

## European Summit 2009 Review: The Delegates' Perspective

The SCIP 2009 European Competitive Intelligence Summit ended with still more rain in Amsterdam but sunshine inside the NH Krasnapolsky hotel. After starting with an energizing and relevant keynote report on the state of competitiveness by Stephane Garelli and continuing with Peter Richardson's overview of the operation of strategic intelligence at Nokia, the delegates gained significant insight from 24 excellent presenters who covered all aspects of intelligence development and applications. Here are the key conference take-aways as identified by several Summit attendees:

- What was unique about this conference was the number of sessions which compared the activities of small- and medium-sized competitive intelligence (CI) groups. The presenters provided a new perspective on common CI concepts that we had previously heard about within the context of larger companies. In particular, Arie Barendregt's session introduces us to an enhanced view of the CI cycle that included a time element. This provided us with a different look at the cycle and also with an alternative to the traditional process. And finally, Amsterdam is a great city for a conference.  
—*Andreas Romppel, Germany*
- This conference provided exceptional keynote speakers and exceptional session presenters. What particularly struck me about the topics covered in this Summit was the emphasis on building communities and relationships, a shift away from the past emphasis on tools and techniques. Garelli gave us a condensed view of the results from his World Competitiveness Study, and Richardson provided in-depth insights into his company and its intelligence operation. I particularly endorse his view on the need to work in a "don't shoot the messenger" environment.  
—*Joseph Rodenberg, Netherlands*
- For me, this conference provided a forum for my fellow practitioners to share our experiences and provide a rounded context on how we can execute our competitive intelligence responsibilities and provide focused content to our customers. As a person who has attended several SCIP European Summits, I was especially pleased to note that several of the previous year's attendees had moved their participation level up from attending the Summit to presenting sessions at it.  
—*Andrew Beurschgens, England*
- As in previous SCIP European Summits, we were all presented with a learning experience opportunity which included many case studies of how practitioners approached building intelligence capabilities and solving problems. And a main advantage of the conference experience is building and maintaining contacts with our CI peers, which allows us to share our experience, now and in the future. And as for me, I thoroughly enjoy talking to people.  
—*Alessandro Comai, Spain*
- For me, the Summit presenters provided insight into a very wide and good mix of topics and concepts. Having three solid sessions per time slot was a hit with everyone. The number gave us enough choices without having "session overload." In

particular, the exhibit hall in the Winter Garden room not only provided an extremely beautiful venue for reviewing the products and services of the number exhibitors, but it also gave us a core location to eat, drink and converse.

—Gabriele Anderbjork, Sweden

Future issues of *scip.insight* will contain the keynote highlights and excerpts from several of the most popular sessions, which included:

- Benchmarking intelligence capabilities
- Intelligence practices in SMEs
- Progressive (counter) intelligence
- Growing your intelligence department
- Smart tools for early warning
- Intelligence supply chain risks
- Competitor war gaming
- Social networking in corporations
- Market intelligence organizations
- Building a global intelligence community
- Competitive and customer insights

A successful summit provides the delegates with new ideas and perspectives, and the speakers at this year's conference certainly delivered on that promise. Although we live in a wired networking world, we still require in-person meetings to building the start of personal relationships and the level of trust which is crucial to developing open communication.

Plans are being made for next year's 15th SCIP European Competitive Intelligence Conference, which we expect will build on the exceptional level of speakers and topics covered last week. In 2010, SCIP will also leverage the success of the 2009 Latin American CI Summit and launch an Asian Competitive Intelligence Summit in Kuala Lumpur.

As either a speaker or an attendee, we hope to meet you there.