

30th Anniversary

SCIP International Conference & Exhibition

GAME CHANGERS



A SAMPLE FROM

2015 EXECUTIVE CHRONICLES

MAY 11 – 14, 2015
ATLANTA MARRIOTT MARQUIS
ATLANTA, GEORGIA





GAME CHANGERS – Exploring Innovative Intelligence

**30th Anniversary SCIP International Conference & Exhibition
Executive Chronicles**

May 11 - 14, 2015 | Atlanta Marriott Marquis | Atlanta, GA

Dear Colleague,

For the **30th Anniversary Strategic and Competitive Intelligence Professionals International Conference & Exhibition**, we brought together the top game changers in Competitive Intelligence today. Who are the SCIP game changers? They are the people who push boundaries as well as the tools and strategies that test our vision for the future.

During educational sessions and interactive discussions, these game changers presented the intelligence skillsets necessary to build a future force of individuals ready to help your enterprise take giant steps forward...create impactful organizational strategies...and engineer an agile, customer-centric environment. All of these game-changing ideas and people can help your organization succeed in today's rapidly changing business world.

We are proud to present the 2nd edition of the SCIP Executive Chronicles, a summary of all the key points presented in over 60 sessions. With this collection, participants can view summaries of the sessions they missed, as well as bring home a handy reference that notes many of the key take-aways from their favorite sessions. If you were unable to attend this exciting event, they are a way you can benefit from all the innovative themes and ideas explored there.

This year's Chronicles include summaries of keynote presentations from Brian David Johnson, *Futurist*, Intel; Keith Piques, *Partner*, Keen Strategy; John Kringen, *Former Deputy Director*, CIA, *current Senior Advisor*, Cipher; and Leo Bonnani, *Founder & Chief Executive Officer*, Sourcemap.com.

We hope you'll enjoy and learn from these summaries and all the valuable insight shared at the **30th Anniversary Strategic and Competitive Intelligence Professionals International Conference & Exhibition**. We're confident you'll find many action items to implement in your own organization right away!

Thank you for your participation in SCIP's events. I look forward to our continued partnership and welcome any feedback you might have on the **SCIP Executive Chronicles**.

Sincerely,
Nan Bulger
Executive Director
SCIP



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	Field 1	Field 2	Innovation due to Convergence
Industries	Healthcare	Mobile Phones	mHealth
Products	Sensors	Internet	Remote Monitoring
Technology	Haptics	MRI	Haptic-based MRI

The “sensorization of things” will close the gap between the rich and poor’s access to technology. This will lead to a changing of the tide in consumer demographics and volume. Sensors are able to obtain information from eye, facial, voice, touch, brain and gesture recognition. When 3 or more of these forms of feedback are incorporated into a technology it becomes likely that humans will use/purchase such technology.

BEST PRACTICE

Remember that every technology can be connected but probe deeply to discover whether the cost-benefit of said connection makes sense for your company. Sear gives the example of an oil company that spent billions for an IT department to analyze big data that turned out to be non-actionable. Your company should ask itself what types of insights can be gained from obtaining new data fields and what decisions these insights might be able to influence. Is this data actionable?

As a result of the new mega-regions and smart cities, it will become more imperative for companies to be integrated into the infrastructure of the areas they inhabit. Businesses must place a new emphasis on connecting themselves locally. Generation Y is approaching 2.4 billion people and companies must gain actionable insights about this generation.

ACTION ITEM

- Stay hydrated: dehydration leads to a 60% decrease in office productivity
- Develop a Big Data strategy in the next 3 years. A Big Data project or several isolated Big Data projects do not suffice here. Rather a cohesive, broad strategy for how data will be obtained, analyzed and acted upon on a company wide scale is necessary
- Build networks locally
- Converge industries, products and technologies
- Gain quantitative and qualitative data on Generation Y



FINAL THOUGHT

Big Data and sensorization will lead to the development of mega regions and mega corridors in 2025. Smart cities will become companies themselves and sell the large amounts of data it is collecting on people and commerce. Data is leading to a more connected world where it becomes increasingly necessary for companies to effectively obtain data, gain insights and make their own connections to survive and capitalize. Sear encourages companies to “challenge themselves in the unknown.”



Get Your Hands on the SCIP 2015 Executive Chronicles

Real Golden Nuggets that will Continue to Add Value Post-Event

The Executive Chronicles are your very own detailed summary of the event presentations, general sessions, executive insight sessions and interactive sessions to bring back to your organization and team.

WHAT DO YOU GET?

You will benefit from a thorough and focused chronicle of the SCIP 2015 International Conference & Exhibition, including key take-aways and action items to implement in your own organization. These collections, prepared mostly by your peers, ensure you don't miss out on any of the many sessions that ran with those that you chose to attend. Simply stated, we pull out the golden nuggets of the event for you.

THE BENEFITS ARE NUMEROUS

- Access to all notes; let us do all of the note taking for you
- Take the event home to your teammates that were unable to attend
- Ensure you benefit from all the sessions, even the ones you missed
- Never forget what you learned and who spoke at the event
- Huge savings for these esteemed chronicles for event participants
- Plus much, much more!

PRICING

Event participants will receive a savings of over 50%. Additional savings apply when purchased prior to the event.

Participant Pricing:

On-site: \$395 Post-event: \$495

Non-Participant Pricing: \$695

*SCIP makes every effort to collect and ensure the quality of individual session chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. While every effort is made, there is no guarantee that notes for each and every session will be submitted as requested.

INTERESTED, AND WANT TO KNOW MORE?

Visit

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and keep the benefits
coming even
after the event.

HAVE FEEDBACK ON THE CHRONICLES?

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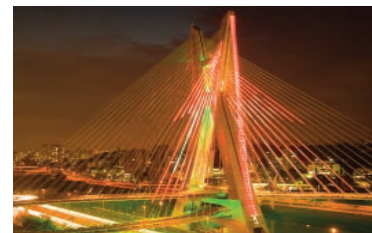
2015

7th Annual

Latin America Summit

5 - 7 October 2015 | Sao Paulo, Brazil

Milenium Centro de Convencoes



2nd Annual

Africa Summit

October 2015* | South Africa*

20th Anniversary

European Summit

3 - 5 November 2015 | Madrid, Spain

Meliá Avenida América



2016



2nd Annual

China Summit

March 2016* | China*

31st Annual

International Conference & Exhibition

May 9 - 11, 2016* | Eastern US Locale*



21st Annual

European Summit

7 - 9 November 2016 | Prague, Czech Republic

Marriott Prague



ABOUT SCIP

The Strategic and Competitive Intelligence Professionals (SCIP), formerly the Society of Competitive Intelligence Professionals, is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. Our mission is to enhance the success of our members through leadership, education, advocacy, and networking. Specifically, SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors). Many SCIP members have backgrounds in market research, strategic analysis, or science and technology. Established in 1986, today SCIP has chapters around the world, with individual members in nations around the globe. In addition, SCIP has alliance partnerships with independent affiliate organizations in many countries.

DISCLAIMER

The SCIP Chronicles discuss key insights and take-aways from the 30th Anniversary Strategic and Competitive Intelligence Professionals International Conference & Exhibition held May 11--14, 2015 at the Atlanta Marriott Marquis. SCIP makes every effort to ensure the quality of individual session Chronicles; however, the summaries presented in the articles are the expert opinion of the writers and inclusion/exclusion of specific material is at the discretion of each speaker. SCIP is not responsible for the loss of original context or the accuracy of the information presented by the participating companies