



**SLA 2011**

## ***Competitive Intelligence Division Program***

Please join us for these exciting sessions and sharpen your CI knowledge and skills!

### **PRE-CONFERENCE**

Title	<b>Workshop: How to Create the Advantage of CI in Your Organization</b>
Day/Date/Time	Sunday, June 12 – from 1:00 to 5:00pm
Location	Convention Center 203B
Description	Seena Sharp wrote the current Amazon CI category bestseller, “Competitive Intelligence Advantage.” Now she’ll show you how to create this advantage in your organization. The workshop explains the differences between data, information and intelligence, how CI differs from business intelligence and knowledge management, and how you can add the value of intelligence to your organization. <i>Cost = \$199</i>
Presenter	Seena Sharp – Principal, Sharp Market Intelligence

### **MONDAY**

Title	<b>Competitive Intelligence Division Unconference</b>
Day/Date/Time	Monday, June 13 – from 10:00 to 11:30am
Location	Convention Center 104B
Description	The CI Division Unconference will be a highly interactive session facilitated by noted CI expert Dr. Craig S. Fleisher. Dr. Fleisher will lead the session, but the attendees are the speakers and will present their own ideas and content. We will use a “visioning camp” approach to the theme of CI 2020 as we explore the future of CI as practiced by SLA members. The anticipated outcome of this session will be the “future ready” vision that SLA members have for CI as we look forward to 2020. Space is limited, so seating will be available on a first come first served basis.
Presenter	Dr. Craig S. Fleisher – Dean of Business and Public Affairs & Professor of Management and Strategy, College of Coastal Georgia

Title	<b>Book Signing – Dr. Craig S. Fleisher</b>
Day/Date/Time	Monday, June 13 – from 12:00Noon to 1:00pm
Location	SLA Marketplace – Booth # 1321
Description	Dr. Fleisher will be signing copies of his book “ <i>Business and Competitive Analysis.</i> ”

Title	<b>Best Practices for CI Collaboration &amp; Creating Value</b>
Day/Date/Time	Monday, June 13 – from 2:00 to 3:30pm
Location	Convention Center 109B
Description	This conference session addresses “tried and true” practices showing how information professionals can work in a collaborative manner to create value in their organizations. Tips and ideas range from information collection to analysis to dissemination. Session leader Toni Wilson of MarketSmart Research Services will share her insights based on a unique perspective acquired from nearly 20 years of experience as a CI practitioner, working closely with a talented team of information professionals and wide variety of end users.
Presenter	Toni Wilson – Principal Consultant, MarketSmart Research Services and 2011 Chair, CI Division

Title	<b>Dispelling the Myths about Competitive Intelligence</b>
Day/Date/Time	Monday, June 13 – from 4:00 to 5:30pm
Location	Convention Center 109B
Description	There are a lot of myths about competitive intelligence, some of which keep companies from taking advantage of this powerful tool. Our panelists will address these myths and debunk them by explaining the whys and wherefores of ethical, legal and effective market intelligence programs. It's a "Mythbusters" for SLA members!
Presenters	Jill Heinze – Research Analyst, Affinion Loyalty Group; Nathan Rosen – Information Resource Manager, Morrison & Foerster; Seena Sharp – Principal, Sharp Market Intelligence; Victor Camlek – VP Market Intelligence, Thomson Reuters; Fred Wergeles – Fred Wergeles & Associates (moderator)

*Co-presented with the Legal Division. Sponsored by ALM, Booth # 1340.*

Title	<b>Open House &amp; Business Meeting – SLA Members Speak Out About CI</b>
Day/Date	Monday, June 13 – from 5:30 to 7:30pm
Location	Marriott Salon D
Description	An Open House like no other at SLA! We are breaking the mold on open houses with our "crowd sourcing" event. Come and hear about the latest CI issues, trends, and techniques and learn how info pros can make themselves and their clients more effective through the value of intelligence. Enjoy a rousing Pecha Kucha presentation competition where the winner – to be selected by a panel of judges – will receive an iPad 2. Join us for food, drinks, and insight into how you can add value to your role by applying competitive intelligence techniques! Includes the CI Division's business meeting in the PK format.
Presenter	Dr. Craig S. Fleisher – Dean of Business and Public Affairs and Professor of Management and Strategy, College of Coastal Georgia (moderator)

