

ENGAGE | NETWORK | LEARN

www.scip.org |  #SCIP17EU

22ND ANNUAL SCIP EUROPEAN SUMMIT

DEVELOPING & ENGAGING THE MODERN INTELLIGENCE WORKFORCE

THRIVING IN AN INCREASINGLY COMPLEX BUSINESS ENVIRONMENT

13-15 November 2017
Cascais, Portugal
Hotel Cascais Miragem

scip

A MESSAGE FROM THE SCIP CEO

For over two decades, the SCIP Annual European Summit has provided an event at which the interdisciplinary intelligence community can gather, learn, benchmark, and share. Celebrating its 22nd year in 2017, the SCIP European Summit has become a leading and internationally recognised event for intelligence professionals.

Our international membership has expanded over 30% in the past year, and continues to grow. Despite this rapid growth, we keep our mission as our continuous guide, which is to be the global not-for-profit organisation of choice for professionals engaged in strategic, integrated and competitive intelligence and related organisational decision influencing disciplines.

SCIP is dedicated to tirelessly providing conferences where you receive the highest level of unbiased, forward thinking, and pertinent information, which you can take home and utilise in your day-to-day business. Our ultimate goal is to provide you with tools that can be truly applied to each and every one of our attendees' businesses.

As we embark on our 22nd Annual European Conference, this is a time of great change and uncertainty in Europe, and a successful model requires critical knowledge of disruptive forces and industry drivers as well as a better understanding of corporate stake holders and objectives. The 2017 SCIP European Summit will center on the rise of a community-based intelligence structure that harnesses collaboration in order to enhance efficiency, effectiveness, and impact, as well as thrive amidst change.

As such, we are pleased to offer a completely new agenda, centered around our theme for 2017: Developing and Engaging the Modern Intelligence Workforce: Thriving in an Increasingly Complex Business Environment. On-site you will be engaged in a variety of learning and networking opportunities, including workshops, innovation exchanges, case studies, and more. We sincerely hope you will join us in beautiful Cascais, Portugal 13-15 November 2017, for what will be an experience to remember!

Nan Bulger

CEO

SCIP-Strategic & Competitive Intelligence Professionals



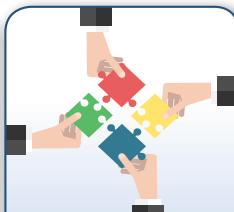
CROSS INDUSTRY

A Cross-Industry Audience provides an opportunity to learn from unique and diverse perspectives.



DIVERSE LEARNING

Immersive learning experience through a variety of opportunities, including workshops, innovation exchanges, case studies, and more!



NETWORKING

Ample networking opportunities with a Strong Community of seasoned intelligence professionals.



GLOBAL COMMUNITY

Participation from over 20 Countries and 5 Continents, providing a truly global experience.



LEARNING MATERIALS AND TOOLS

A comprehensive portfolio of tools to utilise before, during, and after the conference.



MULTIPLE TRACKS

5 Session Tracks which are carefully curated, allowing you to truly customise your experience and choose which sessions are most applicable to you.

WOMEN IN INTELLIGENCE, STRATEGY AND ANALYTICS [WISA] – SHARED MOMENTUM ROUNDTABLE, PANEL AND RECEPTION

Join us for the 3rd annual European installment of the women's forum. This is a program for both men and women to network, share ideas about the changing landscape of women in the intelligence industry, and how this will shape the future. Space is limited. Be sure to RSVP by checking off the Women in Intelligence, Strategy & Analytics (WISA) Roundtable, Panel, & Reception option during registration.

SCIP UNIVERSITY CERTIFICATION

For the third time in Europe, SCIP will host an intensive certification program at the Summit that provides up to date, practical expertise covering strategy and analytics basics, with competitive, business, and market intelligence. Our SCIP University CAP Certification Intensives are immersive programs are designed to provide and then build on the skills needed for success in the intelligence discipline. They deliver an interactive, tangible experience that fosters collaboration, sharing of experiences and knowledge and cooperative learning. Our instructors are global experts from an array of industries and areas of expertise. Our Certified Analytics Professional (CAP) programs are offered at our Conferences and Summits globally and Boot Camps are offered regionally and both options allow you to earn a SCIP CAP Certification in a short amount of time, and we are also hosting courses toward advanced certification as well.

MENTORING PROGRAM

Utilise 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 intelligence practitioner skillset.

CI ADVENTURE GAMES

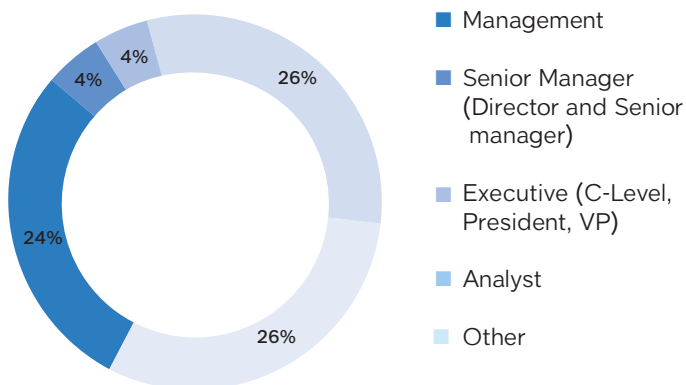
When you join the SCIP CI Adventure Games you will experience something you never have before. See the event from a totally new set of eyes and become a fully engaged participant. We've designed an adventure that will allow you to hone existing CI tools while learning new ways to apply CI and gain insights into how to best leverage the event sessions and exhibitor resources. To learn the details of CI Adventure and how to register, please see page 4 for more details. Participation is limited to corporate intelligence practitioners only.

SCIP Is...

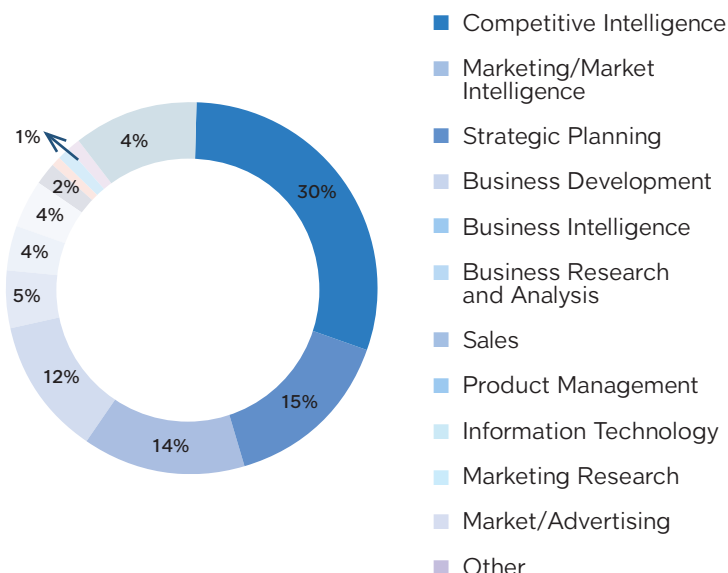
Building Leadership in Advanced Decision-Support Skills for over 32 years! We are an established global community of business experts across industry, academia, and government who come together to build and share strategic intelligence, research, decision-support tools, processes and analytics capabilities. Specifically, SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors).

The resulting collaboration of our membership supports strategy and other organisational disciplines to drive competitive advantage. Our network of professionals stems from a myriad of organisations both profit and non-profit.

EUROPEAN ATTENDEE BREAKDOWN BY EXECUTIVE PROFILE



EUROPEAN ATTENDEE PROFESSIONAL DEPARTMENT SUMMARY

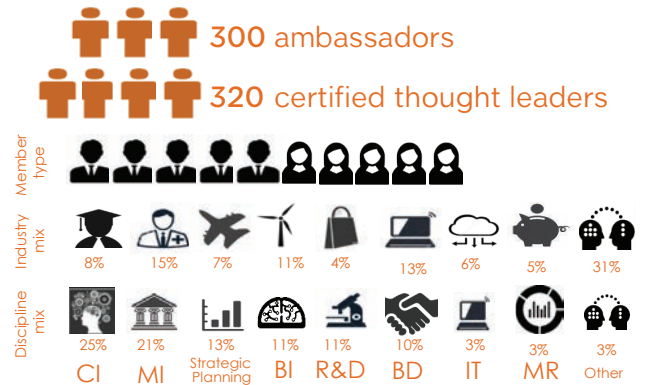


* please notes this profile is based on our 2016 European Summit

SCIP BY THE NUMBERS...



