

Inaugural Competitive Intelligence User's Conference



The Annual Competitive Intelligence User's Conference provides exactly the kind of resources you need to effectively execute your competitive intelligence program. You will gain insight from some of the top industry professionals during two information packed days!

Day One: Thursday, October 20th

Day Two: Friday, October 21st

Topics & Speakers

- **Maximum Intelligence** - Neal Ochsner, President at Ochsner Consulting Group
- **Creating a Culture for Competitive Intelligence** - Bob Fowler, Global Leader Market Intelligence at Dow AgroSciences
- **How to Effectively Use Technology to Tap Intelligence From Internal & External Resources** - Jesper Martel & Christian Bjersér, CEO and SVP Sales respectively at Comintelli
- **Custer's Last Stand - A Case Study in Failed Strategic & Competitive Intelligence** - Peter Shaw, Principal at Blind Side Consulting
- **A Future of Transformation Requires Intelligence** - Eric Garland, Managing Partner at Competitive Futures, Inc.
- **Analytical Fitness: Core of Intelligence Kinetics for a Highly-Adaptive Enterprise** - Dr. Craig Fleisher, Chief Learning Officer at Aurora WDC

Workshop 1

Analytical Fitness: An In-Depth Workshop About Intelligence Kinetics for a Highly Adaptive Enterprise
- Dr. Craig Fleisher

Workshop 2

Taxonomy - Keyword Strategy for Automated Search and Analysis - Dr. Dan Tennessen, Jesper Martel, Christian Bjersér, & Michael Ratliff

Panel Discussion: Top 10 Components of a World Class Competitive Intelligence Operation

- Arik Johnson, Founder & Chairman at Aurora WDC
- Bob Fowler, Global Leader Market Intelligence at Dow AgroSciences
- Denise Dickson, Consultant, formerly with Lilly
- Jesper E. Martel, CEO at Comintelli
- Dr. Dan Tennessen, VP of Business Development CI Division at BitWise Solutions, Inc.

Don't miss this great opportunity to network with fellow competitive intelligence professionals while learning new market intelligence techniques and best practices from top industry professionals!

Where: Renaissance Hotel, Carmel, Indiana

Cost: \$455 includes registration fees, food, and beverages for Thursday and Friday (\$255 for Thursday only)

Go to www.bitwisesolutions.com/CIevent for more information and to register!

*Details for Hotel Accommodations are located on the registration page under the section entitled "Lodging"

