



# GIA Conference: From Firefighters to Futurists

**SUCCESS STORIES AND BEST  
PRACTICES TO DEVELOP WORLD CLASS  
MARKET INTELLIGENCE PROGRAMS**

Nov 14-16, 2011  
The Drake Hotel  
Chicago, United States



*View the  
full schedule  
of the conference  
and reserve  
your seat!*

## Content Highlights

The GIA Conference 'From Firefighters to Futurists' in Chicago is a premium Strategic Market Intelligence event in North America in 2011, attracting market intelligence leaders and practitioners as well as decision makers from a variety of industries. Attendees at the GIA Conference will be part of a highly regarded thought-leadership forum that features:

- Carefully selected case presentations and best practices from leading companies such as **Best Buy, Cintas, Cisco, Diebold, DuPont, Fiserv, IBM, Mastercard, Navistar, Siemens, Wells Fargo, 3M Company**, and more.
- High profile speakers, panelists and workshop facilitators providing inspiration and practical tips to apply the shared best practices in your organization
- Highly rated workshops on MI process development and analysis methods
- Interactive roundtables and a panel discussion on current hot topics in the area of strategic market intelligence. Different tracks available
- Fully educational content on how to build a world class MI capability
- Free Conference dinner cruise on Tuesday & networking event on Monday
- 6 month access to Intelligence Best Practices Online Tool

*There will be no exhibition area or vendor/sponsor product presentations.*



### Delegates on GIA Conference:

“The tools and examples showed were right to the point. I got a great inside of what I can do in Market Intelligence for my company and how to add more value to our function.”

“Very worthwhile, excellent sessions by GIA. I haven’t learned much new lately at other seminars (outside of GIA), but I learned a lot at this one. Nice job!”

“The depth of content presented. Real experts of best practices, variety of large and small companies, and broad range of industries.”

“Well presented - group interaction helped bring out some more relevant issues. Great best practices information. Appreciated the “no sales pitch” approach. Great description of tools.”

“Great agenda, high quality of presenters, strong mix of topics. Impressed with quality of attendees.”

“Well done, highly differentiated from other CI conferences by quality of content and real added value.”

“Great way to learn and share best practices and find new ideas. Well thought through agenda. Good topics.”

## Inspirational and Case-Driven Agenda Providing Best Practices by Intelligence Practitioners

Rather than providing theoretical frameworks, the GIA Conference agenda will focus on the pragmatic “How” question that intelligence program owners and practitioners face today. Intelligence best practices that have emerged from a combination of daily hands-on experience and continuously benchmarking own intelligence operations against leaders in different industries will be shared by leading companies such as **Best Buy, Cintas, Cisco, Diebold, DuPont, Fiserv, IBM, Mastercard, Navistar, Siemens, Wells Fargo, 3M Company**, and more.

The conference program has been built around the following themes:

### 1. Key Success Factors for high impact Market Intelligence

- Scope: Adding future focus and holistic market coverage to Intelligence program
- Process: Co-creation of MI deliverables; Decision point intelligence; Turning intelligence consumers into “intelligence prosumers”; Benchmarking MI capability to improve your program
- Deliverables: Practical examples of high impact deliverables driving revenue generation and sales enablement; Deliverables to serve the C-Suite users
- Tools: Utilizing tools to activate internal intelligence networks and facilitating a two-way flow of information
- Organization: How a well-established MI network can make the difference to your MI program; Developing consultative skills for your intelligence team; how to transform from information hub into a strategic advisor
- Culture: How to build an intelligence sharing culture supporting two-way communication; Branding and role of selling and internal marketing of MI; Role of benchmarking in internal marketing of MI

### 2. Integrating MI with key decision making processes

- MI for revenue generation and sales enablement
- MI to support strategic planning and strategy implementation
- The strategic advisor role of MI

### 3. Inspiration and advice to apply best practices

- The GIA Conference track-record regarding applicability of the presented best practices is very high but we want to aim even higher in Chicago
- Speakers, facilitators, and panelists have been specifically requested to provide inspirational sessions and agree to advise participants about how to best apply the presented practices in their own context
- Attendees are expected to walk away with pragmatic ideas/initiatives to be implemented within 6-12 months

## Who should participate in the Chicago Conference?

The GIA Chicago Conference follows the recent ‘Taking Strategic Market Intelligence to the Next Level’ event in New York City. A full 100% of the New York respondents would recommend GIA Conferences to other MI professionals.

The GIA Chicago Conference is targeted at individuals responsible for developing MI and CI programs, as well as decision makers in strategy, business development, and sales and marketing. The program supports companies in all size categories and industries.

## PRE-CONFERENCE WORKSHOPS, NOV 14

8:00 – 9:30 AM  
**Registration & Breakfast**

9:30 – 11:00 AM  
**Workshop: Part 1**  
(Simultaneous Sessions for all Tracks)

- Track 1: Company & Industry Analysis
- Track 2: How to Start a World Class Intelligence Program
- Track 3: Taking Your MI Program to the Next Level through Best Practice Benchmarking
- Track 4: Perfecting Your Consultative Skills in Market intelligence
- Track 5: Market Sizing and Forecasting

11:00 – 11:30 AM  
**Refreshments & Networking Break**

11:30 AM – 1:00 PM  
**Workshop: Part 2**

1:00 – 2:00 PM  
**Networking Lunch**

2:00 – 3:30 PM  
**Workshop: Part 3**

3:30 – 4:00 PM  
**Refreshments & Networking Break**

4:00 – 5:30 PM  
**Workshop: Part 4**

5:30 – 6:30 PM  
**Opening Reception (Cocktails & Hors d'Oeuvres)**  
Non-Workshop Attendees are Welcome to Attend

## CONFERENCE DAY 1, NOV 15

8:00 – 9:00 AM  
**Registration & Breakfast**

9:00 – 9:15 AM  
**Opening Remarks, Hans Hedin, GIA**

9:15 – 9:45 AM  
**From Firefighters to Futurists, Jouko Virtanen, GIA**

9:45 – 10:30 AM  
**Building High Impact Intelligence Programs to Support Strategy, Terry J. Kerby, 3M Company**

10:30 – 11:00 AM  
**Refreshments & Networking Break**

11:00 – 11:45 AM  
**Utilizing IT Tools in Building World Class MI Programs, John Hink, Fiserv**

11:45 AM – 12:30 PM  
**Business Impact and Growth through Strategic Market intelligence, Carlos Jose Fonseca, Mastercard**

12:30 – 1:30 PM  
**Networking Lunch**

1:30 – 2:45 PM  
**Interactive Panel Discussion: What Does World-Class Market Intelligence Mean for Executives? Executive Level Expectations for MI**

2:45 – 3:05 PM  
**Refreshments & Networking Break**

3:05 – 3:50 PM  
**Building Successful Sales Intelligence Programs, Scott Clemmons, Siemens Industrial Automation**

3:50 – 4:35 PM  
**Market Intelligence for Revenue Generation and Sales Enablement – Sales VP Perspective, Bill Carigan, and Troy Pfeffer, Cintas**

5:30 PM  
**Transportation from the Drake Hotel**

6:00 – 9:30 PM  
**Free Dinner Cruise & Networking Event**  
Mystic Blue Cruises at Navy Pier

9:45 PM  
**Transportation to the Drake Hotel**

## CONFERENCE DAY 2, NOV 16

8:00 – 9:00 AM  
**Registration & Breakfast**

9:00 – 9:45 AM  
**Integrating Market Intelligence With Planning and Decision Making, Phil Britton, BestBuy**