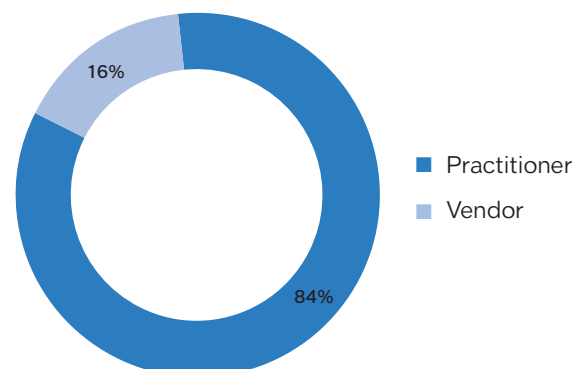
SCIP MEMBERSHIP



INTERNATIONAL REPRESENTATION



EUROPEAN ATTENDEE PRACTITIONER TO VENDOR RATIO



SCHEDULE AT A GLANCE

MONDAY, 13 NOVEMBER, 2017 – REGISTRATION, WORKSHOPS, FOUR SCIP SEMINARS

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

08:00 - 18:00 **Workshop & Conference Registration Opens**
Register for *one* of the following full day workshops, or half-day workshops.

08:30 - 16:30 **FULL DAY WORKSHOPS (08:30 - 16:30)**

WS1 - CI 100 Foundations of Competitive Intelligence
WS2 - Strategic Planning Basics for the Intelligence Professional
WS3 - Strategic Foresight: Early Warning for Seasoned Decision Makers

MORNING HALF DAY WORKSHOPS (08:30 - 11:30)

WS4 - Integrated Intelligence Professional and Closing the Financial Skills Gap

AFTERNOON HALF DAY WORKSHOPS (13:30 - 16:30)

WS5 - The Dynamic Competitive Landscape: Development & Tracking

Register for any combination of the following four SCIP Seminars

SCIP Seminars

12:30 - 16:30
12:30 - 13:30 Intelligence for Corporate Strategic Communications, PR and Brand Image
13:30 - 14:30 Social Market Intelligence: A Real Time CI "How To"
14:45 - 15:45 The Use of "Business War Gaming" to Create Intelligence and Outsmart Competitors
15:45 - 16:30 How to Benchmark with the Global Intelligence Market

16:00 - 16:45 Sponsor & Exhibitor Registration, Orientation & Workshop Reception

16:30 - 17:00 **The Next Generation of CI Adventure: THE "I" FACTOR Kickoff.** A Competition in Creating Competitive Advantage through Intelligence Best Practices
When you join the SCIP CI Adventure Games you will experience something you never have before. See the event from a totally new set of eyes and become a fully engaged participant. We've designed an adventure that will allow you to hone existing CI tools while learning new ways to apply CI and gain insights into how to best leverage the event sessions and exhibitor resources. Participation is limited to corporate intelligence practitioners only.

17:00 - 17:45 **Speaker Orientation**

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

18:00 - 20:00 **Women In Intelligence, Strategy and Analytics (WISA) – Shared Momentum Roundtable, Panel and Reception**

This reception is an opportunity for **both women and men** to engage in an open dialogue about the way women are driving change in their respective industries and disciplines and how this relates to the future of the strategic intelligence profession. Space is limited. Be sure to RSVP by checking off the Women in Intelligence, Strategy & Analytics (WISA) Roundtable, Panel, & Reception option during registration.

JOIN THE NEXT GENERATION OF CI ADVENTURE: THE "I" FACTOR. A COMPETITION IN CREATING COMPETITIVE ADVANTAGE THROUGH INTELLIGENCE BEST PRACTICES

DATES: 13-15 November 2017

KICKOFF: 13 November 2017, 16:30-17:00

Starting with a special orientation session, you'll work with a group of CI peers to solve a CI challenge that is ripped from today's business headlines. In the orientation session, you'll be introduced to your teammates and to SCIP Members who can coach your through the adventure. At the same time you'll learn about the challenge and get training on techniques and templates to help formulate a solution to the challenge.

Throughout the event, you'll interact with speakers, exhibitors, your coaches, and other attendees to gather information and ideas on how to solve the challenge. There will be special "rally points" where you can meet with your team to review what you've learned and share ideas on how to apply the learning to the solution.

Each day will end with a group working session, where your team can collaboratively identify action areas for the next day and work on the development of the final solution.

On the final day of the SCIP European Summit, your team will present your solutions to the challenge to top intelligence leaders from across the globe. Each team's solution will be reviewed and the best solution will be awarded with complimentary registration for all team members to the 2018 SCIP European Summit. Fees do not include travel, lodging, workshops, paid networking events or any other ancillary activities or products.

Be sure to RSVP by checking off the The Next Generation of CI Adventure option during registration. (You can earn points during this activity toward your CAP if you are participating in the Intensive Certification).



SCHEDULE AT A GLANCE

TUESDAY, 14 NOVEMBER, 2017 – REGISTRATION, GENERAL SESSION AND EXHIBITION

07:45 - 17:30
07:45 - 08:30
08:30 - 09:00
09:00 - 09:45
09:45 - 10:15
10:15 - 11:00
11:00 - 12:00

Registration Open

Continental Breakfast & Exhibition

Welcome and Opening Remarks

CORNERSTONE ADDRESS - Tearing Down the Walls in the Boardroom

KEYNOTE - The Customer Journey: Grasping the Key Strategic and Operational Importance to Overall Strategy and Profitability

Networking, Refreshment, and Exhibition Break

Concurrent Breakout Sessions - Customise Your Agenda!

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

B1 - Intelligence Function Setting the Stage for a New Company Vision/Mission

B2 - Accurate Market Sizing and Segmentation: Its Critical Role in Decision Making

B3 - Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social Media Intelligence Chapter 2

B4 - Open Innovation: Applying the Model to Conceptualize a New Approach to Strategic Intelligence

B5 - Dealing with Fake News

12:00 - 12:05
12:05 - 13:00
13:00 - 14:10

Session to Session Travel Time

INTERACTIVE COACHING SESSION - How to Build a Strong CI Bench with Millennial & Gen Z Players

FOOD FOR THOUGHT - Networking Luncheon

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.

Session to Session Travel Time

14:10 - 14:15
14:15 - 15:15

Concurrent Breakout Sessions - Customise Your Agenda!

Choose one session or learning lab from the following that best meets your needs.

B6 - Speed Dating with IBM Market Development & Insights (MD&I): Be Proactive, Provocative, and Predictive

B7 - Storytelling: Getting Senior Management to Sit Up, Look, and Listen

B8 - Customer Journey as a Source of Competitive Intelligence

B9 - Are You The "Sherlock Holmes" Of Intelligence? How To Find Competitor Information From Non-Traditional Sources And Connect The Dots

B10 - International Spotlight: Gaining A Global International Perspective on Intelligence

15:15 - 16:00
16:00 - 16:40
16:40 - 17:15
17:15 - 18:15
18:30

Networking, Refreshment, and Exhibition Break

EXECUTIVE ADDRESS - Going Beyond CI: Shaping the Business Strategy and Conversation in Today's Radically Pivoting Industries

CAPSTONE - Prepare to Pivot: Agile Intelligence for an Agile Organisation

Networking Reception

Cascais@Night

NETWORKING ACTIVITY

CASCAIS@NIGHT

Tuesday, 14 November 2017
18:30



The networking never ends...join your colleagues in this evening gathering to experience the magnificence of Cascais by night with a dinner you'll remember for years to come!

Space is limited, so reserve your spot today!

