

Pathway to a World Class Competitive Intelligence Function

July, 20 2007 – Barcelona (Spain), Hotel Sansi

Optional!
Special events
for enjoying
Barcelona



INSTRUCTORS

John E. Prescott

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DEA (Esade) and Ph.D. candidature (ESADE), University of Pompeu Fabra.

by EMECOM Ediciones

Executive Competitive Intelligence Education

... as soon as you get close to the target ... you will win the game!



WORKSHOP INTRODUCTION & FOUNDATION

Competitive Intelligence represents a “formalized, yet continuously evolving process by which the management team assesses the evolution of its industry and the capabilities and behavior of its current and potential competitors to assist in maintaining or developing a competitive advantage” (Prescott and Gibbons, 1993).

The CI function can be divided into two main activities: (a) the operation, which includes working on intelligence products and project involving the gathering, analyzing and dissemination of intelligence based on intelligence requests from managers and (b) the administration, which focuses on the activities, actions and resources needed to manage the operational activity. These two activities interact; both are necessary for an effective world-class CI function.

Most of the literature has focused on various aspects of CI operations such as collection techniques and analytical methods. Designing the administration structure of a CI function has been primarily examined in an ad hoc manner.

The framework used in the workshop, based on a three years research project, reveals how to design a CI administration to achieve a world-class standard.

REASONS TO PARTICIPATE

This workshop provides a hands-on approach for establishing a world-class competitive intelligence capability. In Phase 1, participants use a diagnostic tool to assess their level of CI capability in nine areas central to world-class status. Phase 2 engages participants in a dialogue involving the activities and skills necessary to achieve world-class status in each of the nine factors. Phase 3 utilizes the outcomes of the previous phases as inputs into creating a pathway to enhancing and evolving participants’ CI functions. The nine-factor framework was developed based on interactions with world class CI functions and existing literature. The framework has been applied and enhanced through interactions with CI functions in North America, Europe and Asia. Participants will be provided with the diagnostic tool, prescriptive activities and skills required for success in each of the nine factors and a pathway template.

1. Apply the nine factor world-class CI framework to diagnostically assess your position relative to world-class CI operations.
2. Explore prescriptive activities and skills required for success for each of the nine factors.
3. Design a pathway to enhance and evolve your CI function towards world class capability.

METHODOLOGY

This workshop will offer a hands-on approach for establishing a world-class CI capability. The workshop has been designed to be highly interactive which comprises a mixture of short presentations, small-group activity and plenary discussion.

Sharing imperative: participants are asked to be highly contributive during the entire workshop session so that each company will be able to obtain new and fresh insight for their CI function.

AUDIENCE

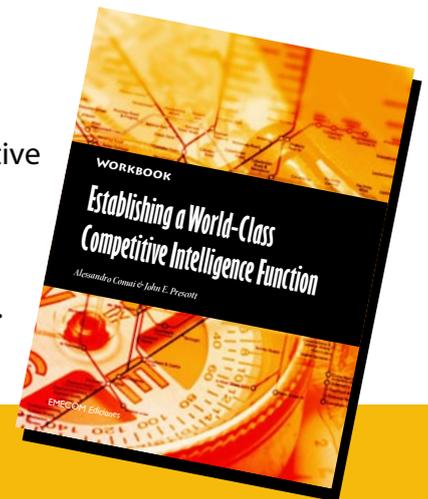
Directors, Deputy Directors and Heads of Competitive Intelligence/ Analysis / Information, Business Analysis, Business Intelligence, Strategic Analysis/ Information, Marketing Forecasting, Knowledge Management, Business Development, Sales and Marketing, Scientific Affairs.

PROGRAM

This full-day workshop is divided in 5 phases (see Table below).

MATERIAL

- Copy of the 102 pages workbook "Establishing a World-Class Competitive Intelligence Function". This book have a value of 280 Euros.
- Complementary readings.
- Copy of presentations and other related material which includes the prescriptive model and a final overall feedback of the entire workshop.
- Workshop Certificate.



Workshop Program

- | | |
|---------------------------------------|--|
| 1 - Introduction
(45min) | This part of the workshop will begin with an introduction to a World-Class CI model, expressed in terms of outcome statements incorporating the key choices that must be made in defining what CI capability is best suited to the needs of an individual organization. |
| 2 - Benchmarking
(1,5 h) | In this part participants are asked to compare their companies' current positions against the World-Class CI model. A tool will be employed to compare achievement against the world-class objective. Companies will therefore identify the strengths and weaknesses of their CI function and select what aspects need urgent improvement. |
| 3 - Roadmapping
(1,5 h) | This part will take a longer-term perspective, addressing the issue of how to bridge the gap between current position and medium-long term target. |
| Luncheon (1,5 h) | |
| 4 - Strategizing
(2,5 h) | This part of the workshop is designed to identify actions that can be taken for achieving a better position against the World-class model. The companies will examine the key 9 dimensions of the model and discuss how to achieve a better position. Small groups of companies will work in several areas and presentations will be done to the others companies as a way to share the findings and their knowledge. Participants will discuss and compare the difficulties they have encountered in implementing their CI function and the ways they have overcome them. |
| 5 - Action Planning
(1,5 h) | This part of the workshop is designed to identify and prioritise the developments needed, and to prepare provisional action plans. |