*Sponsored by Aurora WDC, Booths # 533 and 1429.*

## **TUESDAY**

Title	<b>Researching Privately Held Companies: Information Sources and Techniques That Work</b>
Day/Date/Time	Tuesday, June 14 – from 8:00 to 9:30am
Location	Convention Center 203A
Description	A key issue facing information and CI professionals is obtaining information on privately held companies. August Jackson, a competitive intelligence and strategy professional, tech pundit and social software evangelist working for Verizon, will show how SLA members can delve deeply into information about private organizations.
Presenter	August Jackson – Market Intelligence Analyst and Project Manager, Verizon

*Co-presented with the News Division.*

Title	<b><i>The Intelligence Café</i></b>
Day/Date	Tuesday, June 14 – from 10:00 to 11:30am
Location	Marriott Salon B
Description	A unique event at this year's SLA conference is the inaugural Intelligence Café. Attendees will join more than 10 CI experts in an interactive session, discussing relevant and practical topics selected in advance. In this session, SLA members can choose which discussions to join, each led by a different CI expert, and can engage in up to 4 topics, based upon their individual needs and interests. Topics include mining the invisible Web, , creating the value of intelligence in your organization, future ready CI, selecting the right analytical tools, CI in the law library, and collaboration with internal users.
Presenters	Dr. Craig S. Fleisher – Dean of Business and Public Affairs & Professor of Management and Strategy, College of Coastal Georgia; Eric Garland – Competitive Futures, Inc.; Derek Johnson – CEO, AuroraWDC; John McGonagle & Carolyn Vella – The Helicon Group; Craig McHenry – Pfizer; Ellen Naylor – Business Intelligence Source; Nathan Rosen – Information

	Resource Manager, Morrison & Foerster; Anna Shallenberger – President, Shallenberger Intelligence; Seena Sharp – Principal, Sharp Market Intelligence; Toni Wilson – Principal Consultant, MarketSmart Research Services; August Jackson – Market Intelligence Analyst and Project Manager, Verizon (co-moderator); Arik Johnson – Chairman, Aurora WDC (co-moderator)
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*Sponsored by IEEE Xplore Digital Library, Booth # 1401.*

Title	<b>60 Apps in 60 Minutes</b>
Day/Date/Time	Tuesday, June 14 – from 12:00Noon to 1:30pm
Location	Convention Center 203A
Description	You love “60 Sites in 60 Minutes” —now experience “60 Apps in 60 Minutes.” Scott Brown and Joe Murphy will highlight the latest and greatest mobile apps for the iPhone, iPad and Android. In addition to apps intended specifically for librarians and info pros, they will also cover the best apps for productivity, business, entertainment, communication, social networks, lifestyle, location and fun.
Presenters	Joe Murphy – Yale Librarian, Innovator, Yale University; Scott Brown - Owner, Social Information Group

*Sponsored by Dow Jones & Company, Booth # 600.*

Title	<b>SPOTLIGHT SESSION and NEED TO KNOW SESSION – Extreme Makeover: CI Edition</b>
Day/Date/Time	Tuesday, June 14 – from 2:00 to 3:30pm
Location	Convention Center Ballroom AB
Description	This session reflects a dramatic (and entertaining) look at how competitive intelligence can transform organizations, making them more dynamic and strategic. You will learn both the positive impact of utilizing intelligence and the negative impact of missing important strategic changes in the organization’s market. Seena Sharp, our speaker, is the author of “Competitive Intelligence Advantage: How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World,” – currently the Amazon category best-seller on CI. Seena’s style has been called “no holds barred” by a CI industry leader. Attendees are in for an interesting event! Book signing immediately after the session – from 3:30 to 5:00 Seena will sign copies of her book in the LexisNexis booth (# 411). You may purchase a copy in the SLA Marketplace booth (# 1321).
Presenters	Seena Sharp – Principal, Sharp Market Intelligence; Toni Wilson – Principal Consultant, MarketSmart Research Services (moderator)