SCHEDULE AT A GLANCE

WEDNESDAY, 15 NOVEMBER, 2017 – GENERAL SESSION AND EXHIBITION

| | |
|---------------|--|
| 08:00 - 17:00 | Registration Open |
| 08:00 - 17:30 | Summit Information Desk Open |
| 08:00 - 08:45 | Continental Breakfast & Exhibition |
| 08:45 - 09:15 | EXECUTIVE PERSPECTIVE - Interview on the Viability and Importance of Competitive Intelligence Within an Organisation |
| 09:15 - 09:55 | KEYNOTE - Cyber Security is Outdated Without Cyber Intelligence |
| 09:55 - 10:30 | EXECUTIVE ADDRESS - The Impact of Artificial Intelligence Revolution on Corporate Strategy |
| 10:30 - 11:15 | Networking, Refreshment, and Exhibition Break – OR – Informational Session on SCIP Mentoring Program |
| 11:15 - 12:15 | Concurrent Breakout Sessions - Customise Your Agenda! <i>Choose <u>one</u> session from the following that best meets your needs.</i> B11 - Predictive Analytics: Real World Application to Solve Business Challenges B12 - Building a Strong Intelligence Reporting Function B13 - Competitive IP Intelligence: Competitor Analysis Using Patents, Trademarks, and Designs B14 - CI Best Practices: How the World's Top Companies Mitigate Market Uncertainty B15 - Intelligence: A Critical Component of a Robust Corporate Defense Program |
| 12:15 - 13:20 | FOOD FOR THOUGHT - Networking Luncheon <i>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.</i> |
| 13:20 - 13:25 | Session to Session Travel Time |
| 13:25 - 13:40 | AWARDS CEREMONY <i>During this prestigious ceremony, recognition will be given to our winners of the Distinguished Members Award, and the Innovations and Advancement in Intelligence Award.</i> |
| 13:40 - 14:25 | MOVER & SHAKER LIVE! - Case Study and Interview |
| 14:25 - 14:55 | Networking, Refreshment, and Exhibition Break |
| 14:55 - 15:55 | Concurrent Breakout Sessions - Customise Your Agenda! <i>Choose <u>one</u> session from the following that best meets your needs.</i> B16 - Expanding to New Geographies: Market Intelligence Meets Footprint Optimisation B17 - Managing Global Intelligence Across Business Units and Product Lines B18 - Customer Experience: Leveraging Industry Best Practices to Accelerate Customer Experience Maturity LL - Learning Labs: Featuring Demonstrations of Tools, Frameworks, or Best Practices in Intelligence B19 - The Next Generation of CI Adventure: THE "I" FACTOR. A Competition in Creating Competitive Advantage through Intelligence Best Practices: Team Presentations* <i>*For Participants of the "I" Factor Only</i> |
| 15:55 - 16:00 | Session to Session Travel Time |
| 16:00 - 16:30 | EXECUTIVE ADDRESS - Leveraging Big Data for Early Identification Around Disruptive Technologies |
| 16:30 - 17:00 | CAPSTONE KEYNOTE - Pay Attention and Take Action...Even if You Expect to Fail: Methods of Building Courage |
| 17:00 - 17:05 | Closing Remarks |

You Don't Want to Miss the
Upcoming SCIP 2018 Event!
Mark Your Calendar



Presenting:

SCIP International Conference and Exhibition

DATE: 14-17 May 2018

LOCATION: Disney Coronado Springs, Orlando, Florida, USA

www.scip.org |  **#SCIP17EU**

MONDAY, 13 NOVEMBER 2017

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

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

Full Day Workshops

08:30 – 16:30

SUF - SCIP University Certification – Intensive

You will be attending an Intensive Certification that will result in CAP certification

WS1 – CI 100 - Foundations of Competitive Intelligence
 SCIP University Fundamental Certification Intensive


David Kalinowski

President

Proactive Worldwide, Inc.



Gary Maag

Chief Executive Officer

Proactive Worldwide, Inc.

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

Key Take-Aways:

- Learn and apply an intelligence capability model to build your CI function
- Understand approaches to manage stakeholder expectations
- Gain insight on conducting secondary and primary research
- Hear a process to build a network
- Develop skills to improve analysis
- Outline the elements of an early warning program
- Demonstrate the value of CI

WS2 – Strategic Planning Basics for the Intelligence Professional

Joseph Rodenberg

Managing Partner

Rodenberg Tillman & Associates

The profitability of a company is the result of how well or how poorly the company strategy is working. The essence of strategy is choosing to perform differently than your counterparts. This makes strategic planning crucial in every company. The aim is to create successful strategic planning avenues with unique supporting tools such as SPACE-Mapping, Grey Swan Analysis, SMP Analysis & Mapping, Strategy as Active Waiting, the SSS Strategy Road Map and beyond. It's all about the "Greek Strategia", meaning maneuvers designed to surprise the enemy. A pre-condition to become successful in strategic planning is strategic intelligence with the aim to get the complete insights and foresights in the current and future competitive arenas. The result of this workshop is the creation of the "New Intelligence Strategist as Mobiliser".

Key Take-Aways:

- Fresh insights on how to create the strategic planning venues
- Best practices for how to align strategic planning avenues with unique strategic intelligence methodologies and techniques
- Establish your new comfort zone to deliver countervailing power to senior management

WS3 – Strategic Foresight: Early Warning for Seasoned Decision Makers


Randy Pherson

Chief Executive Officer

Globalytica, LLC



Kathy Pherson

President

Globalytica, LLC

How can you help the C-Suite anticipate the unanticipated, avoid surprises, and launch a robust strategic planning process? This workshop provides the opportunity to learn how European companies, non-profits, and government ministries use Strategic Foresight Analysis to get ahead of the curve. In this highly interactive workshop, you will learn two techniques for identifying key drivers, and how to manipulate these drivers to generate a comprehensive set of alternative scenarios for your company. Using a European-based business case study, you will practice using techniques that signal which scenario is unfolding, develop opportunities for capitalising on desired scenarios, and mitigate the potential damage of harmful scenarios.

Key Take-Aways:

- Proven techniques to determine the top drivers within your specific company
- Tools to construct a basis of understanding the difference between desired and harmful scenarios
- Success factors based on case-study type to maximise positive outcomes and mitigate threats

HALF-DAY WORKSHOPS

Register for one or two of the following workshops:

08:30 – 11:30

WS4 – Integrated Intelligence Professional and Closing the Financial Skills Gap


Monica Angelova

Managing Director

Intelligence Pathways



Tina Bundgaard

Finance and Controlling Manager

ToEcho

This workshop will focus on connecting the dots between various intelligence disciplines. These disciplines work best when complementing one another. It is particularly crucial to focus on the financial skills gap, and why developing your financial skills is a critical success factor for your career. The interactive workshop will explore the challenges faced by intelligence professionals, among which is having to work with multiple departments to obtain information, the overflow of information, as well as the need for better access to the C-suite. The conversation will all point to the importance of financial analytics skills component, which will ensure your access to the C-suite.

Key Take-Aways:

- Success factors of being a well-rounded intelligence professional through the utilisation of financial skills
- Fresh perspectives on how to integrate financial analysis and help your data and insights get across to top management
- Best practices for creating a sample line of deliverable that will help the intelligence professional align other researches with those deliverables, e.g. market share aligned with primary attitude and usage studies

13:30 – 16:30

WS5 – The Dynamic Competitive Landscape: Development & Tracking**Larry Fauconnet***Senior Director, Competitive Intelligence Insights and Strategy*
INOVIS Inc.

The competitive landscape is a complex environment consisting of the dynamic interaction of macro- and micro- environmental factors (Porter's Five Forces and STEEPA, PEST, or PESTEL factors) as they develop and shift over time. This interactive workshop looks at tools, techniques, and procedures that will assist the intelligence professional in ensuring they maintain a current and relevant understanding of this dynamic competitive landscape, as well as helping them focus on the most critical pieces.

Key Take-Aways:

- A framework for understanding the competitive landscape and identifying the most critical pieces and dynamic relationships on that landscape
- A process for proactively identifying likely shifts on the competitive landscape and looking for confirmation of those emerging changes
- Examples of reporting and read-outs of competitive landscape observations – integrating intelligence effectively into the decision cycle

SCIP Seminars

Register for any combination of the following four SCIP Seminars

12:30 – 13:30

Intelligence for Corporate Strategic Communications, PR and Brand Image**Dr. Ruben Arcos, Ph.D.***Centre for Intelligence Services and Democratic Studies*
Rey Juan Carlos University

Communication is an important element affecting the performance of companies. Organizations need to strategically manage the relationship with customers/clients and other relevant stakeholders affecting the market and non-market environment. Corporate advertising, PR campaigns, brand image, and other corporate strategic communication spheres of influence need intelligence and foreknowledge for effective planning, execution and evaluation.

