

## 竞争情报专业人员协会（SCIP）2009 年会议程

编者按：竞争情报专业人员协会（SCIP）2009 年会将于 4 月 21-24 日在芝加哥举行。现将会议的议程翻译如下，以便读者以此来了解全球竞争情报的最新发展。

Schedule (议程)				
Tuesday, April 21 4.21, 星期二				
8 a.m. – 12 p.m. Workshops (研讨会)	<b>Using Competitive Intelligence to Predict Your Competitors' Pricing Actions</b> Paul Hunt and David Gibson	利用竞争情报来预测竞争对手的定价行动	<b>Implementing a Counter- Intelligence Program: Playing Zone Defense</b> John Lauria and Emanuele Criscione	实施反情报计划: 采取区域防守战略
1 – 5 p.m. Workshops (研讨会)	<b>Effective and Efficient Human Intelligence Collection (With a Clear Conscience)</b> Paul Dishman and Roger Phelps and David Gibson	有效率和效益的人际情报收集(问心无愧)	<b>Positioning Competitive Intelligence to Executives</b> Kirk Tyson <b>From Implication to Implementation: Executing Strategic Intelligence Insights</b> Kenneth Sawka and William Dragon	将竞争情报定位到决策者  从形成概念到贯彻实施: 执行战略情报分析
Wednesday, April 22 4.22, 星期三				
8 a.m. – 12 p.m. Workshops (研讨会)	<b>How to Set Up a World-Class CI Function</b> John Prescott and Alessandro Comai  <b>CI 101®</b> Todd Welda and Mike Sandman	如何打造一个世界级的竞争情报功能体系?  <b>101 竞争情报基础</b>	<b>The Path to the Executive Suite—the Eight P's to Power</b> Ava Youngblood <b>The KIT User-Needs Identification Process: Understanding and Using It!</b> Jan Herring and David Francis	<b>决策管理途径——通向权力的“8P”</b>  关键情报课题(KIT)用户需求识别过程: 理解和使用它

<p>1 – 5 p.m. Workshops (研讨会)</p>	<p><b>Introduction to Psycho-Metric Research Intelligence and Visual Data Intelligence (PRI101, VDI101)</b> Sanjay Seth</p>	<p>心理度量研究情报和可视化数据情报的介绍</p>	<p><b>CI In China</b> Qihao Miao with a practitioner and consultant panel <b>The Holy Grail: A True Framework for Measures of Effectiveness (MOE) and ROI</b> David Kalinowski and Gary Maag</p>	<p>竞争情报在中国 圣杯: 关于效能度量和投资回报率真实构架</p>
---------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	----------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------

<b>Thursday, April 23</b> <b>4.23, 星期四</b>		
8 – 9:30 a.m.	<b>General Session</b>	大会发言
9: 30 – 10:30 a.m.	<b>Break and book-signing</b>	茶歇及作者签名
10:30 – 11:30 a.m.	<p><b>Is the CI Industry Obsessed with Ethics?</b> Professional Effectiveness Track Richard Horowitz</p> <p><b>Evaluating CI Vendors</b> Active Dialog Track Todd Welda</p> <p><b>Biomimicry Analysis Innovation and Product Development Intelligence Inspired by Nature</b> Innovation in Competitive Intelligence Track Hans Hedin</p> <p><b>Increasing CI's Effectiveness through Use of Models</b> Innovation in Competitive Intelligence Track Paul Hunt and David Gibson</p> <p><b>Low-Cost Collection Options for Novices and Experts II: Social Networks</b> Active Dialog Track Marv Goldstein and Fred Wergeles</p>	<p>竞争情报行业是否为道德所困 (职业的效力分会场) Richard Horowitz 评估竞争情报供应商 (积极对话分会场) Todd Welda</p> <p>受自然界启发而产生的仿生学分析创新及产品开发情报 (竞争情报创新分会场) Hans Hedin</p> <p>通过使用模型来增强竞争情报的效力 (竞争情报创新分会场) Paul Hunt and David Gibson (初学者及专家) 低成本收集方法 II: 社会化网络 (积极对话分会场) Marv Goldstein and Fred Wergeles</p>
11:35 a.m. – 12:35 p.m.	<p><b>ABCs of CI at Trade Shows and Conferences</b> Active Dialog Track Anne Barron</p> <p><b>Meet the Press</b> Competitive Intelligence Offense/Defense Track Robert Bugai and a panel of journalists from national news organizations</p> <p><b>Using Management Profiling to Predict Future Competitor Strategies</b> Professional Effectiveness Track Melanie Wing and Dale Fehringer</p> <p><b>Raising the Value of CI Through Effective Communications</b> Professional Effectiveness Track Emanuele Criscione</p>	<p>会展竞争情报基础 (积极对话分会场) Anne Barron</p> <p>会见新闻界 (竞争情报攻略和守略分会场) Robert Bugai and a panel of journalists from national news organizations</p> <p>利用管理层建档来预测未来竞争对手战略 (职业的效力分会场) Melanie Wing and Dale Fehringer</p> <p>通过有效沟通来提升竞争情报价值 (职业的效力分会场) Emanuele Criscione</p>

