

F R O S T & S U L L I V A N

16th Annual Competitive Intelligence 2009

A Frost & Sullivan Executive MindXchange



Strategic Competitive and Market Insights to Propel Profit and Growth

January 11-14, 2009
InterContinental New Orleans
New Orleans, LA

*See page 4 for program information
and Schedule-at-a-glance*

*See pages 19 for a list of our Featured Solution
Providers onsite*

Dear Colleague,

Frost & Sullivan has redesigned and redefined the industry "event" and created the Executive MindXchange - a true culmination of executives brought together under one roof to exchange ideas and foster new solutions for their industry.

"Tell me and I forget. Teach me and I may remember. Involve me and I learn."

- Benjamin Franklin

Frost & Sullivan Executive MindXchanges are highly interactive and consistently successful. With that in mind, you will walk away with best practices as well as long lasting relationships and solid business contacts.

The 16th Annual Competitive Intelligence 2009: A Frost & Sullivan Executive MindXchange, promises to be one of the best interactive forums yet! To help you outperform the competition, we have designed this program to give you new energy and fresh ideas to make a difference in corporate direction and executive decision-making. This is an opportunity like no other. It is the only place to be to network and learn from other seasoned practitioners with cross-industry perspectives. The discussions are interactive and incredibly candid. Dedicated tracks focus on: For the Advanced CI Executive: Driving Strategic Direction and Decision-Making, Competitive Intelligence in Action; Marketing Research and Intelligence in Action; and Building and Cultivating World Class Capabilities. It's a one-stop shop for all of your competitive intelligence needs.

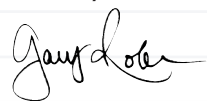
Our events have been called "roadmaps to achieve excellence", because participants benefit from the only event that:

- Brings high level executives together under one roof
- Adds networking opportunities in the form of fun
- Provides relevant, real-world presentations, topic discussions, and tools to apply best practices
- Combines the expertise of a stellar speaker roster with an audience tracking at nearly 80% director level or above
- Delivers candid discussions with other industry peers on what works
- Has 80% interactivity of varied events to build long lasting bonds among participants

Don't miss the event that people plan their year around – the event designed to provide both strategic and tactical information that, according to our participants, is immediately applicable. Frost & Sullivan Executive MindXchanges are the events that everyone is talking about. Join me at the 16th Annual Competitive Intelligence 2009: A Frost & Sullivan Executive MindXchange and see what you've been missing.

I look forward to working with you soon.

Sincerely,



Gary Robbins
Vice President/Partner
Events Division
Frost & Sullivan



Who Will Participate

Every executive seeking competitive advantage through CI, including:

- Vice Presidents, Directors, and Managers of:
 - Competitive Intelligence
 - Market Intelligence
 - Customer Intelligence
 - Technical Intelligence
 - Business Intelligence
 - Business Development
 - Strategic and Corporate Development
 - Strategic, Business, and Market Analysis
 - Strategic Marketing Executives
 - Marketing Research Executives
 - Business Research Managers
 - Special Librarians

CONTENT HIGHLIGHTS

- Four New Dedicated Tracks!
 - For the Advanced CI Executive: Driving Strategic Direction and Decision-Making
 - Competitive Intelligence in Action
 - Marketing Research and Intelligence in Action
 - Building and Cultivating World Class Capabilities
- 20 Interactive Sessions! Case Histories! Executive Insights!
- Concurrent Luncheon Workshop Topics Include:
 - Translating Access into Influence: The Importance of Strategy and CI/MR
 - Scenario Planning for Strategic Action
 - The Holy Grail: A True Framework for Measures of Effectiveness and ROI
- Mover & Shaker Live! Interview with a CI Luminary!
- Solutions Wheel: A One-of-a-Kind Client/Solution Provider Speed Date!
- Town Hall: An Open Mic Brainstorming Forum!
- Ice Breakers, Networking Reception, and Wine and Dine
- Vegas Night! Mardi Gras Party!

INDUSTRY INSIGHTS AND CASE HISTORIES BY:

- AARP
- Battelle Memorial Institute
- Bell Canada
- Best Buy Company
- Citigroup
- Covidien
- Diebold Global Security
- Frost & Sullivan
- Intercontinental Hotels Group
- Kimberly-Clark
- McKee Nelson LLP
- Motorola
- Northrop Grumman Corporation
- Prudential Retirement
- The Coca-Cola Company
- Thermo Fisher Scientific
- University of Phoenix at Arizona
- USAA
- US Army
- Verizon Business
- Visa
- W.W. Grainger, Inc.

PARTIAL LIST OF PAST PARTICIPANTS**3M**

AARP
Alltel Wireless Communications
Anthem BCBS
Assembleon
AstraZeneca Pharmaceuticals
AT&T
ATK
Audio Technica
Avaya

BAE Systems
Bank of Montreal
Basell North America, Inc.
Bendix Commercial Vehicle Systems, LLC
Bennett Jones LLP
BlueCross BlueShield of Florida
BMO Private Client Group
Boeing

Cisco Systems, Inc.
Citrix Systems
Clorox Company
Comcast
Corning Incorporated

Diageo North America
Dow Chemical Company
Dunkin Brands, Inc.

Eastman Chemical Company
Eli Lilly
Emerson Electric
Emulex Corporation
Eset
Ethicon Endo Surgery

Federal Signal Corporation
Fike Corporation

Game Ready
GE Energy Financial Services
General Dynamics
General Motors Corporation
GXS Corporation

Hamamatsu
Henkel Corporation
Home Depot

Intel Corporation
Intuit
IPValue Management
ITT Industries

Johnson & Johnson
JPMorgan Chase

Kennametal
Kimberly-Clark Corporation
KONE

Lockheed Martin Space Systems

Mary Kay, Inc.
Medrad, Inc.
Millennium Pharmaceuticals
Motorola Corporation

National Research Council
Nokia
Northrop Grumman Corp.

Olympus America, Inc.
Ortho-Clinical Diagnostics

Philips Medical Systems
PMMI
Principal Financial Group

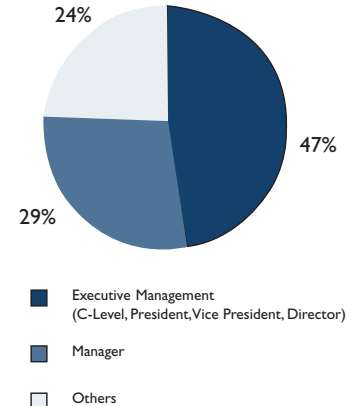
Research in Motion
Robert Bosch Corporation

Sage Software Healthcare, Inc.
SAIC
Sanofi-Synthelabo, Inc.
Saskatchewan Trade & Export Partnership
Schneider Electric
Seagate Technology, Inc.
Specialty Minerals, Inc.
StillSecure

Tekelec
The McGraw-Hill Companies
The World Bank
Thermo Fisher
Thomson Legal & Regulatory
Thunderbird Learning
Consulting Network
T-Systems North America, Inc.

Verizon

W.W. Grainger
Wells Fargo
Wonderware Corporation
Wrigley

Past Participant Profile**Media Partners**

The CEO Refresher ... brain food for business!