Key Take-Aways:

- How to analyze the communication dimension and the stakeholder environment and publics affecting your organisation
- Understand the corporate and brand image formation process and issues affecting it
- Know frameworks and techniques to conduct competitive intelligence-led corporate strategic communications and PR
- Design, implement and evaluate strategic plans for PR and brand image using a diverse set of techniques

13:30 – 14:30

Social Market Intelligence: A Real Time CI “How To”**Luis Madureira***Partner*
ÜBERBRANDS

What is Social Market Intelligence (SMINT) and how can Competitive Intelligence Professionals cope with the Social Business revolution it encompasses? Big Data sets, crunching needs and how to make sense of the new Business Environment, Threats, Opportunities and ever more frequent „Black Swans”? How to leverage the “Power of the People/Customer” and to adapt to the exponentially faster rate of change? A vision will be shared on what's to come, as well as, the route to consider for a CI World Class Level function.

Key Take-Aways:

- Social Market Intelligence and its impact on Competitive Intelligence
- Insight on how to leverage SMINT to a stronger CI function
- Examples, demos and Case Studies of SMINT deliverables

14:45 – 15:45

The Use of “Business War Gaming” to Create Intelligence and Outsmart Competitors**Dr. Adam Kowalik, Ph.D.**

OUTSMART.pl

“Business wargaming” is a simulation of possible future actions of various market stakeholders (home company, competitors, regulators, etc.); it aims at developing the winning moves of the home company given the real market situation and data; this method is also being called “red hat analysis”, “red team analysis”, etc. In this session you will know the results of a very recent survey conducted in the SCIP community in April-May 2017. The survey was targeted at business wargaming professionals and was designed to assess the power of this analytical framework. You will be invited to comment the results of this survey and discuss the real impact of business wargaming. In particular, you will learn more about the circumstances in which the business wargames are typically conducted, the execution of business wargames (tools, participants, sponsor, etc.), assessment of business wargames as an analytical method to create intelligence, critical success factors in exploiting the full potential of business wargames, the future of business wargames. The comments on the survey results from a selected wargaming professionals will also be shared with the attendees.

15:45 – 16:30

Global 2017 Intelligence Survey that will help to Benchmark with the Global Intelligence Market**Joost Drieman***Vice President, Head of Intelligence Best Practices*
mBrain

The global intelligence survey 2017 (conducted by SCIP and M-Brain) has generated a lot of new insights about the different aspects of intelligence departments. The presentation will reveal the latest figures about team size, available budgets for intelligence, place in the organization and more. The World Class Intelligence Framework will be briefly explained and the survey results will show where companies sit on the scale to world class. All this information can be used to benchmark your own intelligence organization and activities.

Key Take-Aways:

- Understand the world class framework
- Get the latest global survey highlights
- Benchmark with global intelligence market

16:00 – 16:45

**Sponsor & Exhibitor Registration, Orientation
& Workshop Reception**

16:30 – 17:00

**The Next Generation of CI Adventure: THE “I” FACTOR.
A Competition in Creating Competitive Advantage through
Intelligence Best Practices Kickoff****Erik Glitman**
Chief Executive Officer
Fletcher/CSI

A multi-day adventure in Competitive Intelligence that incorporates the SCIP conference sessions with practical assignments that support learning and networking within the conference itself. The adventure starts with a typical CI assignment: Provide decision support for a strategic action. The task will be to work as a team and identify the tools and techniques that will collect, analyze, and formulate recommendations for the strategic decision.

CI Adventurers will interact with some conference speakers who may provide hints. CI Adventurers will be encouraged to interact with and gain wisdom from presenters during and after the presentations with questions about their topic and its application to the CI Adventure. Exhibitors will also provide insights into how their tools and services contribute to the solution. Here too, CI Adventurers will interact and network with the exhibitors to learn about the many tools available to CI Professionals and how those tools can help solve CI challenges.

The industry covered will be one with a strong role in the European market, and one that is undergoing change due to new competitive pressures. The specific industry covered will be disclosed to registered CI Adventurers immediately prior to the event. This adventure is about the process and applications of CI tools. Practitioner Attendees in all industries are invited to participate and will benefit by seeing how CI tools work across industries.

17:00 – 17:45

Speaker Orientation

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

18:00 – 20:00

**Women in Intelligence, Strategy, and Analytics (WISA)
– Shared Momentum Roundtable, Panel, and Reception**

This reception is an opportunity for **both women and men** to engage in an open dialogue about the way women are driving change in their respective industries and disciplines and how this relates to the future of the strategic intelligence profession. Space is limited. Be sure to RSVP by checking off the Women in Intelligence, Strategy & Analytics (WISA) Roundtable, Panel, & Reception option during registration.

**TUESDAY, 14 NOVEMBER 2017**

07:45 – 17:30

Registration Open

07:45 – 08:30

Continental Breakfast & Exhibition

08:30 – 09:00

Welcome and Opening Remarks**Nan Bulger**
Chief Executive Officer
SCIP

09:00 – 09:45

**CORNERSTONE ADDRESS – Tearing Down the
Walls in the Boardroom****Joseph Rodenberg**
Managing Partner
Rodenberg Tillman & Associates

Leaders of strategic intelligence & strategy teams have two roles within their organisations: The first role is taking accountability for delivering crucial insights and foresights that lead the organisation to new courses of action. Outcome is strategic intelligence that cannot be ignored. The second role is to tear down the walls of the static boardroom, and create a New Company Radar Room (CRR) that exposes unbiased brutal facts and perspectives. This game changing approach challenges senior management to clearly see the realities of the dynamic changes the company is facing, 24/7 and beyond.

Key Take-Aways:

- Proven ways to create strategic intelligence at the top of the ‘Intelligence Continuum’
- Strategic management tools that will enable strategic choices different than your rivals
- An understanding of the nuances in preparing senior management for the dynamics of continuous change 24/7, real time
- A model of a successful Company Radar Room
- Powerful ways to strengthen your own intelligence position

09:45 – 10:15

**KEYNOTE – The Customer Journey: Grasping the Key
Strategic and Operational Importance to Overall Strategy
and Profitability****Stefan Osthaus**
Managing Director
experience5

Customer centricity sounds great - but how can you prioritise customer experience (CX) related programs amongst the many business needs you are facing? How much of a competitive differentiator are they really? If “being nice to customers” isn’t enough of a specific objective for you, then what should you expect from a convincing CX program that you’d be ready to support?

Key Take-Aways:

- A framework to understand where “being nice to customers” starts and where it should end
- The basics of CX enabling leaders in strategy and intelligence to evaluate the priority of CX related proposals
- Best practices on how insight from customers can fit into existing projects rather than only causing additional work
- A guide on how you can justify supporting but also not supporting CX related initiatives

10:15 – 11:00

Networking, Refreshment, and Exhibition Break

11:00 – 12:00

Breakout Sessions – Customise Your Agenda!

Choose the one session from the following that best meets your needs.**B1 – Intelligence Function Setting the Stage for a New Company Vision/Mission****Thomas Bailey***Senior Manager Market and Competitor Intelligence,
Business Model Innovation
Rolls-Royce Power Systems AG*

“Disrupt or be disrupted” is the key challenge many established companies are facing nowadays. Rising project/product complexity, market diversity and regionalism, intensity within competition accelerating the pace of the game, forecasting struggles with volatile environments, flood of data...how do we manage all of these components? Drawing from learnings at Rolls-Royce Power Systems AG and participation in a hands on simulation, this session is about how to turn this into an advantage.

Key Take-Aways:

- Tools to create your cloud of game changing mega trends in a group setting
- Framework for creating a hypothesis, trend radar, and making an impact on your business while keeping in mind environmental sensitivity
- Action steps of how to combine internal expertise, external consultancy and studies to determine trends, and transform this from strategy, to vision, to mission

B2 – Accurate Market Sizing and Segmentation: Its Critical Role in Decision Making**Jenni Campbell***Manager, Business Development
Metso Corporation*

Market sizing and segmentation is essential when assessing the competitiveness and position of the company, and it is key in understanding the opportunities and providing tools for strategy formulation. This session approaches the topic through practical examples on applying different frameworks and models to market sizing to help define the most suitable method, or combination of them, for different kinds of situations by combining external data points into internal insights to fill the gaps.