	<p><b>Tagging Strategies and the Information T</b> Critical Skills Track Jordan Frank</p> <p><b>Trends Forecasting: Seeing Trends Before They Hit</b> Critical Skills Track Suzy Badaracco</p> <p><b>Building Whole-Industry Financial Models</b> Innovation in Competitive Intelligence Track Neal Ochsner</p> <p><b>Scorecards: How to Educate, Facilitate, and Motivate</b> Innovation in Competitive Intelligence Track Shane Yount</p>	<p>标记策略和信息 T (关键技能分会场) Jordan Frank</p> <p>趋势预测：在事件发生之前洞悉趋势 (关键技能分会场) Suzy Badaracco</p> <p>构建全行业金融模式 (竞争情报创新分会场) Neal Ochsner</p> <p>记分卡：怎样培训、推动、激励 (竞争情报创新分会场) Shane Yount</p>
12:35 – 1:35 p.m.	<b>Lunch</b>	午餐
1:40 – 2:40 p.m.	<p><b>Build a Sustainable Early Warning Process Through Cooperative Connection</b> Competitive Intelligence Offense/Defense Track Ellen Naylor</p> <p><b>Challenges Faced and Value of CI During Turbulent Times</b> Professional Effectiveness Track Sharon Pearl</p> <p><b>Creating the Roadmap to World-Class CI Programs</b> Professional Effectiveness Track Judy Leavitt and Jan P. Herring</p> <p><b>War Gaming: CI's Debutant Party</b> Critical Skills Track Ben Gilad and Paul Burke</p> <p><b>Offshored CI: How Much is Too Much?</b> Critical Skills Track Varsha Chitale</p> <p><b>Online Social Networks &amp; CI: CI and Collaborative Innovation</b> Critical Skills Track Rob Duncan</p> <p><b>From Indicators to Facts: An Intuitive Explanation of Bayesian Reasoning</b> Innovation in Competitive Intelligence Track Rainier Michaeli</p> <p><b>Ethics in Intelligence</b> Active Dialog Track Bonnie Hohhof</p>	<p>通过合作建立一个持续的预警程序 (竞争情报攻略和守略分会场) Ellen Naylor</p> <p>在动荡时期所面临的挑战和竞争情报的价值 (职业的效力分会场) Sharon Pearl</p> <p>绘制世界级竞争情报规划路线图 (职业的效力分会场) Judy Leavitt and Jan P. Herring</p> <p>战争游戏法：竞争情报入门一族 (关键技能分会场) Ben Gilad and Paul Burke</p> <p>竞争情报外包：多大程度才不为过？ (关键技能分会场) Varsha Chitale</p> <p>在线社会化网络和竞争情报：竞争情报和协作创新 (关键技能分会场) Rob Duncan</p> <p>从指标到事实：贝叶斯（Bayesian）推理的直观解释 (竞争情报创新分会场) Rainier Michaeli</p> <p>情报中的道德（规范） (积极对话分会场)</p>

