



# COMPETITIVE INTELLIGENCE (CI) WORKSHOP

IMPACT BUSINESS DECISIONS WITH COMPETITIVE INTELLIGENCE

THREE DAY INTENSIVE WORKSHOP PRESENTED BY CBIA

FROM 28 - 30 JULY 2009

CENTURION LAKE HOTEL - CENTURION



*Achieve competitive advantage through competitive intelligence. Strategy without intelligence isn't strategy – it's guessing. Competitive Intelligence exists to provide company decision-makers with the knowledge and foreknowledge they need to craft breakthrough strategies and achieve "best practices" in key operational areas.*

*Thus intelligence deliverables, or "product", must at all times pass the tests for accuracy, timeliness and relevance to the firm's objectives, policies, and operations*

*In order for intelligence to serve as a credible basis for decision and action, both practitioners and users of competitive intelligence alike must understand what competitive intelligence is, how it differs from other streams of management information and security practices, and how it is most effectively applied in large-scale as well as medium-size organisations*

*During this workshop you will develop a thorough understanding of the key functional and organisational elements of an effective competitive intelligence programme. At the same time you will learn how to begin to build, or upgrade, your company's own intelligence and counterintelligence practices and systems*

## WORKSHOP objectives

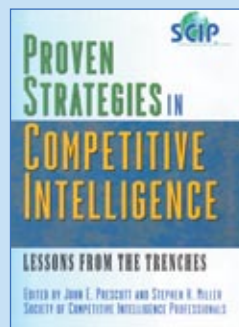
- To demystify competitive intelligence
- To gain a practical understanding of the value-added role intelligence plays in competitive strategy and the strategy process of firms
- To consider the impact of competitive intelligence on "business concept innovation"
- To discover what competitive intelligence means in terms of activity, organisation, and deliverables, or 'product' in world-class companies
- To learn how strategically-relevant intelligence can be applied in each participant's company to help outwit, out manoeuvre, and out perform rivals
- To develop an appreciation for linking the intelligence function with counterintelligence and security as part of a company's 'risk management' responsibilities

## WORKSHOP benefits

After attending this workshop, participants will:

- Use intelligence to help create and sustain winning strategies
- Integrate intelligence in each phase of their company's strategy process
- Apply systematic frameworks for defining intelligence requirements
- Utilise human-source intelligence collection techniques to uncover information hidden from other forms of surveillance
- Use analytical methods and tools that lead to 'actionable' competitive insight and foresight
- Leverage the intelligence experience of organisations in Europe, North America, and elsewhere
- Identify the resources needed to build and manage an effective intelligence system within their organisations
- Initiate more effective risk management practices

Participants will be provided with a full set of workshop materials. This comprehensive workshop pack will serve as a continuing reference for participants during and after the event



Two workshop participants will each receive a copy of the SCIP, *Proven Strategies in Competitive Intelligence* edited by John E. Prescott and Stephen H. Miller. The names of the people will be drawn during the workshop

## WHO SHOULD participate

Those involved in

- Brand, Product, and Sales Management
- Business Development
- Competitive Intelligence
- Corporate Communications
- Finance
- Internal Consulting
- Marketing and Market Research
- Mergers & Acquisitions
- Product and Technology Development
- R&D
- Security
- Planning
- General Management
- IT/MIS Managers

**WORKSHOP Topics**

- Strategic Value
- Overview of Competitive Intelligence
- Key Intelligence Needs (KIN's)
- Ethics and CI
- Collection of Information
- TradeShow Intelligence®
- Intelligence Analysis
- Various Analysis Techniques
- A Corporate Perspective on CI
- Case Studies – Practical Group Work
- Intelligence Products
- Overcoming the Disconnect between Management and Competitive Intelligence
- Corporate Risk Management
- Starting your Own Programme
- Building a CI team



SA Association of Competitive Intelligence Professionals



Society of Competitive Intelligence Professionals

PREMIER PARTNER



**ABOUT CBIA**

**Corporate Business Insight & Awareness (CBIA)** founded in March 1994 is one of the World's oldest professional competitive intelligence firms. We have a reputation for quality, integrity and trust regarding our services, outsourcing, consulting and training. We educate people, who are extremely bright about businesses, how competitive intelligence can increase their competitive awareness in the business arena. We have specialised training and played a major role in establishing and promoting this profession in South Africa. Advising others on business issues, problems and situations that truly matter is just one of the challenging professional activities that we engage in. CBIA's competitive intelligence training programmes address the critical need of business to gather meaningful information and how to build a knowledge base from which to make decisions.

**For additional information:**  
[www.cbia.co.za](http://www.cbia.co.za) – [info@cbia.co.za](mailto:info@cbia.co.za)  
 Tel (012) 664-3157  
 Fax (012) 664-3180 (International +2712)

**REGISTRATION form & fees**

**CI WORKSHOP – CENTURION**

Name..... Dr/Mr/Ms/Mrs  
 Company.....  
 Designation.....  
 Address.....  
 ..... Code.....  
 Phone (    )..... Fax (    ).....  
 E-mail.....  
 Company VAT Registration No.....  
 Special Requirements (Dietary/Physical).....

**REGISTRATION FEES** (Please tick appropriate box)

- Save & Register by 19 June 2009**  
 R 6 156.00 per person  
**Register after 19 June 2009**  
 R 6 612.00 per person

**Special: Register four people from the same company and a fifth person attends for free!!**

**(ALL FEES INCLUDE VAT)**

Please fax completed registration form to Fax: (012) 664-3180 or book on-line at [www.cbia.co.za](http://www.cbia.co.za)

**PAYMENT METHOD**

Cheques payable to CBIA cc, P O Box 16063, Lyttelton, 0140 or via bank deposit at Standard Bank, Centurion. Account Number 410309869, Branch Code 012-645. Please include your name as the beneficiary reference on the electronic transfer or direct deposits or fax deposit slips to Fax (012) 664-3180. A VAT invoice will be issued on receipt of registration. A cancellation fee of 25% of the workshop fee is applicable until 16 July 2009. Cancellations thereafter cannot be refunded. Substitutes are accepted.

Signature.....  
 I agree to the above conditions and terms

**Registration closes on 16 July 2009**