9:45 – 10:30 AM  
**Market Intelligence as a Strategic Advisory Function, Paul McMahan, Wells Fargo**

10:30 – 11:00 AM  
**Refreshments & Networking Break**

11:00 AM – 12:15 PM  
**Interactive Roundtable Sessions: Round 1**

- Track 1: Establishing World Class Process and Scope for Market Intelligence
- Track 2: From Sales to CEO's Office - Building Intelligence Culture
- Track 3: Rapid Deployment of an MI Program
- Track 4: Consultative Skills in Market Intelligence
- Track 5: Key Success Factors for MI in Emerging Markets

12:15 - 1:15 PM  
**Networking Lunch**

1:15 – 2:30 PM  
**Interactive Roundtable Sessions: Round 2**

- Same tracks as in round 1

2:30 – 3:00 PM  
**Refreshments & Networking Break**

3:00 – 3:45 PM  
**Future of Market Intelligence – Holistic View on Developing Decision Making Support, Joost Drieman, Cisco**

3:45 – 4:00 PM  
**Closing Remarks, Hans Hedin, GIA**

### Conference Fees

**Pre-Conference Workshops:**  
1,295 USD (+ applicable taxes)

**Conference Days 1-2:**  
1,995 USD (+ applicable taxes)

**Workshops + Conference Days 1-2:**  
2,995 USD (+ applicable taxes)

### Cancellation Policy

Confirmed registrations may be cancelled without penalty if written cancellation requests are received on or before September 16, 2011. 50% of the Conference fee is payable for cancellations after September 16, 2011, but registrants will retain access to the Intelligence Best Practices Online tool containing Conference materials for six months from Oct 1, 2011 to March 31, 2012. No refunds will be issued (and full conference fee is payable) on cancellation requests received after October 14, 2011, but access to the IBP Online tool will be retained until March 31, 2012.

*Note - All registrations subject to acceptance by GIA.*

Register online at [GIA website](#).

For further information and advice on track choices, please contact [events@globalintelligence.com](mailto:events@globalintelligence.com) or call +1-630-917-8265



## Conference Venue – The Drake Hotel, Chicago

Since the 1920s, no other Chicago hotel has inspired more legendary acclaim on par with The Drake. Where the Magnificent Mile begins, this grand property affords guests the ability to not only relive its unmatched history, but to rewrite their own. The Drake opens the doors to a unique Chicago experience, offering easy access to the city's most exclusive shopping, nightlife, and dining. The Drake has solidified its reputation as a Chicago original, its story woven into the very fabric of this great city, lending to the creation of memorable Chicago experiences for each guest.

### The Drake Hotel

140 East Walton Place, Chicago, IL 60611

[www.thedrakehotel.com](http://www.thedrakehotel.com)

Phone 312.787.2200

Fax 312.787.1431

Toll-free reservations 800.553.7253

The Drake Hotel offers a discounted room rate for GIA Conference Chicago 2011 attendees between November 11-19:  
US \$ 229 per room per night for single / double use (+ taxes)

To take advantage of the discounted rate, please **book your accommodation online** by October 15 or call the Drake Hotel at +1-800-553-7253 (group code GLO). After October 15 rooms are subject to availability.

# Pre-Conference Workshops, Monday, Nov 14

8:30 - 9:30 AM

## Registration & Breakfast

9:30 AM - 5:30 PM

**Track 1: Company & Industry Analysis: A Practical Workshop on Helping to Link Market and Competitive Frameworks with Business Decisions** (John Hink, Fiserv and Saku Oikarinen, GIA)

9:30 AM - 5:30 PM

**Track 2: How to Start a World Class Intelligence Program: A Step-By-Step Approach for Rapid Deployment** (Troy Pfeffer, Cintas and Jouko Virtanen, GIA)

9:30 AM - 5:30 PM

**Track 3: Taking Your MI Program to the Next Level through Best Practice Benchmarking: Learn Best Practices from Experienced Peers and Design an MI Development Road-Map as a Result** (Philip Britton, Best Buy and Markko Vaarnas, GIA)

9:30 AM - 5:30 PM

**Track 4: Consultative Skills for Intelligence Professionals: A Practical Workshop to Develop Your Consultative Skills and Become a Trusted Business Advisor** (Joost Drieman, Cisco and Hans Hedin, GIA)

9:30 AM - 5:30 PM

**Track 5: Market Sizing and Forecasting** (Ron Dombroski, IBM and Aleksy Grym, GIA)

5:30 PM

**Opening Reception** (Cocktails & Hors d'Oeuvres)  
Non-Workshop Attendees are Welcome to Attend.

What participants say about the previous pre-conference workshops in Amsterdam and New York:

- “Very interactive session - lot of take aways!”
- “Good interaction with many of the participants, nice documentation & overall very professional impression!”
- “Impressed about the content! Inspiring! Lot of things to think about. Thanks!”
- “Very fresh and actionable insights. Thank you!”
- “Very good quality in all aspects, excellent speakers!”
- “It was very useful to see the handouts / templates and also benefit from the practical / real-life experiences”
- “Very insightful sessions. Provided the opportunity to listen to other practitioners’ experiences.”
- “Provided action ideas. Really gained from facilitator’s wisdom.”
- “I really liked the world class example by the case company. The framework tool is great.”
- “Well presented - group interaction helped bring out some more relevant issues.”

- “Great best practices info. Appreciated the “no sales pitch” approach. Great description of tools.”
- “Enjoyed a Practical approach to implement showing quick wins.”
- “A lot of good dialogue and knowledge sharing. I walked away with some great ideas that I will try to implement.”
- “As usual, very worthwhile, excellent session by GIA.”
- “I haven’t learned much new lately at other seminars (outside of GIA), but I learned a lot at this one.”
- “The tools & examples showed were right to the point.”
- “I got a great inside of what I can do in Market Intelligence for my company & how to add more value to our function.”

## 8:30 - 9:30 AM Registration & Breakfast

### Track 1: Company & Industry Analysis: A Practical Workshop on Helping to Link Market and Competitive Frameworks with Business Decisions

**Facilitators:** John Hink, Director - Competitive Intelligence, Global Sales Organization, **Fiserv**, and Saku Oikarinen, Vice President & UK Business Unit Director, **Global Intelligence Alliance**

Are you involved in conducting business and industry analyses for management use? Are you looking to understand the business needs better, and wish to find suitable analytical approaches to serve your internal customers? When is a good time to use the analysis, and for which purposes? What are the steps to explore before jumping in with the analysis?

This one-day hands-on workshop takes a deep-dive into using analysis methods and frameworks for insightful business analyses that make a difference:

1. Understand better the decision makers’ needs
2. Make the most of the analysis models and frameworks available for conducting industry and competitor analysis
3. Benchmark your own analysis approaches against best practices and experience of your peers
4. Link the right analysis and presentations with the right decision making situations

- Learn from accomplished experts through an engaging and hands on, interactive workshop

The workshop consists of practical presentations, exercises, and group work, and it is targeted at persons responsible for conducting company and industry analyses in their own organizations.

**Previous feedback on this workshop:** This is one of the most popular methodology workshops presented at the recent GIA conferences in Amsterdam and New York. The very latest score for this workshop from May 2011 is 4.5 on a scale of 0-5, the majority of participants rating the session “very good” (the highest score). Participants especially appreciated the strong methodology focus and practical examples.