		Bonnie Hohhof
2:45 – 3:45 p.m.	<p><b>Linking CI and Overall Company Strategy for Competitive Advantage</b> Tim Kindler is a director of competitive intelligence for the Eastman Kodak Company.</p> <p><b>Best Practices for Gathering Intel and Sealing Leaks</b> Competitive Intelligence Offense/Defense Track Kurt Kappes, Michael Wexler, and Robert Milligan</p> <p><b>Beyond News Aggregators &amp; RSS Feeds: Leveraging Internet Primary Sources to Gain Competitive Edge</b> Critical Skills Track Chris Hote</p> <p><b>Competitive Financial Intelligence: Essential Skill – Often Omitted</b> Critical Skills Track David C.D. Rogers</p> <p><b>Anticipate Your Competitor Actions: A Practical Approach for Early Warning</b> Innovation in Competitive Intelligence Track Alessandro Comai and Joaquin Tena</p> <p><b>Taxonomy of CI Software Configurations: A Study on Small and Medium-Sized Enterprises in Malaysia</b> Innovation in Competitive Intelligence Track Ariff Juhari and Derek Stephens</p>	<p><b>通过竞争情报与整个公司战略相结合来实现竞争优势</b> Tim Kindler（美国 Eastman 柯达公司竞争情报主任）</p> <p><b>情报收集和堵漏的最佳实践</b> （竞争情报攻略和守略分会场） Kurt Kappes, Michael Wexler, and Robert Milligan <b>超越新闻聚合器（News Aggregators）和 RSS 种子：利用因特网初始信息源获得竞争优势</b> （关键技能分会场） Chris Hote <b>财务竞争情报：常常被忽略的重要技巧</b> （关键技能分会场） David C.D. Rogers</p> <p><b>预测竞争对手行为：一种实用的预警方法</b> （竞争情报创新分会场） Alessandro Comai and Joaquin Tena</p> <p><b>CI 软件配置分类：马来西亚中小企业研究</b> （竞争情报创新分会场） Ariff Juhari and Derek Stephens</p>
3:45 – 4 p.m.	<b>Break</b>	茶歇
4 – 5 p.m.	<p><b>How Does a CI Company Do Its Own CI?</b> Competitive Intelligence Offense/Defense Track Jesper Martell</p> <p><b>Keeping Positive: Using Competitive Intelligence to Find New Business Opportunities</b> Professional Effectiveness Track Eric Garland</p> <p><b>Spotting Tomorrow's Opportunities: Building a Strategic Early Warning Function</b> Critical Skills Track Kenneth Sawka</p> <p><b>C-Level Intelligence: Executive Interviewing for Knowledge and Insight</b></p>	<p><b>竞争情报公司如何做自己的竞争情报</b> （竞争情报攻略和守略分会场） Jesper Martell <b>保持乐观（态度）：利用竞争情报去寻找新的商业机会</b> （职业的效力分会场） Eric Garland</p> <p><b>抓住未来的机遇：建立战略预警功能</b> （关键技能分会场） Kenneth Sawka</p> <p><b>C（XO）级情报：获取真知灼见的高端访谈</b></p>

	<p>Keith Herndon  <b>Building Profit into Products: How CI Can Create Profitability by Discovering Customer Value and Pricing In Early Stage</b>  Innovation in Competitive Intelligence Track  Nicole Hamilton Bernheimer</p>	<p>Keith Herndon  在产品中挖掘利润：竞争情报怎样在早期通过发现客户价值和定价来创造盈利  （竞争情报创新分会场）  Nicole Hamilton Bernheimer</p>
5:05 – 6:05 p.m.	<p><b>Fast-Changing Face of CI in Asia</b>  Competitive Intelligence Offense/Defense Track  Damien Duhamel  <b>Successful Internal Networking for Improving Your CI Performance</b>  Professional Effectiveness Track  Adrian Alvarez  <b>Global Competitive Intelligence, On Demand</b>  Critical Skills Track  Alan Michaels and Arsen Pereymer  <b>The Deep Web Unfolded: Effective Use of the Invisible Web Tools for CI</b>  Critical Skills Track  Arun Jethmalani  <b>Resume Data Mining</b>  Innovation in Competitive Intelligence Track  Michael Danke and Keith Hermiz</p>	<p>日新月异的亚洲竞争情报  （竞争情报攻略和守略分会场）  Damien Duhamel  成功构建内部网络来提高竞争情报绩效  （职业的效力分会场）  Adrian Alvarez    全球的竞争情报需求  （关键技能分会场）    解密深埋的网络/网站：有效利用“看不见的网络/网站工具”为竞争情报服务  （关键技能分会场）  Arun Jethmalani  数据挖掘再利用  （竞争情报创新分会场）  Michael Danke and Keith Hermiz</p>
<b>Friday April 24 4.23, 星期四</b>		
8 – 9:30 a.m.	<b>Awards Breakfast</b>	颁奖早餐
9:40 – 10:40 a.m.	<p><b>Mastering Company Secrets in Ten Easy Steps</b>  Competitive Intelligence Offense/Defense Track  Naomi Fine  <b>Capture CI from Sales &amp; Customers for Lucrative Product Development</b>  Professional Effectiveness Track  Ellen Naylor  <b>Using the Cultural Orientation Indicator™ (COI) to Drive More Effective Elicitation Strategies Across the Globe</b>  Paul Kinsinger  <b>Offshoring: Benefits and Challenges of Offshoring CI</b>  Critical Skills Track  Javier de Santos</p>	<p>掌握公司秘密的十个简要步骤  （竞争情报攻略和守略分会场）  Naomi Fine  从销售人员和客户处获取竞争情报来促进产品开发  （职业的效力分会场）  Ellen Naylor    <b>利用文化导向指标(COI) 激发出更有效的启示性全球战略</b>  Paul Kinsinger  <b>外包：竞争情报外包的好处和挑战</b>  （关键技能分会场）  Javier de Santos</p>