*Co-presented with the Business & Finance Division and Advertising and Marketing Division. Sponsored by LexisNexis, Booth # 411.*

Title	<b>Book Signing – Seena Sharp</b>
Day/Date/Time	Tuesday, June 14 – from 3:30 to 5:00pm
Location	Exhibit Hall – LexisNexis Booth # 411
Description	Ms. Sharp will be signing copies of her book “ <i>Competitive Intelligence Advantage: How to Minimize Risk, Avoid Surprises, and Grow Your Business in a Changing World.</i> ”

*Sponsored by LexisNexis, Booth # 411.*

Title	<b>Book Signing – Marcy Phelps</b>
Day/Date/Time	Tuesday, June 14 – from 4:30 to 5:15pm
Location	SLA Marketplace – Booth # 1321
Description	Ms. Phelps will be signing copies of her book “ <i>Research on Main Street.</i> ”

Title	<b>Competitive Intelligence Division Contest – Prize Giveaway</b>
Day/Date/Time	Tuesday, June 14 – from 5:20 to 5:30pm
Location	Exhibit Hall – InfoNgen Booth # 1139
Description	<p>After two days of listening, thinking and discussing the challenges and rewards of competitive intelligence and participating in the sponsored contest to determine what we learned, the CI Division and the contest sponsor, InfoNgen, will be awarding the prize – an iPad – to one of the conference attendees who has demonstrated his or her knowledge of the CI Division, the SLA11 CID program and the CI process. The name of one of the individuals who has scored the most correct answers to the CI Division quiz will be chosen randomly to receive the prize. <i>You must be present to win.</i></p> <p>(Contest entry forms are available during all of the CI Division sessions and in the sponsor's booth on Monday and Tuesday. Entry deadline is Tuesday, June 14 at 4:00pm.)</p>

*Sponsored exclusively by InfoNgen, Booth # 1139.*

Title	<b>No-Host CI Division Dinner</b>
Day/Date/Time	Tuesday, June 14 – from 6:30pm to ?
Location	Meet in lobby of Philadelphia Marriott Hotel (look for the CI Division sign)
Description	<p>This is an opportunity to gather with your fellow Competitive Intelligence Division members and interested others for a great meal and good company. We'll meet in the lobby of the Marriott at 6:30 p.m. before traveling to a nearby restaurant. Look for the CID sign to find us. Space is limited. You can <i>sign-up for the dinner</i> during the CID Open House (Monday, June 13 at 5:30pm in the Marriott Salon D) or email Robin Swan at <a href="mailto:r6s0wan@yahoo.com">r6s0wan@yahoo.com</a> to confirm you'll be joining us.</p>

### WEDNESDAY

Title	<b>Integrating with Sales and Marketing to Capture and Deliver Intelligence</b>
Day/Date/Time	Wednesday, June 15 – from 10:00 to 11:30am
Location	Convention Center 105B
Description	<p>Panelists will provide practical examples of how you can gain and provide competitive intelligence in working with sales and marketing professionals. Create more value for your organization by interacting effectively with these key revenue-generating groups. You can build a collaborative relationship with these key areas of the company, and our expert panelists will tell you how.</p>
Presenters	<p>Susan Berkman – CEO, Research-Ability; Ellen Naylor – Business Intelligence Source; Marcy Phelps – Phelps Research; Anna Shallenberger – President, Shallenberger Intelligence; Toni Wilson – Principal Consultant, MarketSmart Research Services (moderator)</p>

*Promotional materials were sponsored by MarketSmart Research Services. Many thanks to all of our generous 2011 sponsors:*

