws (Who, What, When, Where, Why)
- A toolkit of virtual techniques
- Diagnostics to determine which applications are candidates to benefit from online qualitative

EXHIBITION HALL CLOSES

11:30am - 12:00pm
EXECUTIVE CONVERSATION - Interview with an In-House Corporate Strategist

Nigel Brown
Vice President of Business Development and Strategy
Covance Inc.

Moderator:
Mark R. Little, Ph.D.
Vice President
Covance Inc.

12:00pm - 1:00pm
CLOSING REMARKS - Top Take-Aways Panel

1:00pm  SCIP 2010 General Session and Exhibition Concludes

Post-Conference Workshops
Choose one of the following:

2:00pm - 5:00pm
W6 - Program Management as a CI Core Competency

Workshop Leader:
Michael Sperger
Director of Market Intelligence
SAP AG

Is it possible to answer a $50K problem with a less than $10K budget? It is a real challenge these days, as CI teams are increasingly faced with addressing a growing set of requirements in an environment of resource constraints. This workshop equips you with the fundamentals of program management, and enables you to position yourself not as a lone analyst but as a CI practice leader managing a set of organizational resources.

Key Take-Aways:
- The must have skills for program management: fundraising, vendor relations, and navigating procurement
- The essentials of internal resource management in corporate CI
- Ways to secure current-year and next-year resources you can put into action immediately
- Ideas to extend the reach and depth of your CI practice by making smart use of available resources

Beginner, Intermediate

W7 – Primary Intelligence

Workshop Leader:
Roger Phelps
President
Phelps Research Services

This workshop is designed for those new to primary intelligence collection and those who what to improve their skills. It will include modules on interview preparation, collection techniques, some advanced elicitation, and interpretation of primary intelligence to actionable results. Overall, the anatomy of a successful primary intelligence program will be outlined. Participants will be exposed to several successful primary client examples. They will also be given opportunities to hone their skills through class exercises.

Key Take-Aways:
- Learn how to successfully integrate primary intelligence into your research methodologies
- Learn basic and advanced methods of conducting executive interviews
- Learn some of the best ways of analyzing and interpreting data collected through primary intelligence

Beginner
**Sponsors & Exhibitors**

**STRATEGIC PARTNER:**
Proactive Worldwide, Inc. specializes in customized decision support research and consulting for U.S. and multinational clients – all designed to help clients stay Out in Front® of the competition. Proactive Worldwide has been providing CI services to life sciences, financial services, technology and telecommunications, and consumer and industrial goods industries for nearly 15 years. www.proactiveworldwide.com.

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Frost & Sullivan, partnering with companies for growth since 1961 has been consulting with CMO’s around the country to plan out both, their short and long term marketing initiatives. Leveraging our independent third brand and pool of resources in research and marketing, we can develop a fully integrated and ongoing marketing solution that is guided by the voice of your customer.

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  Fletcher/CSI provides Fortune 500 companies with global intelligence through access to primary sources, proprietary methodology, in-house research and worldwide network of in-country intelligence/research professionals. www.fletchercsi.com

- **Fuld & Company**
  Fuld & Company is a competitive intelligence consulting firm, providing research & analysis, scenario based planning and strategic gaming to global organizations in multiple industry sectors including technology, financial services, healthcare, industrial manufacturing, and consumer goods. www.fuld.com

- **ORC Guideline**
  Integrating primary and secondary research, competitive intelligence and expert insight, ORC Guideline provides customized research and analysis designed to help companies make more informed decisions. www.orcguideline.com

- **Outward Insights**
  Outward Insights is a strategy and competitive intelligence consulting firm that provides the skills, tools and counsel that clients require to anticipate external threats, identify business opportunities and develop strategies to achieve a leadership position. “The Intelligence to Anticipate. The Strategy to Lead.”

