



3rd Annual International Conference SCIP CZECH

Date: November 26-27, 2007
Place: Hotel Cechie Praha
Prague, Czech Republic
Language: English

Conference Schedule

Main program

Monday, November 26, 13:00 - 23:00, 120 places

Price: (EB...early bird = paid to October 26)

SCIP Member:	EB 115 EUR / 150 EUR
SCIP Non-member:	EB 150 EUR / 200 EUR
SCIP Member Student:	EB 115 EUR / 150 EUR
SCIP Non-member Student:	EB 150 EUR / 200 EUR

13:00 – 13:30 Opening Speeches – VIPs

13:30 – 15:00 Key Note Speaker: **Joseph Rodenberg** (Holland, Rodenberg Tillman & Associates)

Why position CI on a par with functions that report directly to the Board?

- Competitive Intelligence in Europe in 2010
- Marketers desperately need CI to survive anyway
- How other companies have organized their CI competency, including a state-of-the-art business case: the objectives, structure, organization, results and return on investment of competitive intelligence

15:00 – 15:30 Coffee Break & Networking

15:30 – 16:15 **Milena Motta** (Italy, Strategie & Innovazione)

Management of the innovation: how CI helps in shaping the company strategy

16:15 – 17:00 **Mattias Asplund** (Sweden, IKEA)

Sourcing Intelligence – Using Competitive Intelligence to support your purchase and supply chain activities

17:00 – 17:30 Coffee Break & Networking

17:30 – 18:15 Presentation of CI Institute & Discussion

18:15 – 19:00 Dinner

19:00 – 23:00 Golf & Entertainment

Main program

Tuesday, November 27, 09:00 - 17:00, 120 places

Price: (EB...early bird = paid to October 26)

SCIP Member: EB 75 EUR / 100 EUR
SCIP Non-member: EB 100 EUR / 130 EUR
SCIP Member Student: EB 60 EUR / 80 EUR
SCIP Non-member Student: EB 80 EUR / 110 EUR

09:00 – 09:45 **Joseph Rodenberg** (Holland, Rodenberg Tillman & Associates)

Don't position intelligence as marketing intelligence, please!

09:45 – 10:30 CI application (case study, best practices)

10:30 – 11:00 Coffee Break & Networking

11:00 – 11:30 CI application (case study, best practices)

11:30 – 12:00 **Tomas Vejlupek** (Czech Republic, Tovek)

Mapping the Competitive Landscape

12:00 – 12:30 CI application (case study, best practices)

12:30 – 13:30 Lunch & Networking

Track 1

13:30 – 14:00 CI application (case study, best practices)

14:00 – 15:00 SCIP CZECH projects

15:00 – 15:30 Coffee Break & Networking

15:30 – 16:15 **Richard Papik** (Czech Republic, Charles University)

Open Sources Mining

16:15 – 17:00 Discussion

Track 2

13:30 – 15:00 Workshop: **Comintell & Tovek** (Sweden & Czech Republic)

15:00 – 15:30 Coffee Break & Networking

15:30 – 17:00 Workshop: **Comintell & Tovek** (Sweden & Czech Republic)

Workshop Prescott & Comai

Tuesday, November 27, 09:00 - 17:00, 30 places

Price: (EB...early bird = paid to October 26)

SCIP Member: EB 450 EUR / 600 EUR
SCIP Non-member: EB 600 EUR / 800 EUR
SCIP Member Student: EB 450 EUR / 600 EUR
SCIP Non-member Student: EB 600 EUR / 800 EUR

Workshop: **John E. Prescott & Alessandro Comai** (USA, University of Pittsburgh & Spain, University of Pompeu Fabra)

How To Build a World Class CI Function

09:00 – 10:30 Workshop: **Prescott & Comai**

10:30 – 11:00 Coffee Break & Networking

11:00 – 12:30 Workshop: **Prescott & Comai**

12:30 – 13:30 Lunch & Networking

13:30 – 15:00 Workshop: **Prescott & Comai**

15:00 – 15:30 Coffee Break & Networking

15:30 – 17:00 Workshop: **Prescott & Comai**

SCIP CZECH

2nd International Affiliate of SCIP - Society of Competitive Intelligence Professionals
Registered under No. VS/1-1/61354/05-R, IC 27004040, Chrudimska 2, 130 00 Prague 3
Phone: +420 603434043, E-mail: info@scip-czech.cz, Web: www.scip-czech.cz, www.scip.org