	<p><b>Optimizing Your CI Collection: Where PubINT Meets HumINT and Beyond</b> Critical Skills Track Toni Wilson</p> <p><b>Opposition Research: What Politicians Can Teach CI Professionals About Early Warning</b> Innovation in Competitive Intelligence Track Arjan Singh and Ed Payne</p> <p><b>CI2020: What Might CI Look Like in the Year 2020?</b> Active Dialog Track Craig S. Fleisher and Arik Johnson</p>	<p><b>优化竞争情报收集：公开情报与人际情报相结合及其它</b> (关键技能分会场) Toni Wilson</p> <p><b>反向调查：政治家能教会情报专业人员的预警知识</b> (竞争情报创新分会场) Arjan Singh and Ed Payne</p> <p><b>CI2020：2020年的竞争情报将会如何</b> (积极对话分会场) Craig S. Fleisher and Arik Johnson</p>
10:40 – 11 a.m.	<b>Break</b>	茶歇
11 a.m. – 12 p.m.	<p><b>CI in a Web 2.0 World</b> Competitive Intelligence Offense/Defense Track Tim Walker</p> <p><b>Social Networking and its role in Competitive Intelligence</b> Active Dialog Track Roger Phelps and Suki Fuller</p> <p><b>Don't Cut Me or My CI Budget: Avoid Becoming Extinct</b> Professional Effectiveness Track Gary Maag and David Kalinowski</p> <p><b>CI: Fast, Cheap, and Ethical</b> Innovation in Competitive Intelligence Track Rob Duncan</p> <p><b>The Intelligence Value of Cyber Attacks – Learning from Your Enemy</b> Innovation in Competitive Intelligence Track Mark Danner</p>	<p><b>Web 2.0 世界的竞争情报</b> (竞争情报攻略和守略分会场) Tim Walker</p> <p><b>社会化网络及其在竞争情报中的作用</b> (积极对话分会场) Roger Phelps and Suki Fuller</p> <p><b>不要刀切我或削减我的 CI 经费预算：避免边缘化乃至消亡</b> (职业的效力分会场) Gary Maag and David Kalinowski</p> <p><b>竞争情报：迅捷、价廉和讲道德</b> (竞争情报创新分会场) Rob Duncan</p> <p><b>网络攻击的情报价值：向你的敌人学习</b> (竞争情报创新分会场) Mark Danner</p>
12 – 1 p.m.	<p><b>Sustainable Knowledge Exchange to Enable Enriched and High-Content CI Education</b> Professional Effectiveness Track Dirk Reinhold and Kay-Uwe Michel</p> <p><b>Tales from the Trenches: Bridging the Technology Business Interface</b> Critical Skills Track Martha Matteo</p>	<p><b>可持续的知识交流能丰富竞争情报教育的内容</b> (职业的效力分会场) Dirk Reinhold and Kay-Uwe Michel</p> <p><b>实战：为技术业务搭桥服务</b> (关键技能分会场) Martha Matteo</p>

	<p><b>Sharpen Your Sales Results with Win/Loss Analysis-Best Practices</b>  Critical Skills Track  Lisa Hicks</p> <p><b>Using Predictive Markets for Real Time Collection and Analysis</b>  Innovation in Competitive Intelligence Track  Tom Davis</p> <p><b>CI Staffing Challenges in the 21st Century</b>  Active Dialog Track  Karen Rothwell</p>	<p>用盈利/损失最佳分析的最佳实践来提升你的销售业绩  （关键技能分会场）  Lisa Hicks</p> <p>利用市场预测实时收集与分析竞争情报  （竞争情报创新分会场）  Tom Davis</p> <p><b>21 世纪竞争情报人员的挑战</b>  （积极对话分会场）  Karen Rothwell</p>
1 – 2 p.m.	<b>Lunch</b>	午餐