
Amsterdam

**2009 European Competitive Intelligence Summit
November 4 - 6**



**Join the largest annual
gathering of competitive
intelligence professionals
in Europe**

Preview and Registration Program

**Brought to you by the Society of Competitive
Intelligence Professionals and BI-Kring/SCIP Benelux**

CI in E

Experience the best education and networking in competitive intelligence at the 2009 European Competitive Intelligence Summit in Amsterdam



The city of Amsterdam

Exciting and Relevant Education Tracks

Risk Management and Competitive Intelligence

Strategic risks might be compared to competitive intelligence from the internal scope of organizations. Examples are: big initiative failures such as IT and CRM projects, customers leave, loss of brand power, the industry sector becomes a no-profit zone, and the company stops growing.

CI's Position: Roles and Responsibilities from Single Practitioner to Multi-National Corporation

In many ways, CI is defined more by the needs of each organization than it is by common tools and methods. This track will examine successful characteristics that apply to all CI practitioners, and those that are unique.

Ethics and Primary Collection

Naturally 'ethics' and 'primary collection' are not the entire value proposition of competitive intelligence. Being able to address the "so what?" and "what's next?" is ideally what decision makers are wanting from competitive intelligence.

Analysis in Action from 'So What?' to 'What's Next?'

Information does not truly become intelligence until analysis is added to research. This crucial step in the process adds the insight needed to drive action in our organizations and is an integral step in assisting management to make informed decisions.



Full details and registration at
www.scip.org

Counter Intelligence: Proactive Protective Measures for Sensitive Company Intelligence

This track will explore the unique contribution of CI professionals in order to prepare for, to avoid, and to respond to ethical attack attempts by competitors. Matters in the gray zone, or borderline, being unethical or even illegal shall also build the context of protective measures companies must consider in this front.

Intelligence 2.0

Today, a clear trend is that companies applying CI as a managerial discipline aim to move beyond the central analysis team and involve the entire organization, much as other "support processes" such as quality management gained ground during the 1990s. It is not a far-fetched forecast to argue that the coming decade will be a new era for CI.

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Keynote Stéphane Garelli

Compelling Keynote Speakers

Stéphane Garelli is a world authority on competitiveness and has pioneered research in the field for 25 years. Garelli is a professor at IMD (Institute of Management Development) Lausanne, where he heads the World Competitiveness Centre. His keynote address is sponsored by Aurora WDC and Rodenberg Tillman & Associates of The Netherlands.

Second-day keynote speaker **Peter Richardson** leads multiple aspects of market and competitive intelligence at Nokia, including the generation of all Nokia's core market forecasts.

Keynote address sponsored by



Marcus Obal



Grand Hotel Krasnapolsky

Historic Accommodations

The NH Grand Hotel Krasnapolsky dates to 1865 and is home to the well-known Wintergarten restaurant. For more information and to book a room at our promotional conference rate, visit our website at www.scip.org.

Pre-Conference Workshops

The Metric-Based Competitive Assessment [MCBA], How to Build Best in Class Metric Based Competitive Assessments that provide for real Early Warning and Risk Assessment

Nanette Bulger of Philips Healthcare, Anca Costea and Mauricio Benavente of Covidien
CI professionals at all levels will benefit by learning to identify and apply metrics to the development of competitor profiles and know which metrics will be important in determining a competitor's ability to succeed in various markets.

From Firefighters to Futurists - Developing World Class CI

Hans Hedin of Global Intelligence Alliance Group, Jens Thieme of Ciba - Part of BASF
This workshop provides a hands-on learning experience about the key elements of a modern CI function and their development options. It will identify and describe CI process elements, organizational setup options, the various scopes of a CI function, tools potential, cultural status, driving forces and key success factors.

Bridging the Communications Gap Between Practitioners and Executives

Scott Leeb of Prudential Retirement, Eduardo Flores Bermudez, M.D. of Bayer Schering Pharma AG
This workshop will begin by establishing a framework for understanding how senior executives think, what drives them, and what it means for the provision of competitive intelligence. This will be accomplished through a group exercise and discussion of the critical questions that executives need answered.

Integrating Competitive Intelligence and Business Strategy to Enhance Valuable Decision Making

Avner Barnea of Ono Academic College
The first part of this session will focus on models of integration, to create the best value to the decision-making process in a corporation. The second part will be a comprehensive analysis of a case study that will be presented and discussed in the class through active involvement of the attendees.

For full descriptions, presenter biographies and to register, visit www.scip.org

SUMMIT REGISTRATION FORM

How to Register

- Register **online** at www.scip.org: click on the Amsterdam banner, or
- Complete the form below and return it to SCIP via **fax** to: +1.703.739.2524, or
- Mail** to:
 SCIP Registration
 1700 Diagonal Rd., Suite 600
 Alexandria, VA 22314, USA

Promotional Code:
EUROearly

No VAT!

An education waiver from the Dutch government means that attendees are not subject to a 19% VAT charge.

