

COMPETITIVE INTELLIGENCE

Free Breakfast Seminar 29th May 2003

Central Coast
Manufacturers'
Association

Management Seminar
Series

To Management

Competitive Intelligence (CI) Over the next decade nearly every business is going to change significantly as it adapts to new technologies. Those who make use of competitive intelligence will have an edge on the others in the coming years. Competitive Intelligence is concerned with the processes companies use to monitor their competitors, their own competitive position and to improve their competitive response. This seminar is about the techniques used to select and filter information from a wide array of sources, to interpret and analyse it, to communicate it to the right people, and to use it effectively. Evidence suggests that only three out of ten firms in Australia make any systematic and integrated attempt to collect competitive intelligence needed for their strategic decisions. About the Speaker: Babette Bensoussan is a Founder and Vice President for the Society of Competitive Intelligence Professionals in Australia (SCIPAust), is internationally recognised and was awarded a Fellow of SCIP in the USA in 1996. She is the co-author of "Strategic and Competitive Analysis", published by Prentice Hall and released in April last year. Currently the book is in the top 1% of best selling books at Amazon.com and is ranked the number one best selling CI book.

Competitive Intelligence

DATE: 29th May 2003

TIME: 7.00am for 7.15 breakfast finish 9.00am

LOCATION: LOCATION: STRATHAVON HERITAGE
RESORT PTY LTD (previously Warners Lodge) 31 Boyce
Ave Wyong 2259
Limited Seating, Book early

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RSVP by return email

A must Seminar for Senior Management

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