Key Take-Aways:

- Insight into how to combine different approaches to market sizing to make more accurate estimates creating a hypothesis, trend radar, and making an impact on your business while keeping in mind environmental sensitivity
- Practical examples on segmentation using multiple sources for validation
- How to approach the complexity, define the inputs needed, and be able to deliver insights with an incomplete dataset

B3 – Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social Media Intelligence Chapter 2**Andrew Beurschgens***Head of Market Intelligence
EE***Catriona Oldershaw***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. It will include a deep dive into chapter 2 of EE's own social competitive intelligence programme, which includes an attempt to predict the likely success of new mobile device launches, based on social media buzz. This will lead into an open mike 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 platforms 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 techniques, including the application of data science to identify predictive markers in social media data, and how they can be used for competitive intelligence purposes
- Advice on how to work collaboratively with your colleagues across the organisation including Marketing and Insight/Research who might currently “own” social media monitoring for their organisation, in order to gain meaningful CI insight from social media

B4 – Open Innovation: Applying the Model to Conceptualise a New Approach to Strategic Intelligence**Jonathan Calof***Professor
Telfer School of Management, University of Ottawa***Paul Santilli***WW OEM Business Intelligence and Customer Insights
Hewlett Packard Enterprise*

Business disruptions and industry changes are occurring at a faster pace than ever before, and these changes are only increasing in the future. Add to this the increase in data complexity (volume, velocity, variety and veracity) and the need to keep on top of information across international boundaries and you have a situation that requires a rethink on how many organisations and functions actually contribute to competitive intelligence. This presentation will challenge how you are currently conducting competitive intelligence showing you how to utilise information from many non-traditional sources as an effective way of solidifying a valuable database of knowledge and to process that knowledge with efficient and effective methodologies. The presentation will also look at how to open up the intelligence process using concepts from open innovation to help your organisation develop real time information from Open Intelligence methodologies.

Key Take-Aways:

- Framework of the digital marketplace and implications for CI professionals
- Insight into tools and techniques for addressing data complexity in CI operations
- Effective mechanisms for building an open intelligence model in your organisation

B5 – Dealing with Fake News

Randy Pherson
Chief Executive Officer
Globalytica, LLC



Kathy Pherson
President
Globalytica, LLC

Fake news is becoming a scourge on society which is hampering public discussion and impacting productivity! Any company or corporate executive can become a target, and most companies lack a strategy to combat the threat. During this highly interactive session, we will be tapping into the expertise of the participants, building intellectual capital, and developing new techniques to better protect your organisation against these types of threats. We will explore what actions you can take as a competitive intelligence specialist to guard against fake news, what strategies and tools you can recommend to your company, and what broader societal actions your company should consider supporting.

Key Take-Aways:

- Identify categories of fake news and techniques for addressing data complexity in CI operations
- Framework to determine a fake news attack
- Blueprint to protect your organisation against fake news, and integrate your plan into your company's current defense architecture

12:00 – 12:05

Session to Session Travel Time

12:05 – 13:00

INTERACTIVE COACHING SESSION – How to Build a Strong CI Bench with Millennial & Gen Z Players

Michael O. “Coop” Cooper
Founder
Innovators + Influencers

Strong leaders always build a healthy, strong bench of talent for succession planning, to increase productivity and to share the workload. Yet, many are struggling to understand how to build a strong bench with Millennials (Gen Y) and Gen Z, who operate from a different set of values than previous generations. We'll explore the different value sets across the generations and how to build a strong, healthy bench of talent for our organisation.

Key Take-Aways:

- Critical factors in distinguishing between the differing values motivating the generations
- Best practices for adapting your leadership to harness Millennial values
- A plan to build a strong bench with current talent and identify any gaps that must be addressed

13:00 – 14:10

FOOD FOR THOUGHT - Networking Luncheon

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.

14:10 – 14:15

Session to Session Travel Time

14:15 – 15:15

Breakout Sessions – Customise Your Agenda!

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

B6 – Speed Dating with IBM Market Development & Insights (MD&I): Be Proactive, Provocative, and Predictive

Seda Tokcan
Manager, Market Insights and Competitive Intelligence
IBM Europe



Frank Schmidt
Senior Advisor, Competitive Intelligence
IBM Europe

Embracing opportunities and tackling challenges faced by a large MD&I organisation with the help of latest technologies and techniques to deliver actionable outcomes.

Key Take-Aways:

- Insights on Cognitive Computing: what it is and how IBM MD&I is experimenting with it internally
- Examples of Early Warning Thought Leadership and War Gaming - mitigating future competitive risks and driving business outcomes
- Best practices/examples for developing Battle Cards for IBM sellers

Get Your Hands on the 22nd Annual European Summit Executive Chronicles

Golden nuggets that will Continue to Add Value Post-Event.

Now you can have your very own detailed summary of the event presentations, content in the general session and from both the strategy and competitive intelligence tactical implementation sessions to bring back to your organization and team.

THE BENEFITS ARE NUMEROUS

- Access to all notes; let us do all of the note taking for you
- Take the event home to your teammates that were unable to attend
- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
- Huge savings for these esteemed chronicles for event participants
- Plus much, much more!

*SCIP makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.

PRICING

The all new **Annual SCIP European Summit Executive Chronicles: First Edition*** are now available for purchase.

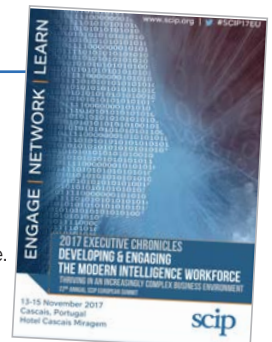
Participant Pricing:

Pre-event/On-site: €335 Post-event: €435

*PLEASE NOTE: Chronicles to be made available 6-8 weeks post event.

INTERESTED, AND WANT TO KNOW MORE?

Register for the event and check off the SCIP Chronicles option, or contact Matt McSweeney at 516-255-3812 or matthew.mcsweeney@frost.com



B7 – Storytelling: Getting Senior Management to Sit Up, Look, and Listen**Christina Sterenborg***Head of Strategic Intelligence @Strategy Europe
Deutsche Telekom AG***Stephanie Paulutt***Sales Director Intelligence & Security Solutions DACH
Bertin IT (former AML Software)*

During this presentation, it will be discussed how to deal with change management during the first years manually, and then as speed of change in the markets and within the organisation is accelerating, how DT has been answering this trend with the introduction of tools. The journey is still going on and change management plays an important role. As such, this presentation will address the most prevalent pitfalls, failures and roadblocks.

Key Take-Aways:

- Success factors for supporting teams in different units by utilising key information and tools
- Best practices for communication to create positive change
- Tools to adapt to the speed of change both within the market and the organisation

B8 – Customer Journey as a Source of Competitive Intelligence**Nuno Periquito***Head of Marketing
Celfocus*

In today's digital economy one of the most difficult strategic assets to replicate in any organisation are comprehensive and holistic customer journeys. In an age where organisations strive for competitive advantage by the creation of lasting and engaging relationships with customers, looking at their experience from a silos, touch point perspective is no longer acceptable or sustainable.

In this session we look at customer journeys from the life cycle perspective. You will learn how to create an integrated customer journey using a framework based on facilitation maps.

Key Take-Aways:

- Best practices for building engaging customer journeys
- Insight on how the intelligence community can play a role on defining and evaluating customers journeys
- Case history on how facilitation maps helped shaped product development

B9 – Are You the “Sherlock Holmes” of Intelligence? How to Find Competitor Information From Non-Traditional Sources and Connect the Dots**Joost Drieman***Vice President, Head of Intelligence Best Practices
mBrain*

We all want to know what the next strategic moves of our competitors will be, how much business they are generating, and how they position themselves. But, this type of relevant competitor information is often hard to find. What are the non-traditional sources we can tap into for useful information? And how do we connect the dots? In this interactive session we start by looking at a blueprint for the 5 different types of competition to understand what kind of information is relevant to gather. Furthermore, new entrants and substitutes (reference to the 5 forces model) will be examined. Utilising this information, we will discuss together what the type of non-traditional resources we can use, and identify what kind of competitor information is needed.