## Agenda for the Day

### 9:30 - 11:00 AM Part 1: Understanding End-User Needs

Introductions and brief discussion on participants’ expectations

The workshop starts by identifying ways to engage with analysis end-users and how to define their intelligence needs. Ways of conducting needs analysis and potential pitfalls of the process are explored.

### 11:30 AM - 1:00 PM Part 2: Market Level Analysis – Painting a Picture of the Markets

The workshop continues by casting an umbrella level view to the market level analysis. How to build a picture of the markets with landscape analysis? What different methods and sources are there to find information, and what are the ways to present it? This part will also include team work to drill deeper into areas of interest.

Summary of findings and discussion

### 1:00 - 2:00 PM Networking Lunch

### 2:00 – 3:30 PM Part 3: Competitor Analysis

After lunch, the workshop continues by taking a more detailed view into the competitive situation. Participants are guided through different topics to consider to analyze the competition. The objective is to give practical advice on how to build a robust competitor analysis, with action points to follow up with the decision makers. Teams will work together to share ideas and build expertise.

### 4:00 – 5:30 PM Part 4: Converting the Analysis into Action

The day will finish by turning the hard work done with the analysis into concrete next steps. This part will include a discussion on how to get decision makers embrace the findings and turn them into action. We will loop back to the needs analysis and strengthen the participants’ knowledge of how to tie the analysis into a wider business context, and convert it into a take-home list of next steps.

Summary and conclusions

## Track 2: How to Start a World Class Intelligence Program: A Step-By-Step Approach for Rapid Deployment

**Facilitators:** Troy Pfeffer, Competitive Intelligence Director, **Cintas Corp.**, and Jouko Virtanen, President, **Global**

## Intelligence Alliance North America

Have you been tasked with setting up an intelligence program or revamping an existing one? Are you wondering where to start and what steps to follow? Or have you already started, and are looking to benchmark your progress against case examples and best practices? Looking for frameworks and templates to draft an action oriented set-up plan?

- Add structure to your intelligence program set-up process
- Learn to utilize GIA’s Intelligence System Development Model and the World Class Market Intelligence Framework, through hands-on case examples
- Learn to identify and quantify the benefits of the intelligence program as you move forward
- Make ambitious plans for your intelligence program: Take the pragmatic initial steps, but set long-term goals to become a world class MI organization
- Walk away with practical next steps to build/enhance your intelligence program

This one-day workshop presents GIA’s framework for setting up an intelligence system from the ground up through numerous hands-on case examples:

- Conducting a needs analysis and setting the scope of the intelligence activity
- Planning and designing the intelligence process
- Activating the organization
- Defining deliverables
- Implementing tools and techniques
- Marketing the newly established intelligence program to internal user groups

The participants will also learn how to use the World Class Market Intelligence Framework from the very beginning in order to set initial targets and a schedule when launching the intelligence program. Later on, the framework will serve as a tool for measuring progress in taking the intelligence program to world class levels. Practical case examples related to each phase of the intelligence program set-up will be presented throughout the framework discussion.

The workshop is targeted at participants setting up new market intelligence programs, and participants in early stages of deploying market intelligence programs.

**Previous feedback on this workshop:** This workshop has been very popular among companies in early stages of setting up a systematic intelligence function. The very latest score for this workshop from May 2011 is 5 on a scale of 0-5 with all participants rating the session “very good” (the highest score). Participants especially appreciated

the pragmatic case examples, including the templates and frameworks provided, and the fact that they were able to walk away with clear implementation items and structured plans.

## Agenda for the Day

### 9:30 - 11:00 AM Part 1: World Class Market Intelligence

- Introductions
- World Class Market Intelligence Framework and the key success factors
- Learning what World Class Market Intelligence is all about and what the key success factors are when setting up a World Class MI Program

### 11:30 AM - 1:00 PM Part 2: Intelligence Benchmark Audit and Intelligence Strategy Fundamentals

- Introduction to Intelligence Audit
- Defining the current status and ambition level of your company's MI program
- Introduction to Intelligence Needs Analysis
- Setting the Ambition Level for the MI Program

### 1:00 - 2:00 PM Networking Lunch

### 2:00 – 3:30 PM Part 3: Identifying the Development Needs for MI

- How to get the "first big win(s)" – experiences from real life
- Intelligence Product approach to materialize deliverables of the MI Program
- Identifying the key development areas in order to bring MI to the set ambition level

### 4:00 – 5:30 PM Part 4: Designing an Action Plan for Rapid Deployment of the MI Program

- Introduction of MI development road-map framework
- Designing a concrete action plan for setting up World Class MI and accomplishing the first big wins
- Designing a long-term road-map – experiences from real life
- Individual design of a MI development road-map with concrete action points
- Summary and conclusions

## Track 3: Taking Your MI Program to the Next Level through Best Practice Benchmarking – Learn Best Practices from Experienced Peers and Design an MI Development Road-Map as a Result

**Facilitators:** Philip Britton, Senior Manager for Competitive Strategies, **Best Buy**, and Markko Vaarnas, CEO, **Global Intelligence Alliance**

As a successful intelligence program develops, new areas for development are focused on soft issues such as an "intelligence culture". This makes the practitioner seek out real world examples for success versus standard textbook learning.

During further progress in your MI development, exchanging information with peers, benchmarking your own operations against best practices, and creatively exploring practices across industries together with other experienced intelligence leaders will become the best methods for taking your own intelligence program to the next level.

In this workshop, participants will:

- Learn what World Class Market Intelligence means and what are the related key success factors
- Conduct a diagnostics survey on their own company's MI development status, and identify and prioritize related development gaps
- Benchmark their own organization against best practices in taking the MI program to the next level
- Leverage the World Class Market Intelligence Framework for concrete intelligence development efforts
- Walk away with a concrete road-map for implementing newly developed ideas in practice to their intelligence toolkit

The workshop is targeted at accomplished intelligence professionals who can bring a wealth of experience to the table in order for all to learn from each other.

**Previous feedback on this workshop:** This workshop has been very popular among companies with an established intelligence program in place. It has proven to be an excellent forum for these companies to learn further best practices and really strive towards world class. The very latest score for this workshop from May 2011 is 4.7 on a scale of 0-5 with the majority of participants rating the session "very good" (the highest score). Participants especially appreciated the strong case examples and applicability of tips provided, as well as the interactive nature of the session allowing sharing of ideas and practices.

## Agenda for the Day

### 9:30 - 11:00 AM Part 1: World Class Market Intelligence & Assessment of the Current Status

- Introductions
- World Class Market Intelligence Framework and related Key Success Factors
- World Class Market Intelligence at Best Buy
- Intelligence Audit by participants

### 11:30 AM - 1:00 PM Part 2: Best Practices in Taking MI to the Next Level

- Taking MI to the next level: Best Buy
- How to take MI to the next level: Scope
- How to take MI to the next level: Process
- How to take MI to the next level: Deliverables

#### 1:00 - 2:00 PM Networking Lunch

#### 2:00 - 3:30 PM Part 3: Best Practices in Taking MI to the Next Level

- How to take MI to the next level: Tools
- How to take MI to the next level: Organization
- How to take MI to the next level: Culture
- Summary and conclusions

#### 4:00 - 5:30 PM Part 4: Identifying Development Needs and Designing a Road-Map for MI Development

- Identifying and prioritizing development areas
- Identifying the development needs and key actions for MI
- Designing an MI development road-map
- Summary and conclusions

### Track 4: Consultative Skills for Intelligence Professionals: A Practical Workshop to Develop Your Consultative Skills and Become a Trusted Business Advisor

**Facilitators:** Joost Drieman, Director, Market and Business Intelligence, European markets, **Cisco Systems Inc.**, and Hans Hedin, Vice President, Business Development, **Global Intelligence Alliance**

This one-day hands-on workshop will explain how you can play a more strategic role by becoming a trusted business advisor as opposed to being a researcher or an analyst. The advantages of this are that you will have a seat at the strategic decision making table and you will be able to utilize the input from top management into your intelligence projects. And yes, you will most likely make more money as well!

