



SCIP 2011 European Summit

8 -10 November 2011
Vienna, Austria
Austria Center Vienna

www.scip.org

“The SCIP Summit is always a great way to update my CI skills and **knowledge** while networking with my peers, colleagues and gurus from all over the world.” • “This is a vital event for competitive and strategic planning professionals. The conference sessions are **highly informative** and the networking opportunities are essential for our community.” • “Came away with useful framework which I will bring to my next organization.” • “Excellent case studies, good strategic overviews, and the group exercises were **very valuable.**” • “The speakers explained concrete **techniques** that I can develop and practice.” • “I came to polish my skill set and got to **learn** from industry thought leaders.” • “Great opportunity to **network** with both front-line practitioners and big **industry leaders.**” • “The workshops provided the type of veteran content I had been looking for.” • “Excellent event to hear the **latest trends** in the field of strategy and competitive intelligence.” • “High energy program with thought-provoking and **inspiring** sessions. Exciting to be a part of it.” • “Broadened my perspective to hear about other industries' **best practices** that I can implement in my company.” • “Gained exposure, broadened my contact base, and explored vendor solutions.” • “Tremendous opportunity to exchange ideas and best practices with colleagues in competitive intelligence.” • “I value **engaging** with this professional support network and building relationships with other competitive intelligence practitioners.” • “This is the place to **reinvigorate** your CI career.”

SCHEDULE-AT-A-GLANCE

Schedule at a Glance is preliminary and will be updated as information becomes available.

TUESDAY, 8 NOVEMBER 2011

- 08:00 - 17:00 Registration
- 08:30 - 09:00 Continental Breakfast
- 09:00 - 17:00 Workshop #1 – War Gaming for Veterans
Workshop #2 – CI 101
- 10:30 - 10:45 Morning Break
- 12:00 - 13:00 Lunch
- 15:00 - 15:15 Afternoon Break

WEDNESDAY, 9 NOVEMBER 2011

- 08:00 - 17:00 Registration
- 08:00 - 08:45 Continental Breakfast and Exhibition
- 08:45 - 09:00 Welcome and Opening Remarks
- 09:00 - 09:45 GENERAL SESSION – To Be Determined
- 09:45 - 10:15 KEYNOTE SESSION – To Be Determined

CONCURRENT TRACKS:

Design a program structure to meet your individual needs.

- Track 1:** Analysis Tools
- Track 2:** Competitive Intelligence and Strategy
- Track 3:** Competitive Intelligence Communication
- Track 4:** Gaining Influence for the Competitive Intelligence Unit
- Track 5:** Innovation and the Competitive Intelligence Process
- Track 6:** Structuring and Modifying a Competitive Intelligence Unit

10:20 - 11:20 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 2** How to Forecast Competitors' Actions in the Most Effective Way (Case History)
- Track 4** Competitive Intelligence Advantage: A Community-Content-Service Approach (Case History)
- Track 1** Going Beyond Google: Gathering Internet Intelligence (Interactive Breakout)
- Track 2** Recipe for Successful Wargaming: Great Competitive Intelligence is an Essential Ingredient (Interactive Breakout)

11:20 - 11:50 Networking, Refreshment and Exhibition Break

11:50 - 12:35 Town Hall Ask the Experts Panel Discussion

Ask the Experts Panel featuring Scott Leeb, Vice President Business Intelligence, Prudential Retirement; Kurt Kobel, Market Research Manager, Phonak; Michael Bernaiche, Strategic Planning Manager, Dunkin' Brands; Dr. Martin Grothe, Complexium GmbH, and Jens Thieme, Global Head of Program Management, Custom Manufacturing, Lonza.
OR
Solutions Wheel

12:35 - 13:55 Business Lunch

13:55 - 14:55 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 4** The Internal Politics of CI Activity: A Case-Study Analysis (Case History)
- Track 2** Setting Up an Information Space and a Research Agenda for Competitive Intelligence (Case History)
- Track 2** Using Competitive Intelligence to Maximize Value Proposition Alignment (Interactive Breakout)
- Track 1** Information Collection and Analysis Model for Emerging Markets (Interactive Breakout)

14:55 - 15:25 Networking, Refreshment, and Exhibition Break

15:25 - 16:25 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 1** The Art and Science of Competitive Intelligence (Case History)
- Track 5** How to Effectively Integrate Competitive Intelligence into the Innovation Process (Case History)
- Track 4** Competitive Intelligence Consultancy Skills: Becoming a Trusted Advisor to Your CEO (Interactive Breakout)
- Track 1** How to Effectively Use Geo-Intelligence for Competitive Intelligence (Interactive Breakout)

16:30 - 17:30 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 4** From Challengers to Champions: Earning Support from Senior Executives (Case History)
- Track 4** Tactical Credibility: Your Strategic Calling Card (Case History)
- Track 2** Successfully Managing Customer Push-Back: Essential Tools for the Competitive Intelligence Professional (Interactive Breakout)
- Track 6** Managing the Information Overload: How to Distil Information into Insights (Interactive Breakout)

17:30 - 18:30 Networking Reception

THURSDAY, 10 NOVEMBER 2011

08:00 - 12:00 Registration

08:00 - 08:45 Continental Breakfast and Exhibition

08:45 - 09:00 Opening Remarks

09:00 - 10:30 Mega Trends Session

10:35 - 11:35 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 1** Bull's Eye Analysis: A Marriage of Competitor, Management and Blindspot Analysis (Case History)
- Track 3** Communication Platform for International Small and Medium Enterprises (Case History)
- Track 4** Scenario Technique: A Strategic Competitive Intelligence Tool (Interactive Breakout)
- Track 1** Competitive Intelligence and Social Media (Interactive Breakout)

11:35 - 12:05 Networking, Refreshment, and Exhibition Break

12:05 - 13:05 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 4** Collaboration: The Most Important Critical Success Factor for Competitive Intelligence (Case History)
- Track 4** Securing C-Suite Buy In for Your Competitive Intelligence Unit (Case History)
- Track 3** How to Effectively Use Technology to Tap Intelligence from Internal and External Resources (Interactive Breakout)
- Track 2** The Master Plan: A Framework for Competitive Intelligence Operational Success (Interactive Breakout)

13:05 - 14:25 Business Lunch

14:25 - 15:25 CONCURRENT TRACKS – Interactive Breakout and Case History Sessions

Choose **one** of the following:

- Track 4** From Customer Service to Customer Relationship Management: How to Use Competitive Intelligence to Improve the Customer Strategy (Case History)
- Track 2** Defend Yourself: Everyone Doesn't Play by the Same Ethical Rules (Case History)
- Track 5** Are Intelligence Lessons Identified from National Security Transferrable to CI? (Interactive Breakout)

Track TBD To Be Determined (Interactive Breakout)

15:25 - 15:55 Networking, Refreshment and Exhibition Break

15:55 - 16:40 Top Takeaways Panel

16:40 SCIP 2011 European Summit Concludes

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