SUNDAY, JANUARY 11, 2009 – NETWORKING DAY

- 8:30am** Registration for Tour of New Orleans
- 9:00am** Tour of New Orleans
- 5:00pm** Sponsorship Orientation Reception
- 6:00pm** Vegas Night!
- 8:30pm** Pre-Registration and Event Preview for Participants and Thought Leaders
- 8:30pm** Speaker Orientation Meeting

MONDAY, JANUARY 12, 2009 – GENERAL SESSION AND EXHIBITION

- 7:30am** Registration, Continental Breakfast, and Exhibition
- 8:15am** Ice Breaker, Welcome, and Introduction
- 8:30am** EXECUTIVE BULLETIN - The CEO 360 Degree Perspective: Delivering a Comprehensive View of Markets, Competition, and Customers
- 9:15am** SUCCESS STORY - Adapting to the Changing World of Intelligence: Speed, Simplicity, Perspective
- 10:00am** Networking, Refreshment, and Exhibition Break

CONCURRENT TRACKS:

Design a program structure to meet your individual needs.

Track 1: For the Advanced CI Executive: Driving Strategic Direction and Decision-Making

Track 2: Competitive Intelligence in Action

Track 3: Marketing Research and Intelligence in Action

Track 4: Building and Cultivating World Class Capabilities

- 10:30am** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns. Choose **one** of the following:
- BP1. When Tactical Becomes Strategic
- BP2. Building Blocks of an Effective Early Warning System
- BP3. Growing Strategically and Systematically into Adjacencies: Leveraging Research to Explore Platforms Related to Your Core Business
- BP4. Don't Get Put on the Shelf: Delivering and Disseminating Intelligence Relevancy
- 11:30am** INTERACTIVE
- Solutions Wheel - Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.
- Runs concurrently with:**
- Doing More with Less: Join your peers for an open mic forum to share and discuss ideas on how Research and CI functions can continue to provide value with constrained resources.
- 12:30pm** The Power Lunch - Networking Discussions Hosted by Industry Leaders
- Practitioners and solution providers host a menu of luncheon Roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.
- 1:30pm** CONCURRENT CASE HISTORIES - Choose **one** of the following:
1. Managing Ad Hoc: Understanding Stakeholders' Needs and Priorities
2. Breaking Down CI Silos with Web 2.0 Tools
- 2:15pm** CONCURRENT CASE HISTORIES - Choose **one** of the following:
1. Anticipating Competitive Threats to Your Global Growth Strategy
2. What Do I Do? The First 100 Days in Office
- 3:00pm** Networking, Refreshment, and Exhibition Break
- 3:30pm** INTERACTIVE - Ask the Experts! Panel Discussion: Powerful CI and MR Collaborations: Integrating the Dynamics of Markets and Competition for a 360 Degree Environmental Analysis
- 4:30pm** EXECUTIVE INSIGHT - Balancing Internal & External CI Resources in Winning New Business
- 5:15pm** Networking Reception
- 7:00pm** Meet in Lobby for Wine and Dine Departure

TUESDAY, JANUARY 13, 2009 – GENERAL SESSION AND EXHIBITION

- 8:00am** Continental Breakfast and Exhibition
- 8:30am** Ice Breaker and Overview

- 8:45am** KEYNOTE - Translating C-Level Objectives into Strategic Planning and Market Strategy: How to be Dynamic as the Organization Evolves
- 9:30am** EXECUTIVE INSIGHT - It's All in the Execution: Cultivating an Integrated Stakeholder Team to Take Action on Your Intelligence
- 10:15am** Networking, Refreshment, and Exhibition Break
- 10:45am** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns. Choose **one** of the following:
- PC1. Strategic Thinkers Only: Open Mic Forum for Executives with a Core Focus on Strategy
- PC3. Ratcheting Up a Notch: Improving the Actionability of Research Data in a B2B Environment
- PC4. Show Me the Money! Rising to the Omnipresent Challenge of Constrained Resources
- GTM 1. SPECIAL FEATURE Breakout Session - Entrenching the Business Value of a Competitive Intelligence Function
- 11:45am** INTERACTIVE
- Town Hall - Don't miss the opportunity to join your peers for an open mic forum to discuss the biggest challenges and the hottest topics facing you every day.
- 12:30pm** Food for Thought - Networking Luncheon Featuring Thought Leader Hosted Discussions
- Thought Leaders host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.
- 1:30pm** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns. Choose **one** of the following:
- TT1. Growth Innovation Intelligence Using the CI Portfolio Management Model
- TT2. Survive and Prosper in a Challenging Economy: How to Beat Your Competitors by Aligning with Your Customer Value Proposition
- TT4. Don't Cut Me or My Budget! Real Ways for You and Your CI Function to Avoid Becoming Extinct
- 3:00pm** Networking, Refreshment, and Exhibition Break
- 3:30pm** MOVER & SHAKER LIVE! Interview with a Leader in Competitive and Market Intelligence
- 4:15pm** CEO INSIGHTS PANEL - The CEO Growth Team: Competitive Strategy Growth Champions
- 5:00pm** Panel Concludes
- 5:00pm** 2009 Growth Excellence in Best Practices Awards Reception and Banquet
- 6:15pm** Mardi Gras Party! Mardi Gras - the Masks, the Music, and the Traditions!

WEDNESDAY, JANUARY 14, 2009 – GENERAL SESSION AND EXHIBITION

- 8:00am** Continental Breakfast and Exhibition
- 8:30am** Ice Breaker and Overview
- 8:45am** KEYNOTE - Devil's Advocate: Communicating the Ramifications of Global Shifts and Business Transformations
- 9:30am** Networking, Refreshment, and Exhibition Break
- 10:00am** INTERACTIVE Breakout Sessions - Create, Communicate, and Connect Participant-driven discussions focusing on your key challenges and concerns. Choose **one** of the following:
- RT1. Corporate Blindspots in Emerging Markets
- RT2. Wargaming: Defensive Positioning to Win New Business
- RT3. Balancing Quantitative and Qualitative Research
- RT4. Getting Started: Establishing a CI/MR Unit
- 11:30am** INTERACTIVE - 30 Take-Aways in 60 Minutes! Stretching the Buck: Leveraging CI Software
- 12:30pm** Concurrent Luncheon Workshops
- Choose **one** of the following:
- WS1. Translating Access into Influence: The Importance of Strategy and CI/MR
- WS2. Scenario Planning for Strategic Action
- WS3. The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI
- 5:00pm** Workshop and Executive MindXchange Concludes

Sunday

January 11, 2008

Networking Day

DAY ACTIVITY

8:30am Registration for Tour of New Orleans**9:00am New Orleans City Tour and Natchez Cruise Combo**

We'll start off on a tour of The Big Easy and end up on the Mighty Mississippi! Bring plenty of business cards and be prepared for a day devoted to the history of New Orleans. Beginning in the heart of the French Quarter in Jackson Square, you'll visit St. Louis Cathedral, home to St. Louis cemetery, one of the area's more colorful "Cities of the Dead". It's a comfortable and easy way to make connections with event participants as the tour makes its way around Lake Pontchartrain and follows the path of the St. Charles Avenue streetcar past the homes of former kings and queens of Mardi Gras, stately mansions, and the Garden District.

Then it's onto the cruise! Experience the days of Tom Sawyer and Huck Finn, back when cotton was king and the livin' was easy, as this authentic riverboat drifts down the slow and graceful current of the Mississippi. Enjoy the views of the "Crescent City" - from the steamboat's sunny outdoor decks or from climate-controlled interior decks - and unwind, meet, and mingle with colleagues as you get ready for the exciting days ahead.

Transportation and boxed lunches are included. Spaces are filling up so register today!

EVENING ACTIVITY

6:00pm Vegas Night

What's your game? Whether it's Craps, Blackjack, Roulette, or Texas Hold'em, place your bets! It just may be your lucky night! Stick around as we conclude the evening with an exciting auction filled with tons of prizes! And don't worry, because what happens at Vegas Night, stays at Vegas Night!