Developing consultative skills is the enabler for this. The workshop will take you through the entire consultancy process, including subjects such as strategic thinking in business decisions, and the way to use creativity as an important added value.

Special focus will be on:

- Relationship building using the engagement model - what is the engagement model and how to develop high level relationships with management
- Negotiation skills - how to cope with resistance and negotiation issues with top managers
- Expectations management – what is included in the project: all areas of attention from agreement (expectations) to closed loop (feedback)
- Presentation skills - how to deliver the results in effective and efficient ways to executives and other stakeholders lifting the output from an analytical to an advisory perspective.

- Creative thinking – thinking differently in order to solve old problems in new ways

The workshop consists of practical presentations and exercises, and it is targeted at persons responsible for market, competitive and strategic intelligence, including market researchers and intelligence analysts.

**Previous feedback on this workshop:** This workshop has received excellent feedback as all intelligence functions should really aim at becoming strategic advisory departments. Very experienced facilitator teams have been able to provide strong practical advice for many practitioners. The very latest score for this workshop from May 2011 is 4.7 on a scale of 0-5 with the majority of participants rating the session “very good” (the highest score). Participants especially appreciated the strong facilitation and extremely valuable educational content of this session.

#### Agenda for the Day

##### 9:30 - 11:00 AM Part 1: Becoming a World Class Strategic Advisor

- From research to business advisory: different roles, skills and styles between researchers, analysts and consultants
- Can and should you make the switch: What is consultancy and why is consultancy important?
- The engagement model - Building the relationship & interacting with top management
- Self-assessment test: Relationship with top management
- Summary of findings and discussion

##### 11:30 AM - 1:00 PM Part 2: Best-Practice Techniques for Consultants

- Strategic thinking and decision making alternatives
- Co-creation of intelligence – How to access managers’ knowledge for better project results
- Creativity – Techniques for creative thinking... and some practical exercises
- Summary of findings and discussion

#### 1:00 - 2:00 PM Networking Lunch

##### 2:00 – 3:30 PM Part 3: At Work – Executing a Successful Consultative Project

- Differences between a research and an advisory project
- Agreement
- Project
- Assessment
- Summary and discussion

##### 4:00 - 5:30 Part 4: The Dissemination – How to Make High Impact Presentations

- The deliverables
- Presentation forms
- John Wayne meets Sherlock Holmes: Management of clashing decision styles

- Closed loop process
- Development steps: How and when will you be a trusted strategic advisor?
- Summary and conclusions
- Closing

## Track 5: Market Sizing and Forecasting

**Facilitators:** Ron Dombroski, Director of Global Market Analysis for **IBM**, and Aleksy Grym, Director of Products and Services, **Global Intelligence Alliance**

Are you involved in estimating market share and market size? Is market sizing a challenge for your company? Are you looking to understand the methods and see practical examples of segmentation and market size analysis? How do you apply market size information? This one-day hands-on workshop takes a deep-dive into understanding market size whether looking at a particular geography, segment, product area, or channel.

Focus areas include:

1. Market segmentation as the foundation of market sizing
2. Market size and share analysis: theory, process and examples
3. Forecasting
4. Applying the methods in practice

The workshop consists of presentations, group discussion, and practical examples. It is targeted at individuals responsible for conducting market sizing and market share analysis, and individuals developing frameworks and methods for market sizing and market share analysis in their organizations.

This is a NEW workshop: Based on a significant need by market & competitive intelligence professionals and market research departments across industries, the GIA Conference features a new workshop on market sizing. Market sizing is a topic creating great interest almost in every industry and company practicing market analysis in one form or another. Companies are in need for methods, best practices and examples on how to conduct market sizing for existing, or completely new business lines, products or geographies. There has been very little advice and education available in the market intelligence industry, which triggered a need for this new workshop by IBM and GIA. This workshop will provide both theory and practical examples on how to use the theory. Case examples are used throughout the agenda. Group discussion is strongly encouraged and the workshop

is built to support lively conversation regarding market sizing. The role of facilitators is to provide on-the-spot advice through group discussion and cases.

### Agenda for the Day

#### 9:30 - 11:00 AM Part 1: Introduction and Methodology Basics for Market Sizing

Introductions and brief discussion on participants' expectations. The workshop starts by looking into frameworks and methodologies for market segmentation, market sizing and market share analysis. These are all closely linked with each other and represent relevant aspects of market sizing on a broader scale. The first part of the day focuses on variety of models, theory and selected practical examples on how they are used.

#### 11:30 AM - 1:00 PM Part 2: Deep-dive Into Market Sizing Process and the Art of Forecasting

The workshop continues by providing in-depth view on select methodologies and advice on forecasting. Both top-down and bottom-up market sizing methods will be discussed in theory and practice. Workshop will also include a section about sources of market size information. Finally, the art of forecasting section looks into creating future foresight based on market sizing.

#### 1:00 - 2:00 PM Networking Lunch

#### 2:00 - 3:30 PM Part 3: Cases and Examples – Practical Application of Market Sizing

After lunch, the workshop continues by taking a practical view on market sizing through a number of case examples. Facilitators will review different situations and explain how market sizing has been implemented using presented models. The objective is to provide pragmatic advice on how to build robust market share and size analysis resulting in actionable intelligence.

#### 4:00 - 5:30 PM Part 4: Converting Analysis into Action

The day will conclude by focusing on how to use market size analysis and how to make it actionable. First different applications of market sizing will be discussed in detail. Again, practical examples will be presented to trigger further group discussion and questions. Workshop will also focus on presenting market sizing output in actionable format to enable effective utilization. The key objective of the last part of the day is to learn to convert all the hard work into action.

Summary and conclusions

### 5:30 PM Opening Reception

Cocktails & Hors d'oeuvres

# Conference Day 1, Tuesday, Nov 15

8:00 - 9:00 AM

## Registration & Breakfast

9:00 - 9:15 AM

## Opening Remarks (Hans Hedin, GIA)

9:15 - 9:45 AM

## From Firefighters to Futurists (Jouko Virtanen, GIA)

9:45 - 10:30 AM

## Building High Impact Intelligence Programs to Support Strategy (Terry J. Kerby, 3M Company)

10:30 - 11:00 AM

## Refreshments & Networking Break

11:00 - 11:45 AM

## Utilizing IT Tools in Building World Class MI Programs (John Hink, Fiserv)

11:45 AM - 12:30 PM

## Business Impact and Growth through Strategic Market Intelligence (Carlos Jose Fonseca, Mastercard)

12:30 - 1:30 PM

## Networking Lunch

1:30 - 2:45 PM

## Interactive Panel Discussion: What Does World-Class Market Intelligence Mean for Executives? Executive Level Expectations for MI

- Panel Chairman: Phil Britton, Competitive Strategies Group, Best Buy
- Carlos Jose Fonseca, Senior Business Leader International Markets Strategy, Mastercard
- Terry J. Kerby, Director of Global Competitive Intelligence, 3M Company
- Bill Carigan, Vice President of Sales, Cintas Corporation

