



SCIA

Swiss Competitive Intelligence Association

SCIA ½ Day Seminar

“Your Educational Options in CI”

Tuesday - September 29th, 2009 from 16:00

Restaurant Au Premier in Zurich (within the Zurich Main Railway Station)

*From CI basics to world class CI teams; graduate and post-graduate education, CI certificates, trainings, external workshops, publications and ...
Keeping an edge in a competitive intelligence profession*

Session Speakers and Panel Discussion Participants:

On site:

Monika Giese (Switzerland), Toni Nagle (United Kingdom), Rainer Michaeli (Germany), Stefan Schuppisser (Switzerland)

TeleCon:

Alessandro Comai (Spain), Bonnie Hohof (US) and John Prescott (US)

Your questions:

SCIA is conducting a survey prior to the event in order to be able to steer the discussions into the right direction and to set the focus right. Please help us understand your needs for CI education <http://www.swisscia.org/education-survey-2009>

Survey participation deadline: September 25th

Admission/Registration:

The event is free of charge for SCIA members.

Non-members are welcome to join at a fee of CHF 80 (to be paid at event)

Please sign up by September 25th using <http://www.swisscia.org/registration-20090929>

SCIA Event Program for 2009

MARCH 24	<i>„ABB’s Business Intelligence Program“</i> Daniel Niederer Head of Strategy Controlling & Operations Group Function Corporate Strategy ABB
JUNE 25	<i>„World-class CI Organizations: Academic Model vs. Reality “</i> Monika Giese, Basel
SEPTEMBER 29	<i>„Education in Competitive Intelligence“</i> ½ Day Symposium with various presenters
NOVEMBER 24	<i>„Career Planning in Competitive Intelligence“</i> Speaker TBA
DECEMBER 8	<i>SCIA General Assembly</i>

Non-members are welcome to join at a fee of CHF 50 per evening event and CHF 80 for half-day event.

Location: Au Premier Conference Rooms, Bahnhofplatz 15, Zürich

Events begin at 6:30 PM, with the exception of the symposium on the Sept. 29th, which will start at 4PM.

About SCIA

The Swiss Competitive Intelligence Association was founded in June 2006 to promote the exchange of experience, knowledge and ideas through an informal platform.

Membership is open to individuals and corporations with an interest in advancing a positive awareness and perception of competitive intelligence among key users and opinion leaders.

The Board

T. Egger, U. Fernandez, K. Kobel ,
R. Lazzarotto, M. Seppä, J. Thieme

Location

The conference rooms of *Au Premier* are easily accessible from the Zürich main railway station

