

Barcelona

SPAIN

2010 European Competitive Intelligence Summit
November 16 -18, 2010



scip
Strategic and
Competitive Intelligence
Professionals

Welcome to the largest
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Conference Program

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Snapshot of Past Participants

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Amadeus IT Group SA	Fuld & Company	PSI Proactive Strategic Intelligence Limited
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Competitive Corporate Intelligence AG	Lexmark	Thomson-Reuters
Covidien	Lonza Group Ltd.	Thunderbird Japan Center American Graduate
Croatian Institute of Technology (HIT)	Macro Intelligence	School of International Management
Dassault Systems/Enovia Smartcam	Managing Consultant	U.S. Government
Deutsche Telekom	Manchete - Gestão De Informação SA	U.S. Government -State Department
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ESADE Business IDEC-UPF	OSICON	Vopak
Esmerk GmbH	Pfizer	

2010 EUROPEAN SUMMIT TRACKS

Track 1: Tactical Intelligence: CI Tools and Best Practices

- New and Innovative Analysis Tools on the Horizon
- Best practices in human intelligence
- A step-by-step “how-to” of a specific analysis technique
- Juried CI Live! A Layered Analysis of a Key Intelligence Question
- Managing massive amounts of information - Making sense of the noise – news and media overload, what to ignore, and not
- Intelligence collection – tools, methodology and processes for primary intelligence, search, trade shows, etc.
- Collecting and interpreting CI in China/ India/ Africa/ Middle East
- Tools for country-level granularity in CI
- Best Practices in Developing and Managing Internal and External Intelligence Networks

Track 2: Strategic Intelligence: The Application of CI Analysis

- War Gaming
- Early Warning and Risk Management
- Scenario Planning
- Patent Analysis
- Competitive Hypothesis Analysis
- Timeline Analysis
- Defensive and Aggressive Reputation Analysis –text analysis and other tools for analyzing “buzz” and “Scraping” Web 2.0 Forums
- Blind spot Analysis
- Value Chain
- Management Profiling

Track 3: CI: Its Organization and Constituents

- Creating and sustaining your internal constituents’ demand for CI
- How to start a CI unit
- Structuring the CI Organization to Optimize Value – multinational models, in-country models, centralized, decentralized, outsourced , collaborative
- CI Ethics
- Demonstrating ROI
- CI– how to work better with internal colleagues such as MR, Knowledge Management, e-Comm, Data Mining
- Best Practices in CI: Listening and Communicating with intercompany peers, senior management, clients, and constituents.
- Innovative tools for disseminating CI –
- Internal CI Audits – where are we weak with our intelligence organization?

SCHEDULE

Tuesday, November 16

- 8:00 - 17:00 Registration
- 8:30 - 9:00 Continental Breakfast
- 9:00 - 12:00 Workshop #1
- 11:00 - 11:30 Morning Break
- 12:30 - 13:30 Lunch
- 13:30 - 16:30 Workshop #2

Wednesday, November 17

- 8:00 - 17:00 Registration
- 8:30 - 9:00 Continental Breakfast
- 9:00 - 9:45 Keynote
- 9:55 - 10:55
- How to successfully partner with an external supplier for internal buy-in: learnings from our missteps
Nikki Gainey, Director of Global Business Analysis, GE Healthcare
Gary Maag, Chairman and CEO, Proactive Worldwide
 - Strategic Intelligence: How the Pro's Do It Effectively and Efficiently
David Gibson, Kaiser Associates, Inc. Senior Vice President
 - Getting real value from Trade Show Intelligence – techniques and skills to lever your observation project
Christian Frey, Head of Market & Competitive Intelligence, Sika Services
- 11:00 - 11:30 Morning Break
- 11:30 - 12:30
- Social media for CI... 'Like'?
Arun Jethmalani, Managing Director, ValueNotes
 - Self-diagnosis methodology based on BSC for competitive intelligence units
Mario Esteban-Martinez, CI Manager, Acciona
 - Getting to the Action in 'Actionable Intelligence': "Beyond Excellent Analysis"
Martha Matteo, SCIP Fellow and former President, SCIP, The Matteo Group
- 12:30 - 13:45 Business Lunch
- 13:50 - 14:50
- How to prioritize your opportunities in foreign markets
Gary Lim, President, Gary Lim Consultancy
 - An illustration of a competitive brand intelligence gathering technique and its use by Japanese companies
Sanjay Seth, Marketing Science Adviser, Psycho-Metric.com
 - Sensory Marketing
Luis Madureira, Executive Board Advisor, Central Cervejas e Bebidas
- 14:55 - 15:25 Afternoon Break
- 15:25 - 16:25
- Knowledge Management
Daniel Cho- Director Marketing, Market Intelligence & New Product Introduction Patient Care and Clinical Informatics Philips Healthcare
 - The Impact of Real-time News on the CI Function
Mike Piisapanen, Corporate Services Senior Vice President, Thomson Reuters
 - Suite Intelligence - Only the Insights count!
Monika Giese, CEO, - I.C.O.C.I. GmbH

SCHEDULE

16:30 - 17:30	Why do so many companies ignore ethical boundaries?...and the dark implications Leonard Fuld , <i>President, Fuld & Company</i>
	DSM Innovation Center Dimensions in value chain analysis and impact on business models Ubaldo Kragten , <i>Manager Business & Market Intelligence</i>
	The Human Intelligence in a collection Plan Hezi Leder , <i>Director, Hezi Leder Intelligence for Business Ltd.</i>
17:35 - 18:35	Reception Solutions Wheel

Thursday, November 18

8:00 - 12:00	Registration
8:30 - 9:00	Continental Breakfast
9:00 - 9:45	Keynote
9:55 - 10:55	Using adjacent markets as a tool to understand and prevent blind spots Erik Glitman , <i>Managing Director, Fletcher/CSI</i>
	Intelligence Management: Cadbury's experience in Israel – an anatomy of a failure Avner Barnea , <i>Lecturer- The Onon Academic College, Israel</i>
	Creating Strategic Foresight by using Megatrends in Market Intelligence Joost Drieman , <i>Market and Business Intelligence European Markets, Cisco Systems Inc.</i>
11:00 - 11:30	Morning Break
11:30 - 12:30	Combining Individual Analysis for Better Conclusions Nan Bulger , <i>Sr. Director, Sector Lead (Healthcare), Philips Healthcare, Royal Dutch Philips</i> Anca Costea , <i>Project Director Cogent Research</i>
	War Rooms for Wargaming and Other CI Applications Stephen Shaker , <i>Executive Vice President, Globimus LLC</i>
	Central Cervejas e Bebidas Setting Up a CI Function at a Consumer Brands Company Luis Madureira , <i>Executive Board Advisor</i>
12:30 - 13:45	Business Lunch
13:50 - 14:50	Managing effectively eReputation Christophe Favre , <i>Director Global Sales and Marketing, LexisNexis Analytics</i>
	Striving for Competitive Advantage through Scenario Analysis Eduardo Flores-Bermudez , <i>Lead Referrer Marketing, Bayer Schering Pharma</i>
14:55 - 15:25	Afternoon Break
15:25 - 16:25	Takeaway Panel

REGISTRATION

	EARLY BIRD RATE	REGULAR RATE	ONSITE RATE
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Workshops			
AM Workshop	<input type="checkbox"/> 380€	<input type="checkbox"/> 380€	<input type="checkbox"/> 420€
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** contact SCIP for eligibility requirement [†]per person, groups of five or more

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8/13/10