2:45 - 3:05 PM

## Refreshments & Networking Break

3:05 - 3:50 PM

## Building Successful Sales Intelligence Programs (Scott Clemmons, Siemens)

3:50 - 4:35 PM

## Market Intelligence for Revenue Generation and Sales Enablement – Dialogue between Practitioner and Sales VP (Bill Carigan, Vice President of Sales & Troy Pfeffer, Competitive Intelligence Director, Cintas Corporation)

5:30 PM

## Transportation from the Drake Hotel Meeting in the Conference Hotel Lobby at 5:30 PM

6:00 - 9:30 PM

## Free Dinner Cruise & Networking Event Mystic Blue Cruises at Navy Pier

9:45 PM

## Transportation to the Drake Hotel

## 8:00 - 9:00 AM Registration & Breakfast

## 9:00 - 9:15 AM Opening Remarks by the Conference Chair

Hans Hedin, Vice President, Business Development, **Global Intelligence Alliance**

## 9:15 - 9:45 AM From Firefighters to Futurists - Using Intelligence Audit to Improve Performance of Your Function: CASE Procter & Gamble

Jouko Virtanen, President, **Global Intelligence Alliance North America**

Jouko Virtanen will open the conference program by providing insight on the World Class Market Intelligence framework that lays the foundation for the conference agenda. He will also introduce intelligence audit and benchmarking as methods to assess and improve the performance of an intelligence function. Using the The Global Market Intelligence Survey 2011 as the reference point, he will discuss how a company specific assessment can be used as a diagnostics tool and internal marketing vehicle. The Global Market Intelligence Survey 2011 is the most extensive research project globally that has ever been conducted in the field of Market / Competitive Intelligence.

Jouko will also provide a brief overview on how Procter & Gamble decided to utilize benchmarking audit in planning and improving performance of their intelligence program. Being a company with an established and rather advanced intelligence program and culture already in place, P&G wanted to understand how end users viewed the contribution of intelligence in decision making, and how they compare against other companies internationally. In his opening presentation, Jouko will briefly describe the process and discuss selected conclusions by P&G.

## 9:45 - 10:30 AM Building High Impact Intelligence Programs to Support Strategy

Terry J. Kerby, Director of Competitive Intelligence, **3M Company**

High impact intelligence programs enable companies to practice high quality strategic planning and provide critical support to implement the strategy. High impact intelligence programs also provide input to redirect the strategy when necessary. What are the key building blocks of a high impact intelligence program, and how to make sure that the strategic contribution reaches the required level of foresight? How to apply process efficiency and quality measures in establishing a world class strategy process and strategic intelligence program? How to ensure future foresight capability?

In his presentation, Terry Kerby will focus on the following key aspects of establishing strategic intelligence programs:

- What makes an intelligence program high impact?
- Key success factors in establishing high impact strategic intelligence programs
- Building future focus into the intelligence process
- Applying process efficiency and quality measures in intelligence work

## 10:30 - 11:00 AM Refreshments & Networking Break

## 11:00 - 11:45 AM Utilizing IT Tools in Building World Class MI Programs

John Hink, Director - Competitive Intelligence, Global Sales Organization, **Fiserv**

Managing selection, deployment and effective utilization of IT tools is one of the key success factors in building world class intelligence programs. Even though intelligence is all about the people in the end, IT provides significant value to the function and helps improve communication, and sharing of relevant insight across the organization. MI tools also develop all the time pushing companies to increase their understanding of the landscape and making sure they choose the right tools for needs. In his presentation John Hink, who has managed multiple tool selection and deployment projects during his intelligence career, will focus on the following topics:

- Fit for the purpose – how to make sure you choose the right tools for your organization?
- The soft aspect of IT: So you have a tool – how do you get people to use it?
- Best practices in deploying the chosen intelligence application
- Building help-desk capability through a central enterprise repository

## 11:45 AM - 12:30 PM Business Impact and Growth through Strategic Market Intelligence

Carlos Jose Fonseca, Senior Business Leader, International Markets Strategy, **Mastercard**

The ultimate goal of any Market Intelligence Program is to help company grow and implement its strategy. In order to succeed in this, market intelligence has to become an integrated component in the business planning and strategy formulation process supporting portfolio management and facilitating dynamic adjustment through execution. Being part of the planning process is not enough, though. World Class intelligence programs are geared towards generating bottom line impact and driving competitive advantage through innovation and organizational renewal. World Class intelligence programs also provide critical future insight for management to direct investments.

In his presentation, Carlos Fonseca will focus on the following key aspects of World Class market intelligence:

- Market Intelligence as an integral part of the planning and strategy formulation process
- Creating strategic foresight with bottom-line impact
- Insights based growth and innovation support through MI

## 12:30 - 1:30 PM Networking Lunch

## 1:30 - 2:45 PM Interactive Panel Discussion: What Does World-Class Market Intelligence Mean for Executives? Executive Level Expectations for MI

- Chairman: Phil Britton, Competitive Strategies Group, **BestBuy**
- Carlos Jose Fonseca, Senior Business Leader International Markets Strategy, **Mastercard**
- Terry J. Kerby, Director of Global Competitive intelligence, **3M Company**
- Bill Carigan, Vice President of Sales, **Cintas Corporation**

World Class market intelligence programs deliver planning and decision making support, early warning and opportunity identification, plus insight. This enables companies to improve their competitiveness, avoid strategic risks, and ultimately generate more revenue for the company. World class intelligence programs also process information into a highly analytical format, utilizes intelligence co-creation and aims at becoming a trusted strategic advisor function for the top management.

The panel discussion explores top management expectations on market intelligence. At least the following topics will be covered in the discussion, in addition to questions presented by the audience.

- What are the key requirements for any market intelligence function from a decision maker's standpoint?
- How to reach advisory status supporting top management and what is the role of MI in providing advice vs. intelligence?
- What every intelligence practitioner should keep in mind when delivering executive level content?
- What is the role of interaction and collaboration with executive stakeholders?
- Insight vs. intuition – what is the balance between intelligence and no-intelligence in real-life decision making?

Panelists have been carefully chosen to represent different perspectives of management, functional areas, and industries. Panel Chairman Phil Britton (Best Buy) is well placed to lead the discussion and challenge panelists to debate on this very interesting topic. Representing Competitive Strategies Group at BestBuy, Phil is not only a seasoned intelligence professional but also has a strong advisory role operating closely with executive level users of intelligence.

Terry J. Kerby has 30 years of business management, strategy, and leadership experience at 3M Company and currently leads 3M's corporate wide intelligence development initiative. Carlos Jose Fonseca has previously lead the intelligence program at Mastercard and currently operates in a senior leadership position representing a significant user perspective. Bill Carigan is a seasoned B2B sales management veteran at Cintas, currently operating as Vice President of Sales. He specifically looks at intelligence from a revenue generation and sales enablement viewpoint.

The Conference audience is encouraged to participate in the discussion.

### **2:45 - 3:05 PM Refreshments & Networking Break**

### **3:05 - 3:50 PM Building Successful Sales Intelligence Programs**

Scott Clemmons, Director, Competitive Intelligence, **Siemens Industry Automation**

A key objective for any world-class intelligence program is to help company to win more business. Linking your intelligence

activity with bottom-line impact by supporting sales and product development and ultimately revenue generation is a strong value proposition. Effective sales intelligence program requires a two way dialogue to both collect human intelligence, and to communicate analytical outputs back to field and other stakeholders.