Key Take-Aways:

- Success factors to identify and engage non-traditional sources for competitor information
- Best practices for analysing and utilising non-tradition sources
- Insight on the 5 forces model and competition sub-types to identify critical information

B10 – International Spotlight: Gaining A Global International Perspective on Intelligence**Moderator:****Nigel Aston***Senior Advisor, Corporate Strategy
Amadeus IT Group***Dr. Avner Barnea***Head of Academic Track, MBA Program and Senior
Competitive Intelligence Consultant
Netanya Academic College***Christophe Bisson***Vice President
IIMP***Alessandro Comai***Chief Executive Officer
Miniera SL***Luis Madureira***Chair of SCIP Portugal
Partner
ÜBERBRANDS*

One of the major challenges for organizations in the global environment today are that approaches, trends, processes and acceptance of intelligence as a critical element in the decision equation varies depending on which country you are conducting your decision-support intelligence and relevant analytics in. Since most organizations must operate globally, understanding these variances is a major factor and of utmost importance. This session will highlight the similarities and differences in the regional understanding and awareness of decision-support intelligence's critical contribution to robust decisions, the uses of intelligence in business and the methodologies which are characteristic in different countries. Four long time practicing experts in the field will discuss the similarities, differences and challenges in their home territories of Portugal, Israel, Spain, France and Turkey. The audience will have an opportunity to ask direct questions after a brief summary and panel discussion.

Key Take-Aways:

- An understanding of this approaches and best practices in the representative countries within your organisation
- Two best practices that have resulted in successful return on investment and decision impact for organizations in the representative countries
- Insight into the future and growth potential of decision-support intelligence in the representative countries

15:15 – 16:00

Networking, Refreshment, and Exhibition Break

16:00 – 16:40

EXECUTIVE ADDRESS – Going Beyond CI: Shaping the Business Strategy and Conversation in Today's Radically Pivoting Industries

Joe Batista
Chief Creatologist
 Hewlett Packard Enterprise

How can individuals, teams and entire organisations connect, ignite and more importantly unleash collaborative intelligence networks designed to meet today's 21st century competitive landscape? We will explore innovative strategies that competitive intelligence professionals can leverage to drive competitive intelligence deeper into the business conversation and create an Agenda of value in today's radically pivoting industries.

Key Take-Aways:

- Lessons learned through examples, case studies, and new insights to activate your CI practice
- 5 strategies to exercise immediately within your organisation
- Tools to create a business conversation with CI insights

16:40 – 17:15

CAPSTONE – Prepare to Pivot: Agile Intelligence for an Agile Organisation

Volkmar Pflug
Vice President of Competitive Intelligence and Market Intelligence
 Siemens

Today's markets and competitive environments are more dynamic and complex; traditional analysis is not able to keep pace with that pace of change. Agile techniques, evolving from productivity tools along the supply chain, are a means to bring market and competitive analysis to a new level of effectiveness, borderless collaboration and thinking. Join us as we bring fresh perspectives on paradigm shifts that have the potential to both accelerate competitive intelligence and improve its effectiveness and impact.

Key Take-Aways:

- Insight into how to shift from linear analysis to incremental refinement
- A new structural approach for consideration, moving from a department of experts to self-organized teams involving stakeholders
- Truly interact differently with executive management, and capture their input and feedback in early stages
- Effective ways to realize the power of next gen project tools such as Kanban Boards

17:15 – 18:15

Networking Reception

18:30

Cascais@Night

The networking never ends...join your colleagues in this evening gathering to experience the magnificence of Cascais by night with a dinner you'll remember for years to come! Space is limited, be sure to RSVP.

WEDNESDAY, 15 NOVEMBER 2017

08:00 – 17:00

Registration Open

08:00 – 17:30

Summit Information Desk Open

08:00 – 08:45

Continental Breakfast & Exhibition

08:45 – 09:15

EXECUTIVE PERSPECTIVE – Interview on the Viability and Importance of Competitive Intelligence Within an Organisation

Alfredo de Matos
Vice President-Global Sales Excellence
 Voith GmbH & Co. KGaA



Nan Bulger
Chief Executive Officer
 SCIP

During this interview, Alfredo de Matos of Voith GmbH & Co. KGaA will share his dynamic and unique perspective on the importance of intelligence for decision making within an organisation. Attendees will hear from one of the largest global forces in sales excellence as he and Chief Executive Officer of SCIP, Nan Bulger, examine the following questions:

- How do you stay dynamic in your decision making strategies?
- Based upon the trends in the European Market, what is absolutely crucial for all companies to implement within their sales strategy in order to thrive?
- In a world of continuous disruption, especially in the technology landscape, how do you utilise market intelligence for both your strategic and tactical decisions?

09:15 – 09:55

KEYNOTE – Cyber Security is Outdated Without Cyber Intelligence

José Angel González Andrés
Internet Security Manager
 Telefonica

Internet security is a challenge for any company. The Internet is and will be at the core of your business; awareness of its ecosystem evolution of security is paramount for your strategy and to analyze the "cyber-environment". There are risks, threats, and attacks. However, there are also opportunities, better capabilities to analyze your competitors, reach your customers, and even discover and target hidden niches. Get to know new security requirements that open new knowledge possibilities.

Key Take-Aways:

- Insight into a cyber intelligence framework that improves the effectiveness of cyber security
- Fresh perspectives on the two "Cyber-sides" of the coin: cyber intelligence as the key tool to defeat threats and a proven way to find successful opportunities
- Awareness of the world superpowers' global strategy, including strategic and tactical (cyber)operations
- Best practices to protect your business based on cyber intelligence techniques

09:55 – 10:30

EXECUTIVE ADDRESS – The Impact of Artificial Intelligence Revolution on Corporate Strategy**Al Naqvi**
*President**American Institute of Artificial Intelligence*

In modern times, no corporate strategy is complete without Artificial Intelligence – yet so few executives know how to handle the most dynamic change in the history of human civilisation. Dubbed as the fourth industrial revolution, the power of AI is being unleashed all over the world. A new AI firm is being created every hour and billions are being invested. Add to that the fact that traditional tech firms are now getting into non-tech sectors. Executives not ready to respond to the onslaught of the AI revolution will find themselves unprepared and disadvantaged.

Key Take-Aways:

- Blueprint for the power of AI and how to integrate it in the strategies of firms
- Proven ways to link the powerful AI based strategic advantage with the Competitive Intelligence
- Perspectives on the role CI professionals need to play to stay prepared and enter the new era of Cognitive Competitive Intelligence

10:30 – 11:15

Networking, Refreshment, and Exhibition Break

– OR –

Informational Session on SCIP Mentoring Program

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

11:15 – 12:15

Breakout Sessions – Customise Your Agenda!

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

B11 – Predictive Analytics: Real World Application to Solve Business Challenges**Pardeep Dhanda***Vice President, Head of Business Analysis Practice*
Deutsche Bank

During this volatile and uncertain time, there has been a rise to new agile ways of working that require a shift in mind-sets and thinking. As such, thought leaders in the Agile field have developed techniques that enable organisations to reduce uncertainty and deal with risks early and often as opposed to the end of a project when it becomes more expensive to resolve.

Key Take-Aways:

- Agile best practices to succeed and be applied throughout diverse industries
- Action items that will allow industry professionals to thrive amidst unpredictability
- Identify risks and business challenges early in the project planning process in order to maximise success

B12 – Building a Strong Intelligence Reporting Function**Tina Bundgaard***Finance and Controlling Manager*
ToEcho

Would you like to build a portfolio of intelligence deliverables, but are stuck staring at a blank PowerPoint slide? In this session, intended for early exposure, we will discuss how to move beyond an endless stream of ad hoc reports to build a portfolio of reporting tools that are impactful, mindful of your audience, and won't take forever to build. We'll discuss when you, as a practitioner, should be flexible with the requests you receive, and when you hold your clients accountable. In short, how do you build a brand with your reporting, increase your effectiveness and keep your sanity intact?

Key Take-Aways:

- Insight into why SWOT Analysis, while simplistic, might be what your company needs
- How to report Threats and Weaknesses in realistic and constructive way
- How to take the 5-Forces and work it for your company (without calling it that)
- KITs – How to 'recast' them in a way that makes sense for people who can't tell a KIT from a KIT KAT)
- Why you need to think of your deliverables as "products" and how to track what is selling

B13 – Competitive IP Intelligence: Competitor Analysis Using Patents, Trademarks and Designs**Sintia Bos***Lead Intellectual Property Analyst*
Philips Intellectual Property and Standards

Within Philips Intellectual Property and Standards, market analysis, patent, trademark, and design analysis of competitors is combined in order to gain knowledge on their research and development direction, strategic focus, and future product introductions. This session will share examples of analysis results, and what this could mean for competition.

