

RECONVERGE:G2



MINNEAPOLIS

SEPT 16-18, 2014

Powered by:



AURORA WDC
SEECLEARLY • THINK AHEAD • BREAKTHROUGH

The fall 2014 RECONVERGE:G2 symposium will return to Minneapolis for the twice annual meeting of top intelligence leaders in business and their lieutenants to discuss sources, methods and trends in a high-trust environment.

At RECONVERGE:G2, you will join other experienced intelligence leaders and be exposed to provocative insights, fantastic ideas, and incredible networking opportunities. No one will be hyping or selling. Instead, you will be able to talk shop and exchange knowledge with recognized leaders in our field.

SYMPOSIUM CO-CHAIRS



Jason Voiovich
Vice President,
Marketing
Logic PD



Alyse Nockels
Director,
Competitive Intelligence
McAfee



Exciting NEW location
in the heart of downtown
Minneapolis!
Millennium Hotel

**Registration opens
in June!**

To request an
invitation to register,
contact
sarah.soriano
@aurorawdc.com

SAMPLE AGENDA

8:00	Opening Remarks Big Bend Ballroom Nat Brooks and Terry Thiele Symposium Co-Chairs
8:15	Keynote Harnessing Frontline Insights via Voice of the Customer Data Steve Wallin Managing Partner Frontline Insights Few companies would argue that employees have tremendous knowledge about their customers and their competitors. Most would also probably agree that engaging employees to seek out their knowledge provides a direct benefit to the employees' engagement level, which certainly has a positive impact on customer satisfaction, and ultimately, financial performance. Yet few companies take the time to truly listen to employees all of the time. In this session, we will discuss some opportunities organizations have to leverage the power of their employees' voices.
9:00	Getting the Word to the Front Line Martha Rabin Vice President VISA, Inc. The discussion will focus on how you can build a knowledge service in which you are not just providing the information that your users need but a service that is so compelling that your users also understand they need you.
9:45 a.m. Refreshment & Networking Break	
10:15	CI in the "New Normal:" Are You Fully Leveraging CI for the "VUCA world?" Paul Kinsinger Clinical Professor and Executive Director Thunderbird Executive Education As the world economy globalizes, there are greater growth and expansion opportunities everywhere. At the same time, however, the world has become an increasingly turbulent place in which only the most adaptive organizations are prevailing. Research shows that these organizations have developed five key adaptive organizational capabilities that are allowing them to out-perform others in their competitive sets in navigating today's turbulence.
10:45	Self Audits and Action Plan Development Participants will break into groups to discuss the five adaptive capabilities and how CI could play a role in helping organizations to develop or further hone such capabilities, as well as create some "story lines" to take back to their companies. They will then return to the larger group to present out their findings so that each participant will have a complete set of takeaways with regard to CI's role in and impact on all five adaptive capabilities.
12:00 p.m. Lunch Marker 10 Patio	
1:00	Taking the Looney Out of Recruiting: Best Personalities, Backgrounds, & Skill Sets to Do Intelligence Alyse Nockels Director, Competitive Intelligence McAfee Recruiting can be a daunting task - the sheer amount of resumes a manager receives is enough to make your head spin! This lightning presentation will walk through a fictional, yet fun, example of how Acme Corporation added a new CI analyst to their team. You'll walk away with tactics to quickly prioritize resumes, red flags to watch out for during interviews, and a proven methodology to rank candidates.
1:45	Panel Discussion: How to Systematically Enhance Career Development Support for Intelligence Professionals Alyse Nockels, Martha Rabin, Steve Wallin
2:15	Timely Intelligence Provides the Three Keys to Successful Product Innovations and Introductions Kim Rosengren Vice President, Marketing Matrix Medical Network In a world where technology changes faster than you can learn the new features, good intelligence can make the difference between a make or break year. Market validation drives executive confidence in the business plan; competitive analysis helps you determine if you have the right to win with your innovation; all data roles up into content and sales tools that drive market entry and fast adoption. In this session, you'll learn about three intelligence techniques to help you win executive buy-in and market adoption for any product innovation.
3:00 p.m. Refreshments & Networking Break	
3:30	How Industry and Market Sense Making Communicates Strategic Intelligence Angel Hedberg Senior Corporate Strategy Analyst RTI International Businesses with effective processes for collecting intelligence on their external environment, integrating it with internal information, and then using both external and internal knowledge to take advantage of opportunities while guarding against threats will be those that survive in the long-term.
4:00	Keynote A Great Defense Creates Offensive Opportunities: How CI Creates Opportunities for Growth Mike McCalley Commercial Marketing Executive GE Energy In today's economy, business leaders have a passionate desire to know and understand the actions of the competition. It seems the more cost focused a business team becomes the more they want to focus on the competitive landscape. It is in this environment that a solid CI function can foster strategic breakthroughs by delivering critical insights and converting data into actionable insights for better investments.
4:45	Closing Remarks Nat Brooks and Terry Thiele Symposium Co-Chairs
5:00 p.m. RECONVERGE:G2 Adjourns	

Special Pre-Symposium Event

Choice of Two Facilitated Workshops

**Wargaming:
Facilitating and Moderating**

Tim Smith
Director,
Competitive Simulations
Aurora WDC



Wargames are among the most useful, time-tested, and proven tools for supporting and driving intelligence efforts. In this full-day workshop led by veteran wargaming moderator Tim Smith, we don't just teach you the basics about wargames, but rather coach and condition you to effectively conduct them within your company. You get practical tips, real-world exposure, and insider advice that you can put to work to generate long-term benefits for your organization.

**Accurate Forecasting and
Planning Guided by Well-Defined
Industry Trends**

David W. Conley
President
Innovation Corp.



This workshop will expose attendees to the empirically proven trends of business and technical system evolution and provide tools for utilizing those trends to understand the coming changes in your products and industries. Attendees will have the opportunity to analyze their own business model or product scenarios and then develop plans for responding to the forthcoming changes.