Scott Clemmons will discuss the following topics and provide practical examples on:

- Establishing sales intelligence programs: Key steps to support sales and product development
- Competitive council as a structure for two-way communication
- How to communicate actionable intelligence back to sales front?
- Sales intelligence deliverables: Win-loss analysis, Competitive Framework files

### **3:50 - 4:35 PM Dialogue between Practitioner and VP of Sales - Market Intelligence for Revenue Generation and Sales Enablement**

Bill Carigan, Vice President of Sales, **Cintas Corporation**, and Troy Pfeffer, Competitive Intelligence Director, **Cintas Corporation**

Bill Carigan and Troy Pfeffer from Cintas Corporation will end the day with a dialogue between a practitioner and a key stakeholder. This session will focus on integrating intelligence with the sales process in a Fortune 1000 company and designing the intelligence program to meet specific needs in each phase of the sales process with specific inputs. Bill Garigan and Troy Pfeffer will discuss sales management needs and present examples on how to support the whole sales process from new customer acquisition to strategic account management. Topics and practical examples will include:

- Revenue generation and sales enablement as key objectives for intelligence program
- Engaging sales organization to contribute to field intelligence
- Intelligence inputs in the sales and account management process
- VP of sales: return on investment expectations for intelligence

### **5:30 PM Dinner Cruise & Networking Event**

Meeting in the Conference Hotel lobby at 5:30 PM.

# Conference Day 2, Wednesday, Nov 16

8:00 - 9:00 AM

## Registration & Breakfast

9:00 - 9:45 AM

## Integrating Market Intelligence with Planning and Decision Making

(Phil Britton, Best Buy)

9:45 - 10:30 AM

## Market Intelligence as a Strategic Advisory Function

(Paul McMahon, Wells Fargo)

10:30 - 11:00 AM

## Refreshments & Networking Break

11:00 AM - 12:15 PM

## Interactive Roundtable Sessions: Round 1

- Track 1: Establishing World Class Process and Scope for Market Intelligence (James Trocmé, Diebold & Jouko Virtanen, GIA)
- Track 2: From Sales to CEO's Office - Building Intelligence Culture (Troy Pfeffer Cintas & Victor Knip, GIA)
- Track 3: Rapid Deployment of an MI program (Gil Niv, Navistar & Rahul Dhingra, GIA)
- Track 4: Consultative Skills in Market Intelligence (Paul McMahon, Wells Fargo & Hans Hedin GIA)
- Track 5: Key Success Factors for MI in Emerging Markets (Matthew J. Wojnovich, DuPont Performance Coatings & Jason Hill, IBM & Thomas Rideg, GIA Hong Kong)

12:15 - 1:15 PM

## Networking Lunch

1:15 - 2:30 PM

## Interactive Roundtable Sessions: Round 2

- Same tracks as in Round 1

2:30 - 3:00 PM

## Refreshments & Networking Break

3:00 - 3:45 PM

## Future of Market Intelligence –Holistic View on Developing Decision making Support (Joost Drieman, Cisco Systems)

3:45 - 4:00 PM

## Closing Remarks (Hans Hedin, GIA)

## 8:00 - 9:00 AM Registration & Breakfast

## 9:00 - 9:45 AM Integrating Market Intelligence with Planning and Decision Making

Phil Britton, Competitive Strategies Group, **Best Buy**

A key function of any market intelligence program is to effectively support strategic decision making and provide insight into business planning process. Defining the intelligence priorities and focus of the effort should be directed by the strategy and strategic priorities of the company. However, a World Class intelligence program also provides early warning on developments outside of the prevailing strategic assumptions, and challenges these assumptions from time to time. This dynamic allows MI program to focus on key topics but also raise emerging strategic developments under the microscope when needed.

In his presentation, Phil Britton will elaborate on the following key elements of strategic planning support:

- How strategic key intelligence topics are defined and how they direct intelligence effort?
- What is the role of field intelligence in this process and how field intelligence is used to identify early warning signals?
- How World Class companies deliver strategic intelligence to support planning process?

## 9:45 - 10:30 AM Market Intelligence as a Strategic Advisory Function

Paul McMahon, Strategy & Planning, **Wells Fargo**

Becoming a strategic advisor for top management requires credibility, substance expertise, connections and competence in providing foresight. This presentation will focus on three key topics in becoming a trusted partner for top management: expertise networks, advisory deliverables, and future focus. It is critical to build systematic networks to have the required expertise available when required. Experts, both internal and external, will also provide important feedback when formulating strategic assumptions.

When delivering strategic advice, it is relevant to take into account the audience and their preferences in digesting intelligence. Practical examples will be provided on how to deliver advisory intelligence to top management. Finally, this presentation will cover future as a key success factor for market intelligence. Examples will include predictive analytics, integrating customer intelligence with broader market intelligence as well as early warning methods.

Paul McMahon will discuss the following topics and provide practical examples on:

- Building substance matter expertise by forming systematic internal and external expert networks
- Delivering strategic advisory: Requirements for top level deliverables
- Providing foresight through predictive analytics and scenarios

### 10:30 - 11:00 AM Refreshments & Networking Break

### 11:00 AM - 12:15 PM Interactive Roundtable Sessions: Round 1

#### Track 1: Establishing World Class Process and Scope for Market Intelligence

Facilitators: James Trocmé, Senior Director, Market Research & Knowledge Management, **Diebold**, and Jouko Virtanen, **Global Intelligence Alliance**

Often too much focus is placed on intelligence tools and a narrow scope of competitive and market monitoring. World class companies should prioritize process first and have the process direct tool development. They also need to broaden the scope of intelligence activity and integrate needs of different functional areas of the company. A key role for market intelligence is to facilitate this process between finance, sales & marketing, engineering and other key functions to build a true intelligence sharing culture. Ultimately a world class intelligence program allows an organization to build on collective intelligence and learning.

This session focuses on:

- World class scope: What Market Intelligence should cover?
- Role of Market Intelligence in facilitating interaction and breaking silos
- Creating a culture of intelligence “prosumers”

#### Track 2: From Sales to CEO’s office - Building Intelligence Culture

Facilitators: (Troy Pfeffer, Competitive Intelligence Director, **Cintas**, and Victor Knip, Vice President, Eastern USA, **Global Intelligence Alliance**

Arguably, the most difficult part of establishing a world class intelligence program is creating a culture that supports active communication and provides benefits both on tactical and strategic level. Intelligence really becomes part of the

corporate DNA when the whole organization, including top management and field organization, considers it part of the daily job routine. When different functional groups, such as sales, supply chain management, and business development all are aware of the importance of intelligence and start acting as advocates and supporters, this culture becomes a valuable asset for the company.

In this session Troy Pfeffer will focus on the following building blocks of a true intelligence culture:

- Role of top management in establishing intelligence culture
- Importance of internal marketing of world class branding
- From awareness to assistance - How end users become contributors?
- Conducting a 360 degree intelligence audit as part of assessing and building intelligence culture

#### Track 3: Rapid Deployment of an MI program

Facilitators: Gil Niv, **Navistar**, and Rahul Dhingra, Consultant, **Intelligence Services**, **Global Intelligence Alliance**

In today’s fast paced business environment, no company can spend years in developing high impact intelligence programs. MI initiative is required to reach awareness and acceptance soon in the deployment process. While it is important to plan and design the process well, MI teams need to act fast and find quick wins to establish credibility. They also need to make sure the MI scope is properly defined from the beginning and that they have proper resources, skills and tools available to deploy their plan. This workshop specifically supports companies in planning and design phases, as well as companies looking for quick wins within their initiatives.