INSTRUCTORS

John E. Prescott,
Ph.D., Thomas O'Brien Chair of Strategy, University of Pittsburgh.

Prescott was a founding member of SCIP and served as president from 1991-1992. He is currently on the board of directors and a trustee of the CI Foundation. He is a Fellow, Meritorious Award recipient, a finalist for the Faye Brill Service Award, and an international advisor of the Society of Competitive Intelligence, China. Prescott was the executive editor of the Competitive Intelligence Review and co-editor of the Journal of Competitive Intelligence and Management. He is the author and/or editor of four books and more than 80 articles. Prescott designed the first MBA course in competitive intelligence and in 1986 was awarded the Valley Forge Honor Certificate for Excellence in Economic Education. In 1996 he designed and implemented the first Web-based CI course. His research focuses on dynamic competitive rivalry, alliance networks, and technology strategy.



Alessandro Comai,
DEA (Esade) and Ph.D. candidate (ESADE), University of Pompeu Fabra.

Ph.D. candidate at ESADE business school (URL) he holds a BSc (Honor) in Engineering and an MBA from the University of Pompeu Fabra, Barcelona (Spain). At the moment he is an associate professor of the University of Pompeu Fabra, (Barcelona, Spain) and it was a visiting professor at Tampere University of Technology (Tampere, Finland) where he researches and teaches Competitive Intelligence. He has written several articles and papers about CI and he is doing several researches about competitive intelligence. He is co-author (with Joaquín Tena) of the books "Mapping & Anticipating the Competitive Landscape" and "Inteligencia Competitiva y Vigilancia Tecnológica" and co-author of the report "Software for Technological Patent Intelligence". He is currently the director of the Spanish competitive intelligence magazine (PUZZLE - Revista de Inteligencia Competitiva) and he was an editorial member of the "Journal of Competitive Intelligence and Management" (2003-2006).



PRICE AND INFORMATION

Price: 800 €

Early Bird: 680 € (ends June 15)

Place: Hotel Sansi, Barcelona (Spain).

Date: July 20, 2007 (from 09.00- 17.30)

Language: English

EMECOM Ediciones

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WORKSHOP REGISTRATION FORM

Complete the form below and return it to EMECOM Ediciones via fax +34.93.5801354 or by mail.

Family Name _____ First Name _____

Title _____ Organization _____

Address _____

Address _____ City _____

Postal Code, Country _____ Telephone _____

email _____

1 WORKSHOP REGISTRATION: 680 € (before June 15) 800 €

Special Events *(Friday night and Saturday)*

Do you want enjoy Barcelona? Here 2 additional events to participate

SPANISH DINNER*
All the participants of the Workshop are invited to joint the authors for a special dinner at the "Los Caracoles". This restaurant is a very characteristic place in Barcelona.
Price: 60 € - Friday at 20.00 - July 20, 2007.

BARCELONA TRIP*
As you may know, Barcelona is a beautiful city. If you have planned to stay for the week-end, joint us in our trip around the city. The Lanch will be done at a restaurant in the port.
Price: 79 € - (It includes: minibus, guide and lunch) - Saturday 09.00-17.00 - July 21, 2007.

Method of Payment

Enclosed is a check in the amount of: _____ €

By Credit Card. Please use one of the following link to make payment:
680 Euros: <http://www.emecom-ediciones.com/pagoFactura.php?imp=680.00&ref=WEB>
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IBAN: BSABESBB 0081-0002-46-0001447449
Swift: ES5400810002460001447449

HOTEL REGISTRATION

Hotel Sansi (4 stars)
C. Diputación, 234, 236 – 08007 Barcelona.
Phone: +34.93.3040707 – Fax: +34.93.3040708
Web: www.sansihoteles.com

Price: 120 Euros (single/double occupancy).
When booking your room, please mention that you will be a participant of the Workshop (Please ask for Mrs. Lidia). EMECOM Ediciones has booked a limited number of rooms. The deadline date to guarantee the special pricing for the rooms is June 30, 2007.

Others

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. 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.

(*) Please reserve these special event/s before June 30, 2007. If you are interested to invite another person, please add the number 2 in the check-box and make payment.



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