2019 COMPETITIVE INTELLIGENCE AND PRODUCT STRATEGY SUMMIT

MARCH 27-28, 2019
SAN FRANCISCO, CA

DAY 1 - WEDNESDAY, MARCH 27th, 2019

7:45am Registration and Breakfast

8:15am Welcome and Opening Comments

8:30am Opening Keynote:
Collaborative Forecasting and Insights
The Angles of Attack Algorithm
Predicting industry change can be challenging. We'll use a series of techniques developed by the presenter to help demystify the process and equip participants to anticipate, simulate and monitor for indicators and warnings of changes that will affect their competitiveness. We'll also use a fun industry example to run a small simulation event that can help everybody assess which skills they'll need to develop for the organizations they serve.

9:30am 15 Minute Networking and Refreshment Break

9:45am (choose from 2 sessions):
In-Depth Workshop: Product and Experience Journey Mapping
Analyze and optimize your customer and user's journey and touchpoints to improve the experience and gain insights. This key step in the experience plan will help uncover trouble areas of the customer experience, help prioritize which areas are most crucial and where to devote the most resources to make the most impact

9:45am (choose from 2 sessions):
In-Depth Workshop: Win / Loss Analysis
Many in sales, marketing, product management, competitive intelligence, and even executives don't REALLY know why their company wins, loses and retains business. Win/Loss keeps businesses from repeating their mistakes by asking their customers, "what happened?" Learn what Win/Loss analysis is; why it works; and how your company will win and retain more business by developing a Win/Loss program. Learn the unique 12-step Win/Loss process that has guided managers and executives to best-in-class results. Our breakout sessions will cover questionnaire creation and other phases of Win/Loss program execution. The speaker will share lessons learned from over 25+ years of conducting Win/Loss analysis and from writing the book, "Win/Loss Analysis: How to Capture and Keep the Business You Want."

12:15pm Lunch

1:30pm (choose from 2 sessions):

Product Prioritization, Alignment and Decision Making

Developing a data informed approach to create a process for generating ideas, prioritizing which ones to focus on, and getting buy-in from key stakeholders

- Learn how to gather actionable data from product analysis, surveys, user testing and more
- Identifying and scoring the highest value initiatives
- Successfully gain executive and stakeholder support by bringing customer data to the table

1:30pm (choose from 2 sessions):
Influencing the C-Suite

One often cited complaint from strategic intelligence professionals is that their analysis isn't valued by their key executives, and they are viewed as an overhead function. This presentation will highlight a real-world case study of the Strategic Intelligence team at RingCentral, who have became a key partner for their executive staff and key functions, and an key enabler of the corporate transformation currently going on there. Participants will be able to walk away from this session with a roadmap for building a Strategic Intelligence team, that can become a strategic partner for the business, and who executives turn to for critical outside-in perspectives.

2:30pm 15 Minute Networking and Refreshment Break

2:45pm (choose from 2 sessions):
In-Depth Workshop: Innovation through Experience Design

Grow and develop products and services that have importance and are critical for your users. Discover new user insight inputs and turn customer and user feedback into successful product integrations. Capitalize on new technology to enable real-time feedback and allow your development and insight teams to reach their full potential. Gain insights into Rapid Design techniques that can take your products and services to the next level.

2:45pm (choose from 2 sessions):
In-Depth Workshop: Competitive Wargaming and Simulations

Develop situational awareness of competitive position

In the real world, most competitive issues are usually focused on tactical and operational problems or responses to emerging competitive threats rather than "grand strategy" initiatives that require external support and guidance to make actionable. This is why the hottest trend in business wargaming today is "skilling up" teams of internal facilitators with the ability to take on tactician support roles for exercises attacking the following seven (7) business problems:

- Product Extensions and New Feature Design
- New Market or Segment Entry with Existing Products and Services
- Reacting to New Competitors with Asymmetric Market Power or Resources
- Anticipating Disruptive Threats to your Business Model or Industry Structure
- New Leadership Changes at Major Incumbent Competitors or your own Company
- Mergers, Acquisitions and Alliances to Fortify Talent, IP or Product/Feature Development
- Addressing Shifting Customer Needs/Wants Ahead of Competitor Reactions

In this workshop, we will introduce these seven specific applications that can be most commonly addressed by internal wargame tacticians. Every master strategist or tactician started out as a novice so, join this exciting presentation and begin your journey toward making wargames and competitive simulations more accessible and actionable in your organization.

5:30pm Networking Reception

DAY 2- THURSDAY, MARCH 28th, 2019

7:45am Registration and Breakfast

8:15am Welcome and Opening Comments

8:30am Opening Keynote:
Process, Growth & Innovation

Gain perspective on innovative intelligence and growth frameworks, new product development processes and discover how to best find success

- Using intelligence methodologies to gain critical insights

- Pre-launch innovation and creative market testing insights

- Communicating value, managing process change and transitions from standard business and product development models

9:30am 15 Minute Networking and Refreshment Break

945am (choose from 2 sessions):
An introduction to Narrative Based Innovation—using storytelling to accelerate product development and reduce market risk

The most successful driver of innovation among product development teams isn't technology. It's storytelling. This presentation will reveal how employing a narrative driven approach to innovation, prototyping and testing can lead to more desirable, feasible, and sustainable products and services, faster, with greater buy-in and reduced market risk.

945am (choose from 2 sessions):
In- Depth Workshop- Digital Marketing Workshop: Applying Toolsets to that Elevate your Competitive Intelligence to the Next Level

Is your company struggling with digital marketing roadblocks but your competitors are not? Are you frustrated with your current CI tools and services? Are they too complex, too slow and too expensive? Understanding and learning how to react to the competitive landscape can mean life or death for your company. You know that.

Truly grasping your competitors' marketing movements means immersing yourself into their worlds. This means comprehending their languages and being aware of their cultures. Delving into their DNA.

This workshop will help you harness existing digital toolsets and the data they provide to help you create a holistic picture of your competitive ecosystem. Dig deep and find out what is really taking place behind the public screen of your rivals' online presence.

You will have access to tools you didn't know existed. All via your laptop. You will learn to use these secret avenues as well as conventional approaches to get a backstage pass to peek behind the curtain.

Are you revamping your website? Are you considering an M&A strategy? Does your marketing staff need external signals to justify their budgets? Do you need to keep a close eye on your competitive digital landscape? Then this workshop is for you.

10:45am 15 Minute Networking and Refreshment Break

11:00am (choose from 2 sessions):
Product Planning through Analysis & Transformation

Techniques & tools in applying data analysis and analytics to product planning and strategic thinking

11:00am (choose from 2 sessions):
In- Depth Workshop- Digital Marketing Workshop: Applying Toolsets to that Elevate your Competitive Intelligence to the Next Level (continued….)

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12:00pm Lunch

1:00pm (choose from 2 sessions):
Rise from a Product Manager to a Product Leader

1:00pm (choose from 2 sessions):
Social Listening for Competitive Advantage

Explore techniques and approaches to gathering and making usable analysis from the ever-changing social web

- Leveraging automation for information gathering
- Taking the next step and turning data into usable, effective and actionable insights
- Real-time SWOT analysis & intelligence listening

2:00pm 15 Minute Networking and Refreshment Break

2:15pm Closing Session:
In-Depth Workshop: Persona Insights & Development
Strategies encompassing the intersection of user research, competitive benchmarking and product management

- Exploring gaps and solutions in digital vs physical product planning
- Streamlining process, role and execution in strategy
- Managing customer & user privacy in product development
- Product adoption, support and management
- Encouraging "experience thinking" collaboratively throughout your team, stakeholders and organization

3:45pm Event Adjourn