In this session Gil Niv will discuss the following topics, among others:

- Defining the scope – how do you make sure to start small and at the same time serve relevant stakeholders
- Your MI deployment plan – what are the key elements for a successful launch?
- The importance of quick wins

#### Track 4: Consultative Skills in Market Intelligence

Facilitators: (Paul McMahon, **Wells Fargo**, and Hans Hedin, Vice President, Business Development, **Global Intelligence Alliance**

Many Market Intelligence teams are stuck with being perceived as researchers or analysts who can just deliver information, but not provide real impact to decision making. For an MI program to make an impact on decision-making, it needs people who can be consultative in their approach and become respected advisors to senior management.

In this roundtable Paul McMahon shares his experiences on how you can achieve the advisor role. You will also get an opportunity to discuss with your peers about:

- What is the needed skill set for an MI professional to become an advisor?
- How do you deliver advisory services?
- How to overall develop the consultative competencies within your MI program?
- What is the role of advisor network as a source

### Track 5: Key Success Factors for MI in Emerging Markets

Facilitators: Matthew J. Wojnovich, **DuPont Performance Coatings**, Jason Hill, **Competitive Intelligence Manager, IBM**, and Thomas Rideg, **Managing Director, Global Intelligence Alliance Hong Kong**

The emerging growth markets such as China, Asia Pacific, and Latin America are rapidly becoming part of the geographic scope of most companies' intelligence programs. The primary focus in these areas is gradually shifting from looking at investment opportunities and market entry strategies to continuously keeping the areas under the radar. Many Western companies already have an established presence in the growth markets, and they now need to stay on top of the local market dynamics both on an everyday basis and looking into the future.

In this roundtable it will be discussed how Market Intelligence is a completely new task for companies operating in emerging markets. Companies will need to learn how to deal with cultural differences, language issues, etc. It is also important to learn, for example, how to analyze the local regulatory environment which usually is very different from what most companies are used to. Also local source knowledge is extremely important as quality of MI greatly depends on the reliability of information.

### 12:15 - 1:15 PM Networking Lunch

### 1:15 - 2:30 PM Interactive Roundtable Sessions: Round 2

Same tracks as in Round 1.

### 2:30 - 3:00 PM Refreshments & Networking Break

### 3:00 - 3:45 PM Future of Market Intelligence – Holistic View on Developing Decision Making Support

Joost Drieman, Director, Market and Business Intelligence, European Markets, **Cisco Systems Inc.**

Often times market intelligence programs operate in a departmental role lacking coordination of effort with other relevant processes and functions. They typically also provide a limited view of the operating environment mainly focusing on the present day and history. World Class companies of tomorrow will need to develop MI programs providing a holistic view on the business environment and breaking information and decision making silos within organizations. Traditional CI functions focusing on competition and tactics are not going to survive. Winners of tomorrow need to learn ways to integrate a mix of customer and competitive, tactical and strategic, consumer insights and technology intelligence into a broader market intelligence operation.

Joost Drieman will end the Conference by providing his professional views on the following topics:

- Future trends for the Market Intelligence profession
- Setting the future expectation: Market Intelligence as a holistic process
- Increasing role of understanding your customers and what shapes their needs in the future

### 3:45 - 4:00 PM Closing Remarks

Conference Chairman Hans Hedin, Vice President, Business Development, **Global intelligence Alliance**

# Information about the speakers

**Mr. Philip Britton** is a Senior Manager for Competitive Strategies at **Best Buy Company**, the world's largest Consumer Electronics retailer. Phil joined Best Buy as a retail store employee in 1993 and has been involved with Competitive Intelligence within Best Buy nearly since its inception as a department in 2001. During this time Phil has been actively involved in moving the capability from a simple pricing function to a full-blown CI department capable of serving customers from individual retail stores to senior executives on multiple continents. Phil is a graduate of the University of Illinois in Urbana-Champaign.

**Mr. Bill Carigan** is the Vice President of Global Accounts at **Cintas**. Bill has a 20 year career in sales and marketing making him a strong stakeholder representative and panelist in the conference providing sales management and field sales view on intelligence and revenue generation. In addition to sales, his expertise includes marketing, business strategy, recruiting, and training. In his current role at Cintas, Bill oversees customer retention, growth and new account acquisition for the Fortune 1000 segment and has P&L responsibility for the business. In his previous sales roles Bill has overseen business development across all business lines leading a team of 5 Directors, 30 Managers and over 200 Sales Professionals. He has also operated as the Director of Field Sales at Cintas. Bill holds an MBA in Marketing from the University of Cincinnati College of Business.

**Mr. Scott Clemmons** has been working in the Market and Competitive Intelligence field for 13 years at LexisNexis and **Siemens**. Initially supporting the CI effort at LexisNexis, Scott moved to Siemens to start up a new Competitive Intelligence operation from the ground up. From startup to present day, Scott and his global team have established comprehensive CI models and programs focused on delivering actionable intelligence for both the global sales force and executives. Some of these models and programs include, Win/Loss, Global Competitive Council designed to identify and support knowledge sharing, central CI website for single point of access for sales executives, market repository for all competitive and market information/intelligence.

**Mr. Ron Dombroski** is Director of Global Market Analysis for **IBM**. He leads a worldwide team of internal consultants responsible for market insights and analysis used in decision making across the company. IBM is a worldwide leader in information technology and services, and is helping to build

a smarter planet. Ron began his career as a manufacturing engineer at IBM in 1982, and has also held various positions in marketing, strategy, and product development. He has worked in the IT industry for over twenty-five years and experienced some of its most dramatic changes. He has also been part of one of the most significant corporate turnarounds in history.

Ron holds an MBA from Columbia Business School, an MS in Applied Statistics from Union College, and a BS in Operations Research and Industrial Engineering from Cornell University. He is a Professional Certified Marketer by the American Marketing Association and a trustee of the Marketing Science Institute. Among his personal interests, Ron is a tennis player, hiker, and skier. He has climbed all forty-six high peaks in the Adirondack Mountains. He has skied in Chile, Argentina, Italy, Austria, Switzerland, and Germany, in addition to the U.S.

**Mr. Joost Drieman** has 30 years of international experience in strategy, business development, market intelligence and management. Joost joined **Cisco Systems** as Director, Market and Business Intelligence, European Markets in 2006. Prior to his current position with Cisco, he has served in senior positions at Getronics (KPN), UB Networks, Tandem Computers and Telindus (Belgacom). He has also provided consulting work for the European Commission, DG Infso. He holds an MBA from the University of Antwerp Management School in Belgium, and studied Corporate Strategy at Harvard Business School and Market Intelligence at Wisconsin University in the US. Joost is an active visiting lecturer on intelligence topics at several business schools and the owner of Marix International NV.

**Mr. Carlos Jose Fonseca**, Senior Business Leader, International Markets Strategy Head **MasterCard Worldwide** is responsible for driving the development, design, and overall delivery of the country-level strategies for MasterCard International Markets in collaboration with regional market development, and country management. Carlos and his team act as advocates for the region and country strategies at a corporate level, working with geographical and cross-functional partners to create an integrated view of market opportunities to then prioritize and recommend investment allocation and execution plans to advance the MasterCard business around the world.

Before this global position Carlos headed the Market Intelligence Planning and Insights Area for MasterCard Latin America where he was in charge of providing actionable market insights based on deep understanding of the business context, and the synthesis of primary research, secondary

data and strategic information. His areas of responsibility include scenario planning, investment allocation, campaign and product research, consumer, customer and competitive analysis.

