

THE FOURTEENTH

# **m**brain Conference

INFORMED LEADERSHIP – PREPARE FOR 2020

**OCTOBER 17<sup>TH</sup> – 19<sup>TH</sup> 2017**

Hard Rock Hotel Chicago, USA



World-class knowledge-exchange, skill transfer and conducive networking for professionals and teams.

## **The road to 2020 intelligence acuity begins here**

As the world continues to thrust into the future with exciting market trends, competitive evolution and increasing customer expectations, maintaining and developing an industry dominance requires sharper thinking and clearer execution.

No longer is it enough to turn up and expect to win. This modern marketplace requires you to prepare and plan for victory.

The new learnings and intelligence concepts you take on today will pave the way to the decisions you execute and results you achieve tomorrow.

## **The M-Brain Conference is designed to support the World Class Thinkers of 2020 and their journey towards Intelligence Excellence**

- Expand your consciousness with compelling presentations from world-class minds
- Learn hands on in conducive workshops and roundtables
- Network with fellow intelligence professionals and strategic business leaders of tomorrow

The world's leading intelligence conference is vendor-free and the entire focus is on developing our attendees and delivering the true value they desire.

## **Fresh insights from within the global intelligence community**

Our team is delighted to be announcing the powerful industry insights and findings from the 2017 Global Intelligence Survey live on the opening day of the conference. So this event is absolutely set to be the world's leading intelligence conference with unique insights unavailable anywhere else.

We hope you'll find everything you need and look forward to welcoming you in Chicago.



**Thomas Rideg**  
President  
M-Brain Americas



### Who is this for?

the opening day' of the conference, M-Brain conferences have built a world class reputation for delivering specific values to professionals, leaders and teams servicing specific functions within their organization. Here's an overview of just some of the organizational functions that can benefit from attending:

- Market Intelligence Professionals
- Competitive Intelligence Professionals
- Research & Analysis Professionals
- Strategy & Planning Professionals
- Insights & Media Professionals
- Communications, PR & Branding Professionals
- Innovation & Development Professionals
- Plus many more

### What are the benefits?

- **Reignite your inspiration:** Meet, grow and learn with influential industry peers that will inspire your next-level thinking.
- **Demonstrate the value of your investment:** M-Brain conferences are the only intelligence events equipped to help you demonstrate the value of your attendance, with Pre, Post and During event consultancy sessions for ensuring your journey meets the objectives of you and your stakeholders.
- **Share learnings with your community:** The global intelligence community awaits your participation and the chance to enjoy mutual growth in powerful roundtable discussions and interactive intelligence workshops.
- **Benchmark your knowledge:** Not only will M-Brain be presenting the findings of the 2017 Global Intelligence Survey, but Conference attendees gain the unique opportunity to verify what they know, identify what they don't know, and pin-point the areas they wish to work on in their roadmap towards 2020 acuity.



### What's included?

- 3 days of valuable participation
- Optional pre-conference workshops
- Insights into Global Intelligence Survey Results
- 8 powerful stage presentations
- Key note speeches
- The Intelligence Show
- 5 interactive Roundtable discussions
- 20-minute consultancy sessions
- Networking Boat Cruise

**REGISTER NOW!** [www.m-brain.com/conference](http://www.m-brain.com/conference)

# Some of the highlights

## 1 Content rich agenda

Three full days packed with in-depth workshops, practical case presentations, panel discussions, interactive roundtable sessions and networking opportunities – choose the topics or sessions that best serve your needs.



## 2 The latest and hottest topics

- Future insight methods and strategy
- Market sizing and forecasting
- Setting up high impact intelligence programs
- Turning advanced intelligence programs into world class
- Best practices in data visualization
- Developing skills and competencies for the 21st century market intelligence
- Best practices in using intelligence platforms and dashboards
- Staying relevant by re-charging mature market intelligence programs
- Creating impact through advanced internal marketing and branding of market intelligence
- Adopting internal sales tactics to build awareness for market intelligence
- The impact of analytics in directing investments
- Managing intelligence programs in high growth context
- Competitive simulations in a global environment
- Managing macro strategies and macro intelligence
- Conducting world class market intelligence needs analysis
- Executive level communication practices for market intelligence practitioners

**This is the only vendor-free conference  
where 2020 starts this year**

## Some of the **highlights** (continued)



**3 Real-life case studies**  
Multiple practical case presentations from various industries will help optimize your intelligence effort: The “do’s & don’ts” and the “tips & tricks” that can help to get your intelligence to the next level within six months. Best practices will be shared by presenters and facilitators from leading global companies.