Step 1. Select Your Registration Category:

Full Registration	Early (Ends September 14)	Regular (Ends October 23)	On-Site
SCIP Members	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,325	<input type="checkbox"/> \$1,425
New Members* (Includes Join Fee)	<input type="checkbox"/> \$1,495	<input type="checkbox"/> \$1,620	<input type="checkbox"/> \$1,720
Non-Members	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,720	<input type="checkbox"/> \$1,820
Academic/Student/ Government**	<input type="checkbox"/> \$805	<input type="checkbox"/> \$905	<input type="checkbox"/> \$1,005
Group Member Rate [†]	<input type="checkbox"/> \$1,150	<input type="checkbox"/> \$1,275	<input type="checkbox"/> \$1,375

Daily Registration

SCIP Members	<input type="checkbox"/> \$777	<input type="checkbox"/> \$877	<input type="checkbox"/> \$977
New Members* (Includes Join Fee)	<input type="checkbox"/> \$924	<input type="checkbox"/> \$1,024	<input type="checkbox"/> \$1,124
Non-Members	<input type="checkbox"/> \$1,013	<input type="checkbox"/> \$1,113	<input type="checkbox"/> \$1,213
Academic/Student/ Government**	<input type="checkbox"/> \$457	<input type="checkbox"/> \$557	<input type="checkbox"/> \$657

Canal Tour

\$95 \$95 \$95

* complete membership application on reverse ** contact SCIP for eligibility requirement [†]per person, groups of five or more

Step 2. Select Pre-Conference Workshops (additional cost)

Wednesday, November 4

- | | Member | Non-member |
|--|--------|------------|
| <input type="checkbox"/> 9:15 a.m. - 1 p.m.: The Metric-Based Competitive Assessment [MCBA], How to Build Best in Class Metric Based Competitive Assessments that provide for real Early Warning and Risk Assessment | \$776 | \$1105 |
| <input type="checkbox"/> 9:15 a.m. - 1 p.m.: From Firefighters to Futurists - Developing World Class CI | \$776 | \$1105 |
| <input type="checkbox"/> 1:45- 5:30 p.m.: Bridging the Communications Gap Between Practitioners and Executives | \$776 | \$1105 |
| <input type="checkbox"/> 1:45- 5:30 p.m.: Integrating Competitive Intelligence and Business Strategy to Enhance Valuable Decision-Making | \$776 | \$1105 |

Dates and times are subject to change. Confirm details at www.scip.org

Step 3. Provide Registrant Information

First Name _____ Last Name _____

Title _____

Organization _____

Address _____

City _____

State/Province, ZIP/Postal Code, Country _____

Telephone _____ Fax number _____

Email _____

Method of Payment

Enclosed is a **check** in the amount of: _____

Payment by credit card

VISA Master Card American Express

Amount to be charged _____

Card number _____

Card expiration date _____

Card security number (VISA and MC, last three digits on back of card; AMEX four digits above account number) _____

Cardholder name (please print) _____

Cardholder signature _____

For payment by wire transfer, please contact SCIP Member Services at memberservices@scip.org or +1.703.739.0696. All prices are in U.S. dollars.

Policies

Cancellation policy and fees: All requests for refunds must be made in writing. For requests received within 72 hours of registration, no cancellation fee will be incurred. Should you be unable to attend for any reason, please inform us IN WRITING no later than 21 days prior to the start date of the event. A credit voucher for the full registration amount will be issued or, if requested, a cash refund, less a 20% cancellation fee. **No refunds or credits will be given for cancellations received less than 22 days prior to the event start date. There are no exceptions to these policies.**

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.

Brought to you by



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 SCIP Benelux

SCIP MEMBERSHIP APPLICATION

Personal Information

First Name	Last Name
Title	
Organization	
Address	
City	
State/Province, ZIP/Postal Code, Country	
Telephone	Fax number
Email	

SCIP Membership Options

SCIP membership is NOT transferable. SCIP has a strict policy of not selling your contact information.

- 1-year membership:** \$295 **3-year membership:** \$785
 2-year membership: \$540 **Lifetime membership:** \$1995 (all figures in U.S. dollars)
 Student: \$25 (verification from the school registrar must accompany student applications)

Please contact the SCIP administrative office to register

- Group:** Applicable to colleagues from the same organization who sign up multiple members.
2-9 individuals per company, pay \$275 per year, per person
10 or more individuals per company, pay \$220 per year, per person

Benefits of membership for all categories include:

- Six (6) issues yearly of the *Competitive Intelligence Magazine*
- Twenty-two (22) issues of *SCIPonline*, a bi-monthly newsletter
- Members are kept abreast of the latest news in competitive intelligence
- Members-only discounts on publications
- Deep discounts on SCIP education and training meetings and virtual learning
- Access to local CI networks (chapters in select areas)

Foundation Contribution

The CI Foundation conducts and supports research on emerging issues and key trends that affect the practice of competitive intelligence and its ability to support key decision-makers and their organizations. Member dues assist in the day to day operations of the Society by supporting and building upon our infrastructure. Donations expand our programs to meet the myriad needs of our members. Financial gifts from professionals like you secure our future by building a strong foundation.