Key Take-Aways:

- Insight into the scope of Competitive IP Intelligence
- Guide to what IP Intelligence can tell you about your competition nuances in preparing senior management for the dynamics of continuous change 24/7, real time
- Examples of Patent, Trademark, Design analysis, and how you can apply this type of analysis to your business


B14 – CI Best Practices: How the World's Top Companies Mitigate Market Uncertainty**Peter Grimm***Chief Executive Officer*
Cipher

Complex business environments are the result of a number of shifts in the market which cause uncertainty. In an ever evolving world of increased competition and changing environmental context, how do you know which technologies are best for you to utilise, and how to you plan for the future based on what is learned? This session will dive into the cutting-edge technologies and best practices being used by today's CI practitioners in dynamic markets. Furthermore, this session will provide an in-depth overview, using real-life examples, of effective trend monitoring and strategic planning strategies designed to mitigate the risks of uncertain regulatory, political, and economic landscapes with a focus on the European and US markets.

Key Take-Aways:

- Case history on the challenges faced by top companies in the European and US markets and strategies to address these challenges
- Proven ways to utilise cutting-edge technologies and CI best practices used by top companies to drive success
- Insight on the advancements in trend monitoring and how to effectively leverage monitoring to identify market disruptors

B15 – Intelligence: A Critical Component of a Robust Corporate Defense Program

 **Sean Lyons**
Principal
R.I.S.C. International

A robust corporate defense program requires the cross-functional co-operation, collaboration, and integration of a number of specialist disciplines. It is crucial to look at the importance of corporate intelligence within the broader corporate defense program, from a strategic, tactical, and operational perspective. This session explores how corporate intelligence can be aligned and integrated into the other critical corporate defense components (e.g. governance, risk, compliance, security, resilience, controls and assurance).

Key Take-Aways:

- Lessons learned of the strategic importance of intelligence within a corporate defense program
- Framework for the intelligence vertical within corporate defense (CDM) management
- Insight on the inter-connectivity and inter-dependence between corporate intelligence and the other critical corporate defense components

12:15 – 13:20

FOOD FOR THOUGHT - Networking Luncheon

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

13:20 – 13:25

Session to Session Travel Time

13:25 – 13:40

Awards Ceremony

During this prestigious ceremony, recognition will be given to our winners of the Distinguished Members Award, and the Innovations and Advancement in Intelligence Award.

13:40 – 14:25

MOVER & SHAKER LIVE! - Case Study and Interview

 **Major General Neeraj Bali**
Retired Officer of the Indian Army

 **Nan Bulger**
Chief Executive Officer
SCIP

Based on true life Army operations – both on the strategic and the tactical planes, as well as from the intervention of social media into the security paradigm, Major General Neeraj Bali will underscore nine macro and critical lessons that are integral to Competitive Intelligence in the business world. The presentation will focus on key challenges that must be transformed into opportunities.

Key Take-Aways:

- An understanding of how Competitive Intelligence is not merely an issue of structures, procedures and data but of organisational culture
- How many elephants in the room – e.g. 'turf wars' between competing interests, 'strategic blindness' caused by outlier data and sluggishness in dealing with Social Media – are ignored and how to change that situation
- A guide to how Competitive Intelligence works in an asymmetrical environment where the weak can – and do – challenge the strong and the well-entrenched

14:25 – 14:55

Networking, Refreshment, and Exhibition Break

14:55 – 15:55

Breakout Sessions – Customise Your Agenda!

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

B16 – Expanding to New Geographies: Market Intelligence Meets Footprint Optimisation


 **Davide Maiello**
Head of Market and Business Intelligence, Europe and CIS
Knauf

The session will demonstrate how to move from a “prescriptive intelligence” to “predictive intelligence” to “optimization”; a simple solution for modeling a complex environment with infinite possibilities/variables. This session will empower intelligence professionals to address C-level needs and priorities with data driven market intelligence driving market forecasts.

Key Take-Aways:

- Insight on how to move from a “gut feeling” company to a data driven organisation
- Framework to answer board questions with the weapons of a data driven analytical marketer
- Success factors that influence company strategy

B17 – Managing Global Intelligence Across Business Units and Product Lines

 **Anjusha Chemmanur**
Market Intelligence Manager
Travelport

As businesses get increasingly complex in a highly competitive environment, staying on top of intelligence gets complicated. This session will dive into what challenges we face and how to address them, how to recognise potential competitors be it a startup, a small scale business or a multinational. We will look at frameworks and techniques, that will assist the intelligence professional in assimilating intelligence across the organisation and disseminating the same, in a relevant and timely manner to support key strategic decision making.

Key Take-Aways:

- A detailed look at challenges faced and critical factors to be considered, when gathering and managing intelligence across regions, business units and product lines
- Successful ways to utilise internal and external sources and best practices used to drive success in building a dynamic CI platform
- A framework for how organisations can build intelligence and translate that into a competitive advantage

B18 – Customer Experience: Leveraging Industry Best Practices to Accelerate Customer Experience Maturity

Brett Safford
Vice President, Digital and Customer Experience
Proactive Worldwide



Christine Ripoll
Senior Manager, Service Marketing and Development
Amadeus

Many corporations today are facing challenges in successfully executing on the mandate to make digital experience strategy a key priority. This session will highlight how Amadeus revitalised its online self-services platform, implemented state-of-the-art tools, and realised a competitive and efficient end-to-end online customer journey.

Key Take-Aways:

- Outcomes of an online self-service benchmark study of B2B companies undertaken in order to better understand industry trends and to identify best practices
- Insight into the critical need to establish an aligned corporate wide online presence, with uniform standards and strategy across all business units
- Ways to help individual business units to visualise the benefits of the final outcome (benefits for customers, the business units and the corporation)

LL - Learning Labs: Featuring Demonstrations of Tools, Frameworks, or Best Practices in Intelligence

Note: Participants will rotate through 3 different learning labs in a 60-minute time period

1. Battle Cards

Daphne Nieland
Competitive Intelligence Analyst
Ernst & Young

Learn how to engage the internal community and enhance effectiveness and collaboration!

2. Balanced Scorecard Framework

Aleksey Savkin
Chief Executive Officer
BSC Designer

Communicate strategy more effectively and engage workforce in company objectives.

3. Foresight Strategy Cockpit Online Platform

Tanja Schindler
Senior Consultant
4strat

Learn how to manage uncertainty with purpose and start shaping the future in 10 minutes or less!

B19 – The Next Generation of CI Adventure: THE “I” FACTOR. A Competition in Creating Competitive Advantage Through Intelligence Best Practices: Team Presentations

** For Participants of the “I” Factor Only*



Erik Glitman
Chief Executive Officer
Fletcher/CSI

On the last day of the SCIP conference, you and your team will have a chance to present your solutions to top intelligence leaders from across the globe, who will review each teams' solution based on a specific criteria, and award the best one with free registration to the 2018 SCIP Europe event.

15:55 – 16:00

Session to Session Travel Time

16:00 – 16:30

EXECUTIVE ADDRESS – Leveraging Big Data for Early Identification Around Disruptive Technologies

Stephanie Hughes
Founder
Super-h, LLC

In March 17, 2015, CNN Money ran the following headline, “This flying car will be ready for take off in 2017”. Fast forward to July, 2017 and Wired magazine recently ran this headline, “Can’t Decide What Kind of Flying Car to Get? Try These 10. Today, we have companies from Israel, Slovakia, China and Germany to the U.K., France and the U.S. competing to introduce their version of the technology advancements around safety and infrastructure development will have to be solved, along with regulatory advancements, before we can expect a future of personal flying cars lifting themselves off crowded highways and zipping traffic-free to their destination. Today, the complexity of so many emerging technologies requires an understanding of adjacent technologies and regulatory procedures that often originate outside of the industry of focus. Technology sequence analysis is one way that organisations, governments and industries have tried to make sense of the robustness of these enabling technologies and the timeline associated with their introduction. However, the volume and speed at which scientific research is accelerating is making it nearly impossible for even the most knowledgeable expert to stay current with research in their own industries let alone those that might come from outside their industry. Today the use of big data search tools can help identify emerging trends around disruptive technologies well before many of the experts have fully grasped their impact.