**4 Focus on Networking!**  
The M-Brain Conference offers more than 14 hours of well planned networking time within three days in a pleasant professional setting, allowing individual exchange, group discussions and expert advisory sessions. Create strong professional relationships and utilize the vast experience available during and after the Conference. Do not miss the networking dinner cruise with the 14th M-Brain Conference celebrations!

**5 Before and after Conference advisory**  
Prepare to truly turn takeaways into action after the event. Participation includes optional pre-conference intelligence diagnostics and post-conference advisory sessions. This is unique to M-Brain Conferences, making sure that what we share becomes truly actionable!

**6 Focus on true learning**  
No sales pitches! Practitioners and decision makers only! There will be no vendor exhibition or sponsor presentations.



# 2017 GLOBAL INTELLIGENCE SURVEY



The 2017 Global Intelligence Survey results will be launched at M-Brain's 14th Intelligence Conference in Chicago!

The industry's largest and most reputable survey in Market Intelligence will bring to you pressing information that intelligence practitioners want and need to know in order to benchmark and grow their functions and professional career.

**Be ready to find out:**

- What are the intelligence budgets across different tier companies? How are they growing (or not)?
- How are intelligence functions structured across organizations?
- How are companies distributing their intelligence investments?
- What are the key success factors to yield ROI?
- Which business functions do intelligence functions serve?
- How do companies measure against each of M-Brain's 9 key success factors for intelligence? **New!**
- What are the hottest themes/topics to cover?
- What types of intelligence activities are mostly utilized? What activities are emerging?
- What are the emerging tools and frameworks?

- How much is executive decision making supported by intelligence?
- What is expected from intelligence from the point of view of the end-user? **New!**
- What should be the role of intelligence in the future? **New!**
- What are the career paths for intelligence professionals? **New!**

And more...

The results of this ground breaking study form the foundation to M-Brain's renowned 'Intelligence Framework', utilized by thousands of practitioners around the planet, helping companies benchmark against their peers, evaluate their performance and most importantly, create roadmaps for development and improvement.

The 2017 study will help you understand what intelligence will look like in 2020 and what you need to do to succeed.

Help us make this survey an even bigger success by completing it. Upon completion, you will be awarded a \$100 discount when registering to the 2017 M-Brain Conference in Chicago!

**Take the survey...**

# Agenda



## **TUESDAY 17 OCTOBER**

Knowledge-Building Workshops

Registration and Coffee

Workshop  
PART 1

Lunch and Networking

Workshops  
PART 2



## **WEDNESDAY 18 OCTOBER**

Conference  
DAY ONE

Registration and Breakfast

Conference Welcome & Opening

Launch of Global Intelligence Survey Results

Impactful Presentations

Lunch and Networking

The Intelligence Show

Impactful Presentations

Free Dinner Cruise and Networking Event



## **THURSDAY 19 OCTOBER**

Conference  
DAY TWO

Breakfast

Opening of Conference

Impactful Presentations

Interactive Roundtable  
SESSIONS 1 OF 2

Lunch and Networking

Interactive Roundtable  
SESSIONS 2 OF 2

Keynote Speech

Closing of Conference

Consultancy Sessions

Group activity

2 Day Package

2 Day Package

3 Day Package

3 Day Package

3 Day Package

Agenda subject to change

# Confirmed Speakers



## Keynote Speaker

**Jan Fields**

Former President,  
McDonald's USA



**Howie Yang**

Technical Specialist,  
Artificial Intelligence  
Ford Motor Company



**Alina Fu**

Global Head of Customer  
Insights and Market Strategy  
Google



**Alison Hong**

Global Market  
Intelligence Manager  
Johnson Controls



**Frederick Rigsby**

Senior Director of Market  
Strategy & Intelligence  
Blue Cross – Blue Shield



**Mark Foulds**

Senior Manager –  
Competitive Intelligence  
Dunkin Brands

## Confirmed Speakers



**Diana Gowe**

Director, CI Intelligence  
Strategy/Strategy, Analytics  
7 Business Transformation  
Johnson & Johnson