Hosted by:

PROACTIVE
WORLDWIDE OUT IN FRONT™



Monday

January 12, 2009

GENERAL SESSION AND EXHIBITION

7:30am Registration, Continental Breakfast, and Exhibition

Relaxation Station Monday - Tuesday
Hosted by:



INTERACTIVE

8:15am Ice Breaker, Welcome, and Introduction

Patrick Nugent
 Executive MindXchange Chairperson
 Frost & Sullivan

EXECUTIVE BULLETIN

8:30am The CEO 360 Degree Perspective: Delivering a Comprehensive View of Markets, Competition, and Customers

David Frigstad
 Chairman of the Board
 Frost & Sullivan

There is a great potential for the CI function to provide a powerful impact on the CEO's ability to drive corporate growth. Unfortunately, the average CEO today has a major disconnect with the competitive intelligence function that greatly hinders this potential positive impact. This presentation will cover the causes for this disconnection between the CI function and the CEO and will address specific strategies on how to reconnect the CI function with the CEO and provide a very significant return on investment.

Key Take-Aways:

- Insight on the CEO's point-of-view as to how the competitive intelligence, market intelligence, and marketing research functions support the CEO's perspective in the strategic decision-making process
- Best practices for delivering a holistic view of markets, competition, and customers to your CEO
- Steps to take in reconnecting the CI function with the CEO in an environment of changing customer demographics and changing business models

SUCCESS STORY

9:15am Adapting to the Changing World of Intelligence: Speed, Simplicity, Perspective

Joseph E. Goldberg
 Senior Director, Corporate Intelligence
 Motorola

The corporate pressures of quarterly results, very short decision deadlines and the increasing fear of being surprised in a dynamic and changing global environment have reached unprecedented levels. It is imperative that we adapt to a world where time horizons are not defined by five year plans...or even three year or eighteen month visions. Now, foresight can be defined by weeks not years. The critical issue facing intelligence is speed.

Key Take-Aways:

- Insight on how intelligence professionals need to adapt constantly to changing end-user realities
- Introduces "The Intelligence Mosaic" - A new framework on intelligence flow and the hidden context
- Examples on how to adapt to changing end-user realities

CONCURRENT TRACKS:

Design a program structure to meet your individual needs.

Track 1: For the Advanced CI Executive: Driving Strategic Direction and Decision-Making**Track 2:** Competitive Intelligence in Action**Track 3:** Marketing Research and Intelligence in Action**Track 4:** Building and Cultivating World Class Capabilities**10:00am** Networking, Refreshment, and Exhibition Break

INTERACTIVE

10:30am Breakout Sessions - Create, Communicate, and Connect

Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:**BPI.** When Tactical Becomes Strategic

CO-FACILITATORS:

Mario Thériault
 Chief Executive Officer
 Shift Central

Wendy L. Bernero
 Chief Marketing Officer
 McKee Nelson LLP

During this interactive session, participants will hear a competitive intelligence case history of an integrated initiative focused on the credit market crisis. The initiative included primary research, published white papers, and ongoing market intelligence tracking. It involved company leadership from the CMO to the Managing Partner of the law firm and many other senior partners. An external consultant was used to articulate the leadership views of the crisis and to articulate the opportunities that this environment provided to the firm.

Key Take-Aways:

- A step-by-step plan to develop and launch similar initiatives in your own organizations
- Success factors and specific examples of engaging executives
- Best practices for using CI as a driver of market position

Participating in the Frost and Sullivan Executive MindXchange provided me with an opportunity to share perspectives on a wide range of market research and competitive intelligence topics in a collaborative environment. I found both the event sessions and the informal networking opportunities useful both in learning how other executives approached problems as well as being able to discuss approaches I have considered."

Kurt Anderson
 Marketing Research
 AT&T

Monday

January 12, 2009

BP2. Building Blocks of an Effective Early Warning System**CO-FACILITATORS:**

Ken Sawka
Managing Partner
Outward Insights

Shelley Christianson-Schlump
NACP P&TD, Competitive Intelligence
Kimberly-Clark

A recent survey of corporate executives by Outward Insights revealed that more than one in three executives believe that competitive intelligence lacks sufficient stature in their organizations. How can CI programs achieve relevance with top management and demonstrate value to their organizations? One way is to be sure that the CI function includes a robust early warning component. By building an intelligence early warning framework and structure, CI programs are able to deliver consistent, high-value, and actionable intelligence to decision-makers, thus raising the value and impact of the CI program and ensuring its long-term viability. An early warning capability also enables the CI function to influence strategy from the bottom up, helping senior decision-makers minimize the impact of surprise. In this interactive session, the speakers will demonstrate the core elements of a successful early warning process, and show how building and sustaining such a process improves the standing and recognition of the entire CI program.

Key Take-Aways:

- Success factors in understanding the keys to long-term CI function success and sustainability
- Steps to knowing the role that a robust early warning process plays in successful CI functions
- Framework for how to build an early warning capability, identify key indicators, and determine their significance
- Guide to how to use an early warning capability to engage top management on all components of the CI function

BP3. Growing Strategically and Systematically into Adjacencies: Leveraging Research to Explore Platforms Related to Your Core Business**FACILITATOR:**

Dan Arnold
Managing Director
Consumer Products
Guideline, Inc.

In markets characterized by intense competition, a turbulent economic climate, or slowing growth due to maturation, many organizations are seeking growth through adjacencies. A replicatable and synthetic framework for identifying and qualifying adjacent opportunities is critical, but some companies are over reliant on too few sources of insights, while others take a haphazard and unstrategic approach to market research and insights. Whether you are seeking to leverage new products, services, segments, or technologies to drive your growth strategy, this interactive session will provide you with a relevant and actionable case study detailing a client's successful efforts to bring a strategic, multidisciplinary rigor to its adjacency analysis.

Key Take-Aways:

- Framework for leveraging multiple sources of insights (including customer feedback, consumer trends, global demographics, market dynamics, emerging technologies, etc.) used to identify opportunities within adjacencies
- Examples of how to engage Subject Matter Experts as an extension of your Innovation Team
- Insights on when (and why) to bring in an external perspective, and when to leverage an internal analysis of your strengths/weaknesses and your equity
- Ways to communicate to Senior Management to integrate them as collaborators

BP4. Don't Get Put on the Shelf: Delivering and Disseminating Intelligence Relevancy**CO-FACILITATORS:**

Daryl Maloney McCall
Senior Vice President, Sales & Marketing
Research Reporter (Insight Marketing Systems)

Clodagh Ford
Director, Marketing Strategy & Insights
The Coca-Cola Company

Coke did not have a shortage of intelligence – it just didn't have good access to it! Learn how one of the world's most sophisticated marketers organized itself to focus on delivery and dissemination of intelligence over collection, and relevancy over volume.

Key Take-Aways:

- Insight into critical understanding of how to lift the use of MR/CI in your organization
- Frameworks for reducing/improving information requests and the administration
- Learn how to avoid the traps that cause the decrease in ROI over time
- Best practice on raising the profile of your MR/CI function

INTERACTIVE**11:30am****Solutions Wheel**

Play the "wheel" and join a series of rapid-fire, one-on-one meetings with leading solution providers.

Runs concurrently with:**Town Hall**

Doing More with Less: Join your peers for an open mic forum to share and discuss ideas on how Research and CI functions can continue to provide value with constrained resources.

12:30pm The Power Lunch - Networking Discussions Hosted by Industry Leaders

Practitioners and solution providers host a menu of luncheon Roundtable discussions on pertinent industry issues. Dine and dish with industry experts. The list of Roundtable discussion topics will be available onsite.