Key Take-Aways:

- A new forecasting model to better anticipate and take advantage of the rapidly changing technological landscape that surrounds them
- A framework for how organisations can build search breadth, search depth and search speed and translate that into competitive advantage over peer organisations
- Insight into how intelligence experts can enhance their value as uniquely positioned to own this new corporate function

16:30 – 17:00

CAPSTONE KEYNOTE – Pay Attention and Take Action...Even if You Expect to Fail: Methods of Building Courage

Itzik Amiel, Adv.
Founder and Chief Executive Officer
THE SWITCH Bestselling Author

Courageous employees seek to break down obstacles in the workplace. Their active engagement of their coworkers helps everyone produce more efficiently, create stronger workplace relationships and increase collective knowledge. This is particularly important for Strategic & Competitive Intelligence professionals, where internal communication barriers are often the toughest to break through. In today's loud world, people forget how to connect by giving genuine attention to others. Every Strategic & Competitive Intelligence professional is playing a major role in the "Connecting Age". They help companies to build strong connections to expand their business and switch relations into revenue and results. While most of the steps toward being a "courageous" employee involve taking action, in this practical and experimental presentation we invite you to take a more reactive role by discovering the magical power of ATTENTION. This session will explore how you, as a Strategic & Competitive Intelligence professional, should use "Attentional Leadership™" to increase your impact, deeply connect with your (internal and external) relationships, and build your brand within the company. Winning ways will be revealed to create and maintain real connections inside and outside your company (industry). This presentation is based on Itzik Amiel's global best seller, 'The Attention Switch.'

Key Take-Aways:

- Practical strategies to build your social capital asset and courage by creating and delivering what's valuable to others
- Framework to building an inventory of the best qualities you have in engaging others & how to activate them every time to deliver with courage
- Proven authentic ways to accelerate conversations and influence outcomes without fear

17:00 – 17:05

Closing Remarks

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

SPONSORS

Publisher and integrator of software solutions, Bertin IT provides a range of products & services covering defense-in-depth of sensitive information systems and critical infrastructures and advanced processing of multi-formats data (text, image, audio, video) for digital intelligence applications such as open-source intelligence, strategic intelligence (AMI Software), media-monitoring and speech analytics (Vecsys).
www.bertin-it.com



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 +1.843.763.2150

22nd Annual SCIP European Summit

13 - 15 NOVEMBER 2017 | Hotel Cascais Miragem | Cascais, Portugal

*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 AVAILABLE FOR AN ADDITIONAL FEE

MONDAY, 13 NOVEMBER 2017

WORKSHOPS

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

08:30 - 16:30

Full Day Workshops: €814

- ☐ **WS1** - CI 100 - Foundations of Competitive Intelligence
- ☐ **WS2** - Strategic Planning Basics for the Intelligence Professional
- ☐ **WS3** - Strategic Foresight: Early Warning for Seasoned Decision Makers

08:30 - 11:30

Half-Day Workshops: €407

- ☐ **WS4** - Integrated Intelligence Professional and Closing the Financial Skills Gap

13:30 - 16:30

- ☐ **WS5** - Dynamic Competitive Landscape: Development & Tracking

SELECT YOUR REGISTRATION CATEGORY:

MAIN CONFERENCE REGISTRATION:

| | REGULAR | ONSITE |
|---------------------------------|---------------------------------|---------------------------------|
| SCIP Members | <input type="checkbox"/> €1,513 | <input type="checkbox"/> €1,673 |
| New Members (Includes Join Fee) | <input type="checkbox"/> €1,700 | <input type="checkbox"/> €1,900 |
| Non-Members | <input type="checkbox"/> €1,919 | <input type="checkbox"/> €2,160 |
| Academic/Student/Government | <input type="checkbox"/> €1,392 | <input type="checkbox"/> €1,549 |
| Group Member Rate 5 or more | <input type="checkbox"/> €1,271 | <input type="checkbox"/> €1,472 |
| Group Member Rate 3 or more | <input type="checkbox"/> €1,312 | <input type="checkbox"/> €1,392 |
| Solution Provider Member | <input type="checkbox"/> €2,135 | <input type="checkbox"/> €2,135 |
| Solution Provider Non-Member | <input type="checkbox"/> €2,373 | <input type="checkbox"/> €2,373 |

DAILY REGISTRATION:

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

NETWORKING AVAILABLE FOR AN ADDITIONAL FEE:

TUESDAY, 14 NOVEMBER 2017

- ☐ Cascais@Night€85

ADDITIONAL READING MATERIALS:

- ☐ SCIP EUROPEAN SUMMIT EXECUTIVE CHRONICLES-PRE EVENT.....€335

Session selections continue on the next page.

MONDAY, 13 NOVEMBER 2017

SCIP SEMINARS

Register for any combination of the following four SCIP Seminars.

12:30 - 13:30

- ☐ Intelligence for Corporate Strategic Communications, PR and Brand Image

13:30 - 14:30

- ☐ Social Market Intelligence: A Real Time CI "How To"

14:45 - 15:45

- ☐ The Use of "Business War Gaming" to Create Intelligence and Outsmart Competitors

15:45 - 16:30

- ☐ How to Benchmark with the Global Intelligence Market

TUESDAY, 14 NOVEMBER 2017

11:00 - 12:00

Customise Your Agenda!

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

- ☐ **B1** - Intelligence Function setting the Stage for a New Company Vision/Mission
- ☐ **B2** - Accurate Market Sizing and Segmentation: Its Critical Role in Decision Making
- ☐ **B3** - Gaining an Early Read at Speed: Pushing the Boundaries of What's Possible with Social Media Intelligence Chapter 2
- ☐ **B4** - Open Innovation: Applying the Model to Conceptualise a New Approach to Strategic Intelligence
- ☐ **B5** - Dealing with Fake News

WEDNESDAY, 15 NOVEMBER 2017

11:15 - 12:15

Customise Your Agenda!

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

- ☐ **B11** - Predictive Analytics: Real World Application to Solve Business Challenges
- ☐ **B12** - Building a Strong Intelligence Reporting Function
- ☐ **B13** - Competitive IP Intelligence: Competitor Analysis Using Patents, Trademarks, and Designs
- ☐ **B14** - CI Best Practices: How the World's Top Companies Mitigate Market Uncertainty
- ☐ **B15** - Intelligence: A Critical Component of a Robust Corporate Defense Program

TUESDAY, 14 NOVEMBER 2017

14:15 - 15:15

Customise Your Agenda!

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

- ☐ **B6** - Speed Dating with IBM Market Development & Insights (MD&I): Be Proactive, Provocative, and Predictive
- ☐ **B7** - Storytelling: Getting Senior Management to Sit Up, Look, and Listen
- ☐ **B8** - Customer Journey as a Source of Competitive Intelligence
- ☐ **B9** - Are You The "Sherlock Holmes" Of Intelligence? How To Find Competitor Information From Non-Traditional Sources And Connect The Dots
- ☐ **B10** - International Spotlight: Gaining A Global International Perspective on Intelligence

WEDNESDAY, 15 NOVEMBER 2017

14:55 - 15:55

Customise Your Agenda!

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

- ☐ **B16** - Expanding to New Geographies: Market Intelligence Meets Footprint Optimisation
- ☐ **B17** - Managing Global Intelligence Across Business Units and Product Lines
- ☐ **B18** - Customer Experience: Leveraging Industry Best Practices to Accelerate Customer Experience Maturity
- ☐ **LL** - Learning Labs: Featuring Demonstrations of Tools, Frameworks, or Best Practices in Intelligence
- ☐ **B19** - The Next Generation of CI Adventure: THE "I" FACTOR. A Competition in Creating Competitive Advantage through Intelligence Best Practices: Team Presentations*

**For Participants of the "I" Factor Only*

SPECIAL DIETARY NEEDS:

- ☐ Vegetarian
☐ Kosher
☐ Nut Allergy
☐ Other _____

I WILL BE STAYING AT THE EVENT VENUE:

- ☐ Yes
☐ No

*Book your hotel room by 11 October 2017 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"/> Other _____ |
| <input type="checkbox"/> Financial Services | |
| <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/Advertising |
| <input type="checkbox"/> Business Intelligence | <input type="checkbox"/> Marketing Research |
| <input type="checkbox"/> Business Research and Analysis | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Competitive Intelligence | <input type="checkbox"/> Product Management |
| <input type="checkbox"/> Information Technology | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Marketing/Market Intelligence | <input type="checkbox"/> Strategic Planning |
| | <input type="checkbox"/> Other _____ |

CATEGORISE 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

11/7/17