Certified Analytics Professional (CAP-I)
Intensive Certification Program
LEARN. SERVE. GROW.

Monday 13 November 2017
Hotel Cascais Miragem
Cascais, Portugal

SCIP University

Certified Analytics Professional Program
Workshops / Classes / Training On-Demand

This immersive program is designed to provide and then build on the skills needed for success in the intelligence discipline. It delivers 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.

Integrated Intelligence™ & Strategy Skills	Data Analytics for Decision-Making	Technology & Visualizations	Introduction to Competitive Intelligence

The SCIP Certified Analytics Professional (CAP) Program Certification is rooted in our one of a kind professional development program called **LEARN. SERVE. GROW.**

Your training is not a set of courses but an immersion in a set of solutions that
- ✓ help to teach the individual necessary decision support skills **[LEARN]**
- ✓ volunteer opportunities, best practice share, chapter participation **[SERVE]**
- ✓ and enablement to utilize those skills in practical areas with hands on training, speaking and publishing opportunities **[GROW]**

In order to complete the Certified Analytics Professional (CAP) Intensive Certification, participation in one or more of the events listed below is required:

- SCIP International Women's Roundtable & Reception (Fulfills **GROW** requirement)
- CI AdventureProgram* - See Conference Brochure for details
- Make 5 new connections at a SCIP networking event while at the Conference (Fulfills **GROW** requirement)
- SCIP Mentor Program (Fulfills **SERVE** requirement)

8:30 AM – 12:30 PM   **SPJ-CI-01-Core- Professional Development in CI Fundamentals - A Practicum**
Break: 10:00-10:15   David Kalinowksi, President, Proactive Worldwide, Inc.

Seeking to strengthen essential skills to build or enhance your company's core CI capability? This four-hour CI fundamentals intensive course focuses on the most important elements you need to develop to deliver high quality results to business leadership that provides impact and value. Through interactive and engaging dialogue related to practical, real-world scenarios, you will:

- Learn how to build a CI strategy and capability roadmap
- Understand methods to manage 7 stakeholder expectations
- Get tips on conducting research and building networks
- Gain insight on 3 key analytical tools
- Hear the formula to demonstrate the value of CI

12:30 PM - 13:30 PM   **SPJ-CU-01-Core- Introduction to Customer Intelligence, Insights and Analysis**
Working Lunch Session   Monica Angelova, Managing Director, Intelligence Pathways

Competitive Intelligence and Customer Insights are integrated functions and Integrated Competitive Intelligence Professionals need to understand both in order to obtain the full landscape and be able to respond to the marketplace. The session will focus on customer needs and competitor analysis as a way to build a plan and meet market demands.

Key Take-Aways:
- An overview of customer insights and CI. Professionals will gain an understanding of the differences and linkages between CI and Customer Insights, two functions that are often in silos, but should be working directly with one another.
- An overview of customer insights typical studies and methodologies. Participants will develop basic skills and introductory understanding in areas such as basic survey structure/ development and understanding of customer insights tools and methodologies such as Net Promoter Score [NPS], Attitude and Usages Studies [A&U] and more methodologies that help you gain relevant market insights.
- Understand better how the digitalization process has affected the entire marketing research function and customers insights and look into top trends in 2017 in terms of customer insights.

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13:30 PM – 14:30 PM　　**SPJ-CI-43-Elective - 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

14:30 PM – 15:30 PM　　**SPJ-CI-42-Elective - Intelligence for Corporate Strategic Communications, PR and Brand Image**
Break: 15:00-15:15
Dr. Ruben Arcos, Ph.D, Deputy Director
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. In this course, participants will learn:
* How to analyze the communication dimension and the stakeholder environment and publics affecting your organization.
* 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.

15:30 PM – 16:30 PM　　**SPJ-CI-44-Elective - 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.