"Frost & Sullivan's Competitive Intelligence Executive MindXchange provided me with an excellent opportunity to network with my peers, learn CI "Best Practices" from other industries, and participate in highly interactive sessions."

James Owen

*Associate Director, Scientific & Competitive Analysis
Millenium Pharmaceuticals*

Monday

January 12, 2009

CONCURRENT CASE HISTORIES**1:30pm** Choose one of the following:**CHI. Managing Ad Hocs: Understanding Stakeholders' Needs and Priorities****MODERATOR:****Lloyd Babbitt***Head of Competitive Intelligence**W.W. Grainger, Inc.*

Successfully managing ad hoc requests requires a firm grasp on the obstacles to understanding what the client needs versus wants, and how they are overcome.

Key Take-Aways:

Insight on how to build systematic processes to:

- Greatly reduce the overall percentage of ad hoc requests
- Minimize the response time for an ad hoc request
- Clearly set expectations with internal clients

CH2. Breaking Down CI Silos with Web 2.0 Tools**Phil Britton***Market Intelligence Lead**Best Buy Company*

Collaborative tools have the potential to speed CI to users, eliminate company | silos, and free the CI insights from a dusty death....if used effectively. Drawing from real-world experiences, learn how Best Buy's Competitive Strategies Group uses Web 2.0 tools to power their CI initiatives.

Key Take-Aways:

- Framework to use online surveys to quickly gather quantitative insights from qualitative observations
- Guide to leveraging an internal Wiki to "free the data" and allow all members of the company to contribute
- Insights on how to use message boards and online discussions to gauge the CI needs of your company
- Examples of using social technology tools such as Twitter and YouTube to keep executives informed

Growth Strategy Dialogues

A Growth Strategy Dialogue (GSD) is a customized session for senior executives facilitated by a Frost & Sullivan growth strategy consultant and a tenured industry analyst. Ask questions and brainstorm with experts to evaluate and enhance your growth strategy. These onsite sessions are very exclusive, with a limited number of slots, and are always oversubscribed. Reservations will be confirmed on a first-come, first-serve basis. Please call Stephanie Miller at 1.877.GO.FROST (1.877.463.7678) to secure a session.

CONCURRENT CASE HISTORIES**2:15pm** Choose one of the following:**CHI. Anticipating Competitive Threats to Your Global Growth Strategy****August J. Jackson***Senior Consultant**Verizon Business*

Which corporate businesses represent the greatest opportunities to drive growth in new markets? How will in-country and global competitors respond to our initiatives? What are the operational, marketing, and sales practices that will deliver success in new markets? These questions and more will be addressed during this case history presentation.

Key Take-Aways:

- Lessons learned on customer segmentation and macro-economic analysis to quantify the growth opportunity
- Guide to applying Game Theory, Five Forces, and Competitor Profiling frameworks to predict competitor response
- Insight on delivering country-specific competitive intelligence to translate strategic intentions into tactical action

CH2. What Do I Do? The First 100 Days in Office**Scott Leeb***Vice President, Business Intelligence**Prudential Retirement*

So, you've been put in charge of the CI function, given a pat on the back and a budget (maybe) and told to go do great things. But where to begin? What is the best way to create the greatest impact while operating in this resource-constrained environment? In this session, Scott will draw on his experience in creating multiple successful CI functions from scratch with limited financial resources. He will discuss key tasks that need to be accomplished to achieve success.

Key Take-Aways:

- A framework for developing a roadmap for success
- Tools for establishing CI as a priority in the minds of management
- Success factors for embedding the CI function within your organization

3:00pm **Networking, Refreshment, and Exhibition Break**

"Amazing networking!! Excellent opportunity to learn from many CI/MR experts across various industries. The Frost & Sullivan Executive MindXchange is a worthwhile investment."

Jack Bush

*Director, Global Marketing Intelligence
Alcon Laboratories, Inc.*

Monday

January 12, 2009

INTERACTIVE

3:30pm Ask the Experts! Panel Discussion: Powerful CI and MR Collaborations: Integrating the Dynamics of Markets and Competition for a 360 Degree Environmental Analysis

MODERATOR:

Dan Colquhoun

Vice President, Customized Research
Frost & Sullivan

PANELISTS INCLUDE:

Jeff Beeny

Senior Manager
Corporate Development and Business Intelligence
Thermo Fisher Scientific

Michael Marx

Vice President
Research Services
Visa

Isaac Collazo

Vice President
Performance Strategy & Planning
Intercontinental Hotels Group

Eric Naiman

Director of Business Intelligence
Battelle Memorial Institute

Dana Little

Director, Business Intelligence
Diebold Global Security

The term marketing intelligence is often used to refer to the future of CI and MR. The collection, filtering, analysis, and prioritization of immense quantities of data from diverse and disparate sources. If this is truly the future then our panelists have been there. This interactive session with five experts from CI and MR will discuss their approach to effective cross-discipline collaboration, and how this leads to powerful 360-degree decision-making.

Key Take-Aways:

- Insight into how the integration works
- Best practices for closing silos
- Success factors for leveraging one another and building synergy

EXECUTIVE INSIGHT

4:30pm Balancing Internal & External CI Resources in Winning New Business

James E. (Jim) Mathews

Director, Competitive Intelligence & PTW
Northrop Grumman Corporation

Competitive Intelligence is vital in order to properly prepare for winning new business but what if you are overwhelmed, or moving into a new area where you have little experience? Building organic capability is necessary to grow your organization BUT recognizing and acting on the need to get help from the outside is true management. With all the resources available out there, how do you identify the best resources to achieve your company's goals - without doing yourself out of a job! This session will discuss how to properly task External Resources and grade the results you are receiving for the price paid for the service.

Key Take-Aways:

- A framework for application of these concepts to their own business cases
- Specific cases studies on the application of these concepts
- Success Factors & the Pitfalls to avoid in the application of these concepts

5:15pm Networking Reception



7:00pm Meet in Lobby for Wine and Dine Departure

If you missed our pre-event eBroadcast titled...

The **Seven Secrets** to Guarantee Competitive Intelligence Impact and Longevity

...you can watch it OnDemand by registering at
www.eBroadcast.frost.com/cisecrets.

Key eBroadcast Take-Aways Include:

- Understanding how CI programs can achieve relevance with top management and demonstrate value to their organizations to ensure their long-term success
- Learning how to develop and maintain the seven secrets that guarantee CI impact and longevity
- Spotting the warning signs that your CI function is coming off the rails, and how to get it back on track
- Where to go for ongoing access to CI tools and best practices

Visit: www.eBroadcast.frost.com/cisecrets to find out more details on this program and registration.

"Very good event, very much enjoyed the interaction among everyone."

Jill Fauth

Senior CI Analyst

Blue Cross Blue Shield of Florida

Tuesday

January 13, 2009

GENERAL SESSION AND EXHIBITION

8:00am Continental Breakfast and Exhibition

8:30am Ice Breaker and Overview

Patrick NugentExecutive MindXchange Chairperson
Frost & Sullivan

KEYNOTE

8:45am **Translating C-Level Objectives into Strategic Planning and Market Strategy: How to be Dynamic as the Organization Evolves****Nan Bulger**Director of Corporate Market Intelligence
Covidien

Your executive management sets these years' goals to include attracting and sustaining the best employees, wants to be recognized as the top player in the competitive landscape, demands improvements in efficiencies and wants all of this to result in 20% growth through both organic and emerging markets. Best in class strategic planning results in the formulation of the road map to achieve these goals and is comprised of the tactical business, marketing and operations plans and supporting analytics to achieve and monitor those objectives on an on-going basis.