**Tom Waters**

Senior Manager,  
Market Intelligence  
Jabil



**Paul Dillon**

Competitive Insights  
Manager  
ExxonMobil



**Jill Chafer**

Manager, Global  
Strategic Manager  
Sealed Air



**Troy Pfeffer**

Competitive  
Intelligence Director  
Cintas



**Paul Turnbull**

Principal Consultant,  
IBM Market Insights  
IBM



**The M-Brain Conferences** would not be a success without the contribution of hundreds of intelligence professionals from companies such as these listed below from previous conferences. Typical participants include: Market & Competitive Intelligence VPs, Directors, Managers, Analysts; Strategic Planning professionals, Media Intelligence professionals, etc.

3M	Eaton	Microsoft Corporation
ABB	Ecolab	Navistar
Abbott	Electrolux	Nestle
ADP	Embraer	Nokia Network
Akzo Nobel	Ericsson	Olympus
Allstate	ESPN	Owens Corning
AmeriHealth Caritas	ExxonMobil	Petrobras
Aramco	FedEx	Phillips
Avery Dennison	Fujitsu	Pirelli
AXA	Givaudan Flavors Corp.	Prudential
Bank of America	Harvard	Redbull
BASF Corporation	Heineken International	RIM
Bayer Material Science	IBM	Robert Bosch
Best Buy	Jabil	Roche Diagnostics
Boehringer Ingelheim	John Deere	SAP
Boeing Company	Johnson & Johnson	Shure
BP Castrol	Johnson Controls	Siemens
Blue Cross & Blue Shield	Kellogg's	Starbucks
Carhartt	Kitchen Aid	Tata Steel
Carl Zeiss SMT	KPMG	Tetra Pak
Caterpillar	Liberty Mutual Group	The Coca-Cola Company
Chevron	LinkedIn	ThyssenKrupp Elevator
Cintas Corporation	Lufthansa	Tieto
Cisco Systems	Manulife	Toyota Financial Services
Chamberlain	Mary Kay Inc.	Unilever
Charles Schwab	Mastercard	Verizon Telematics
Continental	McAfee / Intel	Western Union
Cummins	Merck	Whirlpool
DSM	Metlife	Xerox

## Workshops | Tuesday October 17th

Day 1 FULL DAY and HALF DAY Workshops. If you choose HALF DAY, please select two workshops

Please note, workshops are ONLY for attendees purchasing a 3 Day Package



### **BUILDING A WORLD CLASS INTELLIGENCE PROGRAM**

#### **Half Day Workshop**

You have been tasked with setting up an intelligence program or revamping an existing one and you are wondering where to start and what steps to follow. Benchmark your progress against case examples and best practices. Learn to use frameworks and templates. Develop an action oriented set-up plan. Design your own individual MI Development Road Map with concrete action points. Walk away with practical next steps to build your intelligence program into World Class!

### **COMPETITOR SIMULATION (WAR-GAMES)**

#### **Full Day Workshop**

Would you like to understand what a war-game is, what it can do for your company and how to do it? This workshop will zoom in on the different levels of competition, explain the theory of war-gaming and all the different formats of running a war-game. Workshop participants play a simulated, yet very realistic competitive war-game. This workshop is designed to fully arm the participants with the analytical ammunition they will need to run their own war-games.

## Workshops | Tuesday October 17th

Day 1 FULL DAY and HALF DAY Workshops. If you choose HALF DAY, please select two workshops

Please note, workshops are ONLY for attendees purchasing a 3 Day Package

### MARKET SIZING AND FORECASTING

#### Full Day Workshop

Do you need to estimate the market size and growth but you are lacking the methods and practical examples of segmentation and forecasting? This workshop focuses on understanding market sizing, whether you are looking at a particular geography, segment, product area or channel. Participants will get a clear overview on the methodologies, models and frameworks that help in estimating the size and growth of markets, including best practices, interpretation and explanation

### STAKEHOLDER MANAGEMENT

#### Half Day Workshop

Your internal customers are not the easiest to deal with? This workshop is all about starting, developing and maintaining excellent relationships with key stakeholders. It will be a bit of theory complemented with real life examples and best practices. The focus will be on which stakeholders to develop a relationship with, how to approach top executives, social style in relationship management, building trust, needs analysis, question techniques and coping with resistance.