- **ShiftCentral**
  ShiftCentral is a leading provider of daily market intelligence services. Our analysts sift through relevant information every day and provide custom briefings based on a client’s specific strategic needs. www.shiftcentral.com

- **Thomson Reuters**
  Use web-based Thomson ONE for integrated access to comprehensive market and company information. Gather unique and actionable insight that empowers decision-making across your company. financial.thomsonreuters.com/BI
SCIP 2010 Registration

How to Register
Complete the form below and return it to SCIP via fax to: +1.703.739.2524, or Mail to:
SCIP Registration
1700 Diagonal Rd., Suite 600
Alexandria, VA 22314, USA

Select Your Registration Category:

**Full Registration**

- **SCIP Members**
  - regular rate: $1500
  - onsite rate: $1700
- **New Members* (Includes Join Fee)**
  - regular rate: $1745
  - onsite rate: $1945
- **Non-Members**
  - regular rate: $1,800
  - onsite rate: $2,000
- **Academic/Student/ Government**
  - regular rate: $1,345
  - onsite rate: $1,445
- **Group Member Rate**
  - regular rate: $1,250
  - onsite rate: $1,450
- **Spouse Networking Pass**
  - regular rate: $550
  - onsite rate: $600

**Daily Registration**

- **SCIP Members**
  - regular rate: $1,100
  - onsite rate: $1,200
- **New Members* (Includes Join Fee)**
  - regular rate: $1,345
  - onsite rate: $1,545
- **Non-Members**
  - regular rate: $1,400
  - onsite rate: $1,600
- **Academic/Student/ Government**
  - regular rate: $725
  - onsite rate: $975

* contact SCIP for eligibility requirement; † per person, groups of five or more

**Workshops**

**Full Day Workshop**

- TUESDAY, MARCH 9, 2010
  - W1 - CI 101®
  - regular rate: $955
  - non-member: $1230

**Half Day Workshop**

- TUESDAY, MARCH 9, 2010
  - W2 - Technology Mapping, Competitive Technical Intelligence and Strategic Decisions
  - regular rate: $588
  - non-member: $868

- WEDNESDAY, MARCH 10, 2010
  - W3 - How to Set-Up a World Class CI Function
  - regular rate: $588
  - non-member: $868

  - W4 - Adopting a Scenario Mindset to Thrive in the Economic Recovery
  - regular rate: $588
  - non-member: $868

  - W5 - The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI
  - regular rate: $588
  - non-member: $868

- FRIDAY, MARCH 12, 2010
  - W6 - Program Management as a Cl Core Competency
  - regular rate: $588
  - non-member: $868

  - W7 - Primary Intelligence
  - regular rate: $588
  - non-member: $868

**Conference Registration**

- First Name
- Last Name
- Title
- Organization
- Address
- City
- State/Province, ZIP/Postal Code, Country
- Telephone
- Fax number
- Email

**Method of Payment**

- Enclosed is a check in the amount of:
  - Payment by credit card
    - VISA
    - Master Card
    - American Express

- Amount to be charged
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- Card expiration date
- Card security number (VISA and MC, last three digits on back of card; AMEX four digits above account number)
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- Cardholder signature

For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696. All prices are in U.S. dollars.

**Policies**

Cancellation policy and fees: Payment in full is required immediately upon registration and is non-refundable. If, for any reason, you are unable to attend the event for which you are registered, and notify SCIP in writing more than 3 weeks prior to the event start date, a one-time credit will be issued for use toward registration at any other event. The credit must be used 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 more than once, and all unused credit(s) will be forfeited after 90 days. Cancellation within 21 days prior to the event will incur a one time fee of $500. The remaining balance can be applied to any event up to one calendar year from the event for which you originally registered. Notification must be received by SCIP in writing. If you do not attend the event and fail to notify SCIP PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond SCIP’s control may occur.

**Hotel accommodations**

Washington Marriott Wardman Park Hotel
2660 Woodley Road, NW
Washington, DC 20008
Tel: 1.202.328.2000
Fax: 1.202.234.0015

Discounted rate $229. Cut off date February 8, 2010. SCIP will be reserving a limited number of discounted rooms at the hotel property. Please contact SCIP directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the SCIP event.