Key Take-Aways:

- Insight on building your intelligence supported strategic framework and road map and your goal supporting portfolio of programs
- Guidelines containing suggested metrics for success measurement and sample tools to measure that success
- Best practices for using intelligence to set and support your strategic goal setting and monitor your position in the market
- Examples to show how metric driven intelligence can help you make strategic decisions related to the market

"For my first time attending the event, this has been a great experience. It has been a great opportunity to network with other CI and MR practitioners. I have learned a lot of new techniques and practices that I plan to implement. It has been helpful in getting a perspective of how to position the work within my organization, plus there were excellent speakers onsite."

Jennifer CayanMarket Intelligence Leader
Blue Cross Blue Shield of Florida

EXECUTIVE INSIGHT

9:30am **It's All in the Execution: Cultivating an Integrated Stakeholder Team to Take Action on Your Intelligence****Dana M. Little**Director, Business Intelligence
Diebold Global Security

Many organizations consider the business intelligence/competitive intelligence function to be a "one person" function. To effectively collect and analyze business intelligence (including competitive insight) requires a team effort. Even more so, to turn such intelligence into marketable action that satisfies customer needs, drives additional revenue, and improves profit margins for shareholders requires an organization wide initiative. Since most businesses are organized in "silos", generating cross functional cooperation and commitment is challenging, but doable. Beginning with market research and competitive profiling, Diebold's Global Security Division developed and successfully launched an entirely new approach to delivering quality products, systems, and services via an attractive investment program. This session presents Diebold's journey from a provider of "boxes" supported by services to a purveyor of industry leading solutions, including an industry first performance guarantee. And, it all began with MR and CI! Come see and hear how your customers and your organization can benefit by offering new solutions, such as Diebold's Integrated Services for Security.

Key Take-Aways:

- Insight on attaining the cooperation and commitment of other departments within your organization to enhance the MR/CI function
- A step by step example of the utilization of business intelligence to spur the development and introduction of an exciting new customer program
- Best practices for working with other departments within your organization to transform MR/CI analysis into "reality": that is, new solutions for your customers
- How doing so enhances the value of the MR/CI function within an organization

10:15am **Networking, Refreshment, and Exhibition Break**

INTERACTIVE

10:45am **Breakout Sessions - Create, Communicate, and Connect**

Participant-driven discussions focusing on your key challenges and concerns.

Choose **one** of the following:

PCI. Strategic Thinkers Only: Open Mic Forum for Executives with a Core Focus on Strategy

MODERATOR:**Henning Lorenz**Strategic Communications Lead
Program Executive Office Command Control and Communications
Tactical (PEO C3T)
US Army

During this "open mic forum" seasoned CI executives discuss enterprise level strategy and advanced CI directives. Senior level executives will determine the take-away topics and participants should come prepared with challenges and best practices to share with other high-level peers.

Tuesday

January 13, 2009

PC3. Ratcheting Up a Notch: Improving the Actionability of Research Data in a B2B Environment**MODERATOR:****Eric Naiman**Director of Business Intelligence
Battelle Memorial Institute

Companies spend millions of dollars conducting B2B research to only learn that it is outdated or wrong. During this interactive session, participants will discuss how to make B2B research more actionable resulting in better business decisions and increased recognition by key decision-makers. The session will discuss proven strategies and tactics that turn a "typical research" project into a highly impactful decision tool.

Key Take-Aways:

- Lessons learned on why B2B research is often unsuccessful
- Tips and tricks to improve B2B competitive intelligence and market research
- Success factors for delivering more meaningful presentations with less effort
- Best practices for selling B2B research to senior management
- Insight on identifying key resources to conduct B2B research

"For a more focused competitive intelligence event for the experienced professional looking to enhance their knowledge for the state-of-the-art and closely interact and network with high-level colleagues, skip the SCIP conference and hit the Frost & Sullivan Competitive Intelligence MindXchange! An event not to be missed!"

Max NelsonDirector, Strategic Alliances, Acquisitions
and Competitive Intelligence
General Dynamics**PC4. Show Me the Money! Rising to the Omnipresent Challenge of Constrained Resources****Chris Ferguson**Director, Competitive Intelligence
USAA

CI functions are constantly forced to prove their value to their organization in order to secure funding. Doing this is both time-consuming and counterproductive.

In this interactive session, participants will draw on their combined experiences in creating and maintaining successful CI functions with limited financial resources. Key tasks that need to be accomplished to escape the endless "funding justification" exercises include obtaining and retaining senior management support, managing consumer expectations, avoiding anonymity, and leveraging cost-effective internal and external sources of information.

Key Take-Aways:

- Success factors in establishing CI as a priority in the minds of management
- Success factors in promoting the CI function
- Insight on embedding the CI function within your organization

GTM I. SPECIAL FEATURE Breakout Session - Entrenching the Business Value of a Competitive Intelligence Function**MODERATOR:****Dan Goldenberg**Vice President, Growth Partnership Strategy
Frost & Sullivan

Frost & Sullivan's Growth Team Membership™ will present a best practice profile on how a Competitive Intelligence function developed and implemented the capabilities to deliver true business impact to executive leadership and to the front line activities of the Sales function. The profiled CI function is part of a Fortune 500 B2B firm with revenues of \$6BN.

Key Take-Aways:

- Insight on identifying and engaging the key internal customers for competitive intelligence
- Tools and insights to support Sales reps in winning business
- Lessons learned in marketing the actionability and value of competitive intelligence within the organization

INTERACTIVE**11:45am****Town Hall**

Don't miss the opportunity to join your peers for an open mic forum to discuss the biggest challenges and the hottest topics facing you every day.

12:30pm Food for Thought - Networking Luncheon Featuring Thought Leader Hosted Discussions

Thought Leaders host a menu of luncheon discussions on pertinent industry issues. Dine and dish with industry experts. The list of discussion topics will be available onsite.

Tuesday

January 13, 2009

INTERACTIVE**1:30pm Breakout Sessions - Create, Communicate, and Connect**

Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:**TT1. Growth Innovation Intelligence Using the CI Portfolio Management Model****CO-FACILITATORS:****Daman Cambra***Senior Practice Leader**Aurora WDC***Derek Johnson***Director of Research**Aurora WDC*

Since the dawn of Competitive Intelligence, practitioners have used a variety of CI tools and techniques to help their firms manage growth through innovation. Companies can succeed in the short run without innovation, but in the intermediate - to long-term, organizations focused only on using an established leadership position will eventually be overrun by new forms of competition. It is part of the CI practitioners' role to help minimize the impact of such changes and enable the firm to adapt to such changing circumstances. How does one go about this seemingly insurmountable task, especially in periods of such economic uncertainty, shrinking CI budgets, and an edge-of-your-seat attitude by senior management? We believe the answer can be correlated to the same way one makes money in the financial markets.

In this interactive discussion, Aurora's co-facilitators will guide the participants through an exercise of engaging your portfolio of CI initiatives through progressive investment.

Key Take-Aways:

- Learn how to apply the framework of Modern Portfolio Theory (MPT, in an investment context) to managing your CI projects
- Best practices for exploring the types of CI projects that should fit into CI's "Efficient Frontiers"
- Tools to analyze how you can build your firm's best portfolio of [CI] initiatives via progressive investment
- Lessons learned in examining how simple time-honored CI concepts prevail – from selecting the right projects to undertake, to having the discipline to make important adjustments mid-project
- Guide to linking these concepts back to the CI tools and techniques found to be most appropriate for your growth worldview

TT2. Survive and Prosper in a Challenging Economy: How to Beat Your Competitors by Aligning with Your Customer Value Proposition**FACILITATOR:****Erik Glitman***Managing Director, Research and Operations**Fletcher CSI*

This highly interactive session will outline the development of a value proposition analysis tool set which can be used to directly increase sales through stronger alignment between the value proposition presented to customers and the actual value needs of those customers. This tool set will build on Win/Loss analysis to construct a true customer value assessment. Session participants will use Win/Loss analysis to create the customer value requirements and the competitor's value proposition. At the conclusion of the session, participants will have a basic knowledge on how to use the value proposition analysis tool set to determine a competitor's market positioning and to develop counters to those positioning.

Key Take-Aways:

- Tools to aligning your value proposition to help show immediate benefit from CI efforts
- Steps to understanding a competitor's value proposition which allows for greater product differentiation
- Insight on interpreting CI through win/loss leads to stronger, more focused value propositions
- Examples of the five essential values needed to win in competitive environments: Table, Bid, Winning, Differentiation, Excess and detractive values, the ones that can lose a sale
- Samples of each value, and the impact it had on the sale, drawn from real world sales efforts, will be used to illustrate the role of each value in the end outcome

TT4. Don't Cut Me or My Budget! Real Ways for You and Your CI Function to Avoid Becoming Extinct**CO-FACILITATORS:****David Kalinowski***President & Chief Operating Officer**Proactive Worldwide, Inc.***Gary D. Maag***Chairman & Chief Executive Officer**Proactive Worldwide, Inc.*

Most CI practitioners report that their CI budget, staff and their own job is at risk during tough economic times. When companies start getting into a cost cutting mode when their business goes into a downturn, instead of focusing on growth any longer, CFOs then start running the agenda. This results in business functions like CI being among the top of the list to face budget and people cuts. Why is this? Why does CI, seemingly more than any other business function or discipline, have to constantly prove itself? During tough times, a company must invest more in CI, not less, but they rarely do.

During this interactive session, participants will share experiences and their perspectives as to why CI often gets cut or cut back, surprisingly even when times are going good. Then, they will hear the real reasons why and what to do about it. Audience members will come away from this session realizing what they must be doing on a regular basis so that when it comes time to consider cost cuts, CI isn't even on the list of areas to cut.

Key Take-Aways:

- Insight into the key reasons for why CI budgets get cut
- Guide for how to position yourself as a "hero"
- Learn the five key steps to take to avoid you or your budget being cut ever again

3:00pm Networking, Refreshment, and Exhibition Break

Tuesday

January 13, 2009

MOVER & SHAKER LIVE!**3:30pm** Interview with a Leader in Competitive and Market Intelligence**Jody Holtzman**Senior Vice President, Research and Strategic Analysis
AARP

Jody Holtzman has more than two decades of experience helping companies develop and implement competitive strategies and achieve their strategic market goals. As Senior Vice President, Research and Strategic Analysis for AARP, Jody's team provides forward looking and actionable insight about AARP's external environment in support of senior management decision-making.

CEO INSIGHTS PANEL**4:15pm** The CEO Growth Team: Competitive Strategy Growth Champions**MODERATOR:****David Frigstad**Chairman of the Board
Frost & Sullivan**PANELISTS INCLUDE:****Regina E. Dugan, Ph.D.**President & Chief Executive Officer
RedXDefense, LLC**John Q. Wesley II**Chief Executive Officer
Line-X Franchise Development Company**Michael Major**President & Chief Executive Officer
Cambridge Major Laboratories, Inc.**Victor Ferrari**Chief Executive Officer
Horphag Research Ltd.**5:00pm** Panel Concludes**5:00pm** 2009 Growth Excellence in Best Practices Awards Reception & Banquet

Join us in celebrating innovation and leadership as Frost & Sullivan presents these prestigious awards recognized by industry leaders, the investment community, and the media at our Annual Growth Excellence in Best Practices Awards Reception and Banquet. Participation involves an additional fee and separate registration. See registration page for details.

6:15pm Mardi Gras Party! Mardi Gras – the Masks, the Music, and the Traditions!

"As head of both the Market Research and Competitive Intelligence functions at my company, the Frost & Sullivan Executive MindXchange has become one of my two "must do's" each year. The learning and networking opportunities are second to none and add incrementally over time. The intense and varied format from keynote speakers to interactive discussion groups to the "speed dating" event (aka the Solutions Wheel) all provide an adrenaline rush."

Ira SchlossDirector of Corporate Planning & Research
Thomas Publishing Company, LLC

"The Frost & Sullivan Executive MindXchange was unique in that all your fellow participants were your peers, tackling the same day-to-day challenges that you were. As a result, the networking lunch and dinner events, and even the networking breaks, became informal workshops on best practices, and how you were going to improve your competitive intelligence processes back in your own organization after the event ended."

Richard BrewerSenior Manager, Market Research Intelligence
Intuit

FROST & SULLIVAN

Mardi Gras

The Masks, the Music, and
the Traditions!

BUFFET!

OPEN BAR!

GIVEAWAYS!

LIVE MUSIC!

Date: Tuesday, January 13, 2009

Time: 6:15pm

Place: InterContinental New Orleans
New Orleans, LA

**Complimentary admission
for all event participants.**

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Wednesday

January 14, 2009

GENERAL SESSION AND EXHIBITION

8:00am Continental Breakfast and Exhibition**8:30am** Ice Breaker and Overview**Patrick Nugent***Executive MindXchange Chairperson
Frost & Sullivan*

KEYNOTE

8:45am **Devil's Advocate: Communicating the Ramifications of Global Shifts and Business Transformations****Ravi Parmeswar***Managing Director, Global Consumer Group
Citigroup*

This keynote presentation will provide insight to "set the stage" regarding the magnitude of the current economic situation and expectations for event participants. The speaker will discuss ramifications of the economic situation for the CI community and what our response should be, highlighting the point that we need to be able to make fast-moving decisions with 50% of the information.

Key Take-Aways:

- Framework for real-time feedback loops to change directions and initiatives based on real-time feedback from the marketplace
- Action items for an improved version of scenario planning
- Guide to translating global shift and business transformation into strategic recommendations for the c-suite

9:30am Networking, Refreshment, and Exhibition Break

INTERACTIVE

10:00am **Breakout Sessions - Create, Communicate, and Connect**

Participant-driven discussions focusing on your key challenges and concerns.

Choose one of the following:**RT1. Corporate Blindspots in Emerging Markets****FACILITATOR:****Ruth Stanat***President
SIS International Research*

During this interactive session, participants will be exposed to a wide range of "do's and don't's" in researching these rapidly growing markets. Discussions will center around pitfalls in conducting market research and competitive intelligence in the Middle East, North Africa, Eastern Europe, and Latin America.

Key Take-Aways:

- Tools and data gathering methods
- Best practices for overcoming the data analysis challenge
- Examples of market entry issues in these markets

RT2. Wargaming: Defensive Positioning to Win New Business**FACILITATOR:****Peter McKenney***Chief Executive Officer
Cipher Systems*

During this interactive session, participants will discuss the benefits of War Gaming to CI executives including how War Gaming can be used to help you better understand your company's business environment and competitors. Best practices for a successful game will be outlined and participants will learn the best situations for using a war game, how it will boost their visibility in their company, and share techniques for organizing a successful event.

Key Take-Aways:

- Framework for understanding the requirements of a pre-game "Play Book"
- A guide to getting management's buy-in and player involvement
- Lessons learned, Do's and Don'ts for holding a successful game

RT3. Balancing Quantitative and Qualitative Research**FACILITATOR:****Jude Olinger***Chief Executive Officer
The Olinger Group*

This roundtable discussion will explore the appropriate use of qualitative versus quantitative research and the decision-path to find the right "tool(s)" for the job. Additionally, the discussion will focus on the tradeoffs and outside pressures when having to design an "optimal" research plan. How do you know when to use qualitative, quantitative, or both to answer your research question? Do your end-users or internal clients feel more comfortable with one method over another and how do you handle that? How do you explain what each method can tell you to non-researchers? How do you balance the trade-offs that have to be made in order to meet the business/economic realities of a project?

Key Take-Aways:

- Insights into how to decide on the best methodological tools for the job – when to use which method(s)
- A framework to engage internal clients/end-users on the design of a research plan to best answer their research questions
- Examples of how to balance the friction between good research and business realities/constraints
- Best practices on which research method(s) are most useful for certain situations and levels of knowledge
- Knowledge on the latest trends in both qualitative and quantitative methods

Wednesday

January 14, 2009

RT4. Getting Started: Establishing a CI/MR Unit**FACILITATOR:****Enrico Codogno***President**Customer Foresight Group, Limited*

This interactive Roundtable discussion will focus on the challenges inherent in establishing and maintaining a small CI/MR unit within an organization. As participants, you will be given the opportunity to share your experiences as well as develop key insights from the experiences of your peers and the facilitator that will provide guidance to enhancing the quality of your CI/MR group – and to avoid the pitfalls that have wrecked many CI/MR units. Among other questions the group will discuss: How can you get CEO/C-Level management backing for your CI/MR unit? How do you establish and maintain credibility for your group? What internal and external sources of primary and secondary competitive and market data are available, and how can all this data be turned into actionable intelligence?

Key Take-Aways:

- Best approaches to developing and maintaining a CI/MR unit and enhancing its credibility and influence within an organization
- Insights into understanding the full spectrum of the competitive environment to avoid being blindsided
- Developing a network of internal and external sources (partnerships) of competitive and market data and turning data into actionable intelligence through a variety of analytical methods
- Avoiding pitfalls and roadblocks

INTERACTIVE**11:30am 30 Take-Aways in 60 Minutes! Stretching the Buck: Leveraging CI Software****MODERATOR:****Edmund Toombs***Associate Director, Competitive Insights**Bell Canada - Market Knowledge Centre***PANELISTS INCLUDE:****Jesper Martell***Chief Executive Officer**Comintell***Toni Wilson***Founder**Market Smart Research***Dr. Alan Porter***Director, Research and Development**Search Technology, Inc.***12:30pm Concurrent Luncheon Workshops**Choose **one** of the following:**WS1. Translating Access into Influence: The Importance of Strategy and CI/MR****WORKSHOP LEADERS:****Jody Holtzman***Senior Vice President**AARP***Scott Leeb***Vice President, Business Intelligence**Prudential Retirement***OBJECTIVES:**

- Create higher impact products
- Learn how to play a greater role in the strategy development process
- Link CI/MR activities to strategy

This interactive workshop, which utilizes case studies and individual and group exercises as key learning tools, is designed to help practitioners become indispensable assets to their organizations by moving beyond simply pushing/pulling intelligence to being key players in the strategic decision-making process.

This interactive workshop, which utilizes case studies and individual and group exercises as key learning tools, is designed to help practitioners become indispensable assets to their organizations by moving beyond simply pushing/pulling intelligence to being key players in the strategic decision making process.

The session begins with a discussion of new CI/MR tools and techniques that allow the participants to create greater impact products. A real-world exercise serves to reinforce the information presented. Next, participants will walk through a strategy development process and see where CI/MR can and should play a central role. A group exercise will then take place that shows the linkages between CI/MR and strategy. The session will conclude with advice about how to integrate the information presented to ensure greater longer-term success for the CI/MR function. Group and individual exercises are used to reinforce new concepts.

Key Take-Aways:

- New tools and techniques for creating higher value-add deliverables and products
- Insight into understanding the central and practical role of CI/MR in the strategy development process
- A framework for creating competitive strategy through CI/MR - strategy alignment
- A guide to moving from survival to long-term sustainability and prosperity for the CI function

ABOUT YOUR WORKSHOP LEADERS:

Jody Holtzman has more than two decades of experience helping companies develop and implement competitive strategies and achieve their strategic market goals. As Senior Vice President, Research and Strategic Analysis for AARP, Jody's team provides forward looking and actionable insight about AARP's external environment in support of senior management decision-making.

Scott Leeb is the Vice President for Business Intelligence at Prudential Retirement, which delivers retirement plan solutions for public, private, and non-profit organizations. In this capacity, he is responsible for leading Prudential Retirement's research, customer analytics, and data strategy functions in support of the CMO and senior leadership team.

5:00pm Workshop and Executive MindXchange Concludes

Wednesday

January 14, 2009

GENERAL SESSION WORKSHOP SERIES - Concurrent Luncheon Workshops, Choose one of the following:**WS2. Scenario Planning for Strategic Action****WORKSHOP LEADER:****Rom Gayoso***Economist*

University of Phoenix at Arizona

In times of great uncertainty strategic planners need to augment their managerial tools with some “best-in-class” strategies designed to help in mitigating risk. Seasoned executives often use Scenario Planning as a strategic thinking tool designed to help the organization understand and plan for unforeseen risks.

During this in-depth workshop, we will go over the Scenario Planning process step by step, so that participants can take the contents of this interactive workshop and apply it to their job. We will discuss the analytical team formation to include a required set of skills and talk about frameworks designed to analyze the competitive landscape. Workshop participants will talk about the data collection procedure the steps to integrate Scenario Planning into the existing business processes. Finally, we will show how Scenario Planning adds value to the executive strategists’ tool box.

Key Take-Aways:

- A hands-on guide to Scenario Planning that will focus on practical applications, not on theory
- Step-by-step process of how to use Scenario Planning to detect and mitigate risk in your organization
- Tools for successfully implementing Scenario Planning strategies into your organizations culture

ABOUT YOUR WORKSHOP LEADER:

Rom Gayoso is a faculty member at University of Phoenix's Graduate School of Business. His articles have been published at the World Futures Society and the International Industrial Engineering meetings and in Competitive Intelligence magazine, among others. He has also authored over 14 patents and trade secrets in the Semiconductor Industry.

5:00pm Workshop and Executive MindXchange Concludes

Frost & Sullivan's eBroadcasts are complimentary, 60-minute, content-driven programs packed with market landscapes, industry insights, and real-world best practices.

Visit: <http://eBroadcast.frost.com>
to register and to preview event details

WS3. The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI**WORKSHOP LEADERS:****David Kalinowski***President & Chief Operating Officer*

Proactive Worldwide, Inc.

Gary D. Maag*Chairman & Chief Executive Officer*

Proactive Worldwide, Inc.

Measuring the ROI for competitive intelligence (CI) is imperative in today's hypercompetitive business environment. In this fast-paced information era, decision support becomes an even more critical driver of business growth and financial success. That is why savvy business associates who do not want to be blindsided are arming for battle by demonstrating the value of competitive intelligence through its ROI and other measures of effectiveness. The purpose of an ROI calculation is to compare the costs of an activity or function with the value of its results to determine if the result was worth the investment. There is no specific, proven model or formula that has been established to determine the ROI for those practicing CI. Until now. This workshop will answer the prevailing and undoubtedly most asked question: How do I demonstrate the value of our CI function?

Key Take-Aways:

- A framework to define and understand the essence and importance of CI ROI
- Examples of specific ways to create and cultivate an internal culture for CI ROI
- Ascertain the tools and action steps to develop a practical ROI transformational framework and reinforce it with human systems
- Establish how to build an ongoing, cohesive ROI tracking and reporting process by implementing a unique high performance planning model
- Learn the six steps to following the new framework to achieve acceptance from the C-Suite
- Gain insight on numerous methods to measure the value of CI

ABOUT YOUR WORKSHOP LEADERS:

David Kalinowski — As co-founder of Proactive Worldwide, Mr. Kalinowski is a 20-year veteran in the CI field and is known for his skills in helping clients recognize and transcend their business and competitive challenges. Mr. Kalinowski's experience includes researching and directing thousands of customized projects for Fortune 500 corporations covering a wide variety of topics. He assists executive boards in competitive intelligence strategy development and training initiatives and is also considered a trusted advisor on information security matters.

Gary D. Maag — As co-founder of Proactive Worldwide, Mr. Maag leads the organization's strategic development, sales and marketing initiatives. During his 20 years in the competitive intelligence field, he has assisted dozens of Fortune 500 companies with their business-decision activities and has advised numerous product and task force teams on innovative growth strategies and CI-related issues.

5:00pm Workshop and Executive MindXchange Concludes

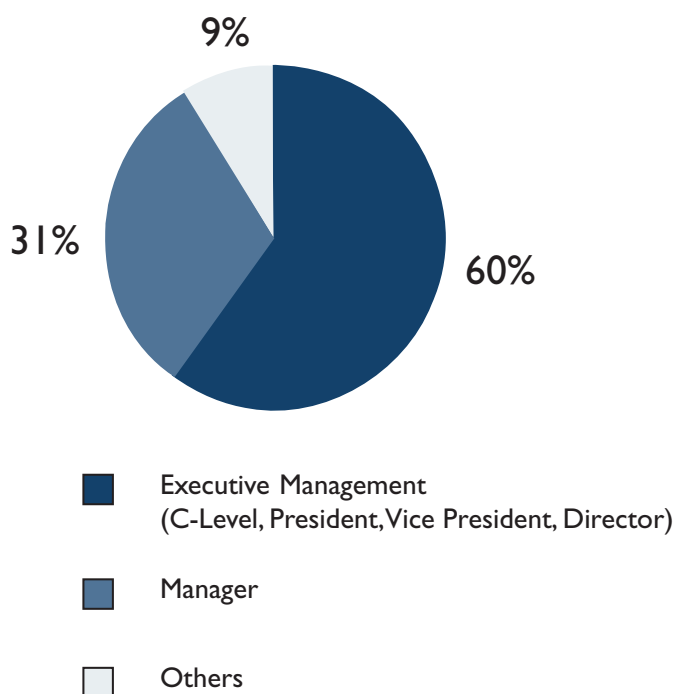
We've built a Thought Leader roster of senior executives who are committed to contributing their insights and best practices to every interactive breakout session. Our Thought Leaders play an active role in stimulating networking and brainstorming so that you benefit immediately from their combined experience and expertise.



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Thought Leader Profile



"Our events are renowned for their networking and interaction, and our Thought Leaders are an invaluable force in engaging other participants in an active learning experience."

David Frigstad
Chairman
 Frost & Sullivan

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2009

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Growth Dynamics and Insights into the
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Co-located with:

3rd Annual Venture Connections 2009

A Frost & Sullivan Executive Symposium
March 18, 2009
Hyatt at Fisherman's Wharf
San Francisco, CA
Where Venture Capitalists Preview
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Life Sciences Industry

5th Annual Customer Contact 2009, East

A Frost & Sullivan Executive MindXchange
April 19-22, 2009
Hyatt Coconut Point Resort and Spa
Bonita Springs, FL
People, Process, and Technology for
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5th Annual Innovations in New Product Development and Marketing 2009

A Frost & Sullivan Executive MindXchange
June 7-10, 2009
Grand Hyatt San Francisco
San Francisco, CA
Building an Innovation and Technology
Engine for Growth

3rd Annual Customer Contact 2009, Europe

A Frost & Sullivan Executive MindXchange
June 2009* | *Europe Locale**
*Date and location subject to change.
Proven Methods for Providing Excellence in
Global Customer Contact

GIL 2009: North America Growth, Innovation and Leadership

A Frost & Sullivan Global Congress on
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September 20-22, 2009* | *West Coast Locale**
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October 18-21, 2009
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Innovative Strategies for Managing
Customer Contact Complexities

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November 8-11, 2009* | *West Coast Resort**
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Tactical Marketing Strategies:
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The Growth Team Membership™

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16th Annual

Competitive Intelligence 2009

A Frost & Sullivan Executive MindXchange

January 11-14, 2009 • InterContinental New Orleans • New Orleans, LA

**HOTEL INFORMATION**

444 St. Charles Avenue
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Frost & Sullivan will be reserving a limited number of discounted rooms at the event property. Please contact the property directly for rates, availability, and to book your accommodations. Be sure to mention you will be participating in the Frost & Sullivan event.

Registration Form and Procedures**EMAIL**

events.us@frost.com

**PHONE**

1.877.GO FROST (1.877.463.7678)

**FAX**

1.888.674.3329

**MAIL**

Registrations will be acknowledged by mail.
(Please include payment):

Frost & Sullivan
7550 IH10 W. Suite 400
San Antonio, TX 78229

Payment Procedures

Payment in full is required immediately upon registration and is non-refundable. If, for any reason, you are unable to attend the Executive MindXchange for which you are registered and notify Frost & Sullivan in writing more than 3 weeks prior to the event start date, a one time credit will be issued for use toward registration at any other Frost & Sullivan Executive MindXchange. The credit must be used within 90 days of the original registration date and can be applied to any Executive MindXchange event scheduled up to one calendar year from the event for which you originally registered. Credits may not be transferred more than once and all unused credit(s) will be forfeited after 90 days. Cancellation from time of registration will incur a one time administration fee of \$500. Cancellation less than 30 days prior to the start of the event, will incur a 50% fee. The remaining 50% can be applied to any Executive MindXchange schedule up to one calendar year from the event for which you originally registered. Notification must be received by Frost & Sullivan in writing. If you do not attend the event and fail to notify Frost & Sullivan PRIOR to the event, no credit will be issued. Every effort is made to ensure that the speakers noted in this brochure are present, but changes beyond Frost & Sullivan's control may occur. The program agenda will be updated biweekly and can be downloaded from www.frost.com/ci.

Frost & Sullivan makes every effort to hold the planned event. In the unlikely occurrence that the event is canceled or postponed, Frost & Sullivan is not responsible for any hotel or travel arrangements that you have made.

Register online! www.frost.com/ci

Registration at Frost & Sullivan Executive MindXchange events are subject to review and approval of your application by Frost & Sullivan. Frost & Sullivan reserves the right to decline attendance to events which your company would be deemed a vendor to the market, as participation at Frost & Sullivan Executive MindXchange events is restricted to end user practitioners. For information on how to sponsor a Frost & Sullivan Executive MindXchange, please contact Gary Robbins at grobbs@frost.com.

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| <input type="checkbox"/> Complete Series | \$ 3,495 |
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| <input type="checkbox"/> 2009 Growth Excellence in Best Practices Awards (Tues.) | \$ 2,000 |

**Group Discounts Available**

Contact: 1.877.GO FROST
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Register me as follows:

Choose **one** from each time frame for the following interactive sessions:

Monday 10:30am
☐ BP1 ☐ BP2 ☐ BP3 ☐ BP4
Tuesday 10:45am
☐ PC1 ☐ PC2 ☐ PC3 ☐ PC4 ☐ GTM I
Tuesday 1:30pm
☐ TT1 ☐ TT2 ☐ TT4
Wednesday 9:30am
☐ RT1 ☐ RT2 ☐ RT3 ☐ RT4
Wednesday 12:30pm
☐ WSI ☐ WS2 ☐ WS3

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- Growth Team Membership™**

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