Before joining MasterCard Carlos held positions in Brand Management, Planning and Analytics in financial services and FMCG companies, including Citigroup, BAT and Procter & Gamble with assignments in Latin America, Asia Pacific and the United States. He holds an Engineering degree from Universidad de los Andes, in Colombia, and a MBA from Georgetown-INSEAD.

**Mr. John Hink** is a Director of Competitive Intelligence, Global Sales Organization, **Fiserv**, a Fortune 500 (\$4.7B) company and the top provider of technology to the financial services industry. John works at the Global Sales group at Fiserv and is responsible for Enterprise CI function. John's special expertise areas include building high impact competitive intelligence functions, business strategy, market research, and complex data analysis, and M&A. He has over 16 years of experience in the intelligence industry and a strong track record of building intelligence functions at large companies including Metavante, Fiserv, and USAA. John also has special expertise in the development of central corporate Competitive Intelligence systems. He is currently the Chair of the Wisconsin Chapter of SCIP. John has a business degree from University of Wisconsin-Madison and Universität Freiburg in Germany.

**Mr. Terry J. Kerby** has 30 years of experience in international business management holding leadership positions in the United States, Canada, Israel and UK. He is a high-energy, analytical, process improvement focused business leader, accustomed to leading, influencing and developing global teams. During the past 30 years, Terry has held several leadership positions within **3M Company**, including Managing Director of 3M Israel, Global Business Director, Initiative Leader within Health Care business with global responsibility for E-Productivity and Pricing initiatives, and General Manager of 3M Microbiology.

From 2007-2011 Terry was the Vice President responsible for Strategy and Lean Six Sigma at 3M Health Care, in that role he also was responsible for establishing a high impact intelligence program to support this \$5Bn business. Building on his extensive business management experience, as well as expertise in strategy, intelligence and lean six sigma, Terry has recently assumed the role as the Director of Global Competitive Intelligence at 3M Company. In this position, he reports directly to corporate management. Terry holds an

M.B.A. on General Management from Ivey School of Business (University of Western Ontario), Canada and is trained at Master Black Belt level in Six Sigma.

**Mr. Troy Pfeffer** is the Competitive Intelligence Director at **Cintas Corporation**. Cintas designs, manufactures and implements corporate identity uniform programs and related business products and services. As Intelligence Director, Troy was chosen to create and establish Competitive Intelligence at Cintas. He is responsible for providing timely and actionable intelligence to business leaders to make sound tactical and strategic decisions, develop effective strategies and act with foresight across all divisions and global regions.

Prior to his current role, Troy served as the National Marketing Manager and National Operations Manager for Cintas. In addition, he has held the position of Vice President at Key Bank and Bank One. Troy holds a BSBA degree from The Ohio State University and is a Certified Intelligence Professional from the Fuld-Gilad-Herring Academy of Competitive Intelligence.

**Mr. James F. Trocmé** is a Senior Director Market Research & Knowledge Management at **Diebold**, a services company providing integrated technology solutions that enable our customers to maximize their self-service and security capabilities. In his current role, James leads development and implementation of market and competitive intelligence plans and strategy. One of his key tasks at Diebold is to promote broader knowledge management and holistic view to market intelligence throughout the organization. He is also responsible for identifying and directing the aggregation of existing internal and external data, and leading market and competitive research initiatives.

During his 15 year career at Diebold, James has held various positions, including Senior Director of Global Software Solutions Business Development, Senior Director of Global Software Systems Engineering, Director of Product Management and Product Marketing EMEA, and Senior Market and Competitive Intelligence Manager. Before joining Diebold, he worked as a market intelligence consultant in North America and Europe and as a consultant for the World Bank Group. James holds a Bachelor's degree in International Relations from American University of Paris, Paris France, as well as Master's degrees in both International Affairs, Drew University, Madison, New Jersey and Political Economy Northwestern University, Evanston, Illinois.

# What else is included in your registration?

## 6 month access to GIA's Intelligence Best Practices Online

An online community and knowledge resource for setting up and developing World Class intelligence programs.

GIA Intelligence Best Practices Online is a premium online community for Intelligence professionals to share thoughts and best practices, with active contribution from practitioners. The tool contains conference presentations and videos GIA conferences in 2010-2011 (Chicago, New York, Amsterdam and Helsinki Conferences) as well as an Expert Exchange forum.

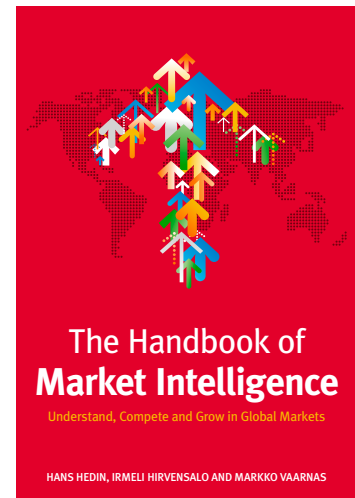
Access past and future GIA Conference presentations, videos, white papers, articles and more, organized onto one platform in a user-friendly way!

## Key Features of Intelligence Best Practices Online:

- **Expert Exchange:** Network and discuss with other users of IBP Online
- **GIA Conference:** Download exclusive presentations and videos from GIA Chicago Conference
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## Personal copy of new GIA Book "The Handbook of Market Intelligence" for the 100 fastest Conference registrants!

To be published in fall 2011. Get an insider's look at how some of the world's most respected international companies use Market Intelligence. This book provides over 40 enlightening case studies from companies such as ABB, Cisco Systems, Dunkin' Brands and Statoil, as well as findings from two global surveys on Market Intelligence programs and trends. It also features a step-by-step roadmap to help companies raise their intelligence ambitions, by using the six Key Success Factors outlined in the World Class Market Intelligence Roadmap developed by the authors.



Readers will be able to implement the practical ideas immediately and drive the systematic development of their own world class market intelligence functions – as well as benchmark their own results against global best practices.

The screenshot displays the GIA Intelligence Best Practices Online web application. The top navigation bar includes 'My settings', 'My Alerts', and a user profile. The main content area is divided into 'GIA Conference' and 'Expert Exchange' sections. The 'Expert Exchange' section shows a post titled 'CEO buy-in for intelligence program' with a 5/5 star rating and a comment from Michael Manager.



## Conference Fees

### Pre-Conference Workshops:

1,295 USD (+ applicable taxes)

### Conference Days 1-2:

1,995 USD (+ applicable taxes)

### Workshops + Conference Days 1-2:

2,995 USD (+ applicable taxes)

### The Drake Hotel

To take advantage of the discounted GIA Conference rate, please **book your accommodation online** by October 15 or call the Drake Hotel at + 1-800-553 7253. After October 15, rooms are subject to availability.

### Cancellation Policy

Confirmed registrations may be cancelled without penalty if written cancellation requests are received on or before September 16, 2011. 50% of the Conference fee is payable for cancellations after September 16, 2011, but registrants will retain access to the Intelligence Best Practices Online tool containing Conference materials for six months from October 1, 2011 to March 31, 2012. No refunds will be issued (and full conference fee is payable) on cancellation requests received after October 14, 2011, but access to the IBP Online tool will be retained until March 31, 2012.

*Note - All registrations subject to acceptance by GIA.*

Register online at [GIA website](#).

For further information and advice on track choices, please contact [events@globalintelligence.com](mailto:events@globalintelligence.com) or call +1-630-917-8265