Please consider giving a tax deductible donation to the CI foundation.

- Please add \$ _____ to my membership renewal payment to be applied as contribution to the work and activities of the CI Foundation.

Payment Options

- Enclosed is a check in the amount of US\$ _____**
Checks should be made payable to: SCIP, 1700 Diagonal Road, Suite 600, Alexandria, VA 22314
 Payment information is included on the reverse 2009 European Summit registration form, as I am jointly registering as a member and for the conference.
 Payment by Credit Card: Visa MasterCard American Express

Amount to be charged _____

Card number _____

Card expiration date _____

Card security number (VISA and MC, last three digits on back of card, AMEX four digits above account number) _____

Cardholder name (please print) _____

Cardholder signature _____

For wire transfers please contact SCIP at +1.703.739.0696

Member's Pledge to the SCIP Code of Ethics

- * To continually strive to increase the recognition and respect of the profession.
- * To comply with all applicable laws, domestic and international.
- * To accurately disclose all relevant information, including one's identity and organization, prior to all interviews.
- * To avoid conflicts of interest in fulfilling one's duties.
- * To provide honest and realistic recommendations and conclusions in the execution of one's duties.
- * To promote this code of ethics within one's company, with third-party contractors and within the entire profession.
- * To faithfully adhere to and abide by one's company policies, objectives, and guidelines.

By signing and submitting this form, I pledge that all my CI activities are executed and performed well within the parameters of the SCIP Code of Ethics. I understand that SCIP has authority to terminate my membership at any time if SCIP determines that my CI activities are in direct violation of the SCIP Code of Ethics.

Your Signature: _____

Professional Role

To help us better assist you, please complete the following information.

What industry best describes your company:

(i.e. telecommunications, pharmaceuticals, manufacturing, etc): _____

Your professional role in CI: (please select one option that best describes you)

- Academic Consumer
 Practitioner Vendor

Which of the following best describes your functional title in relation to your professional role in CI:

If academic (please select one)

- Professor Associate professor
 Undergraduate Graduate
 Post-doctorate
 Other (please specify if other) _____

Type of program (please select one)

- Engineering Library science
 Business/management
 Intelligence
 Other (please specify if other) _____

If practitioner (please select one)

- Analyst Advisor
 Librarian/information specialist
 Journalist/writer
 Project manager
 CI trainer/instructor
 Other (please specify if other) _____

If consumer (please select one)

- CEO/president/principal
 Vice president
 Product manager
 Engineer
 Account manager
 Department manager
 Consultant
 Other (please specify if other) _____

Department type

- Strategy/planning
 Marketing/advertising
 Sales/business development
 Manufacturing
 R&D/engineering
 Finance
 Human resources
 Information technology
 Services
 Legal
 Business development
 Other (please specify if other) _____

If vendor (please select one)

- Data sources
 Software/solutions
 Other (please specify if other) _____

Gender: Male or Female

Year began practicing CI: _____

Approximate number of employees within organization: _____

Date: _____

FORM EUR09

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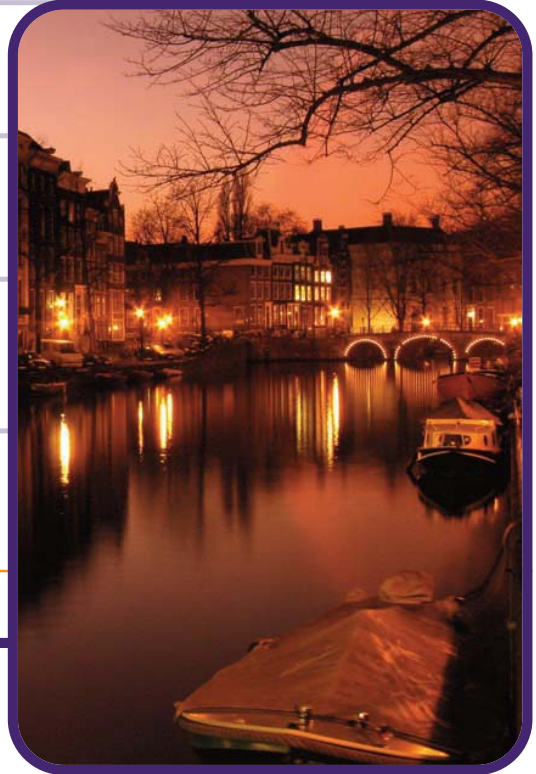
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*as of the date of printing



Canal Tour

See scenic Amsterdam as you float through in the city's central canals. Catered by Amsterdam's premiere restaurant Quatfass, attendees will be guaranteed a memorable experience full of entertainment, great food, and good times.



1700 Diagonal Road, Suite 600
Alexandria, Va. 22314, USA

Register today at www.scip.org