### MI MIND MELD 2020: USING PSYCHOLOGY TO DESIGN WINNING TEAMS

#### Half Day Workshop

In this workshop we will explore how to identify and create powerful networks that will contribute to the MI function through psychology. This fun session will begin by leveraging on successes of famous sitcoms, where we will analyze how different profiles can naturally fit to create synergy, energy and impact; or not! Psychological profile matching has been applied to sports and to businesses with a great degree of success. We will now apply this to the creation of winning MI teams. All participants in this half-day workshop will take a 10 minute survey during the workshop.

- Pair different psychological characteristics to perform well together
- Create future and solution oriented teams
- Become a trusted advisor to decision makers

## Roundtables | Thursday October 19th

Included in both 2 Day and 3 Day Package

**Day 3 Round-Table Sessions.** Choose two out of five thought provoking roundtable sessions and actively participate in the discussion.

### **ROUND TABLE 1: THE IMPACT OF INTERNET OF THINGS AND M2M ON INTELLIGENCE.**

In 2020 data from the Internet of Things and Machine-to-Machine communication will generate the vast majority of Big Data. This will have a major impact on market and competitive Intelligence. Data collection will be 100% automated and sophisticated software with complex algorithms will do all the predictive analysis and modelling. On top of that, platforms and dashboard will do the dissemination. What does that mean for us, the intelligence professionals?

In this Round table session we will try to find answers on the following questions:

- How will we maintain our relevance? Will our role change, and if so how?
- What are the opportunities?
- What are the risks?
- Where will we see the impact? (which aspects of the intelligence)
- Will IoT and M2M lead to new intelligence services?



### **ROUND TABLE 2: WHAT WILL BE THE NEW INTELLIGENCE SERVICES IN 2020?**

By 2020 the world will face different market dynamics due to geopolitical changes and influences, economic trends, sociodemographic shifts, sustainability issues and technological disruptions. Will these new market dynamics have an impact on the competitive landscape, the position of customers and consumers, on the way we go-to-market, etc. If so, how will the current, classic market and competitive intelligence services be sustainable? Might we instead need to develop completely new intelligence services to cope the world in 2020 and support decision making in a valuable way?

In this session will discuss:

- What market dynamics will impact the way we need to do intelligence?
- What kind of intelligence services should we develop?
- What is needed to successfully implement these new intelligence services?
- Which skills and competencies are needed?
- How will these changes impact the current processes and stakeholders?

## Roundtables | Thursday October 19th

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### ROUND TABLE 3: COLLECTING DATA?

Data is growing faster than ever before and by the year 2020, about 1.7 megabytes of new information will be created every second for every human being on the planet. The prediction is that by 2020 our accumulated digital universe of data will be around 50 zettabytes (or 50 trillion gigabytes). In this round table we will discuss the statement: "Stop collecting data. It is useless, because it only creates more of the same".

- Do we need to collect data? Why?
- What are the alternatives to collection? How do these work?
- What are the advantages or disadvantages, the opportunities or challenges?
- What should change in the intelligence process to work with data differently?
- Or... the statement is not relevant and I will tell you why

### ROUND TABLE 4: THE NEXT-GEN INTELLIGENCE PROFESSIONAL

By 2020 Millennials will make up over a third of the global workforce, and you can expect many of them finding a job in intelligence. However, this generation has a different view on work ethics, behavior and attitude; they deal differently with privacy and loyalty; they bring their own devices and applications; and they expect a different style of relationship with their managers. On the other hand, they are very smart, technology savvy, exceptionally well connected (always on) and infamous for multitasking.

In this session we will discuss the professional relationship with the Millennials.

- How do we manage Millennials?
- What can we learn from them?
- What motivates them?
- When to tell, when to listen and how to agree?
- What are the challenges and how can we overcome them to succeed?

## Roundtables | Thursday October 19th

Included in both 2 Day and 3 Day Package

**Day 3 Round-Table Sessions.** Choose two out of five thought provoking roundtable sessions and actively participate in the discussion.

### **ROUND TABLE 5: THE ROI OF INTELLIGENCE**

The pressure on topline and bottom line results is more intense than ever. In the coming years we will see that divisions that are seen as cost centers, need to prove their positive contribution to the results and success of a company. By 2020, it will be standard protocol to measure added value across the board, and it is unlikely that intelligence departments will be an exception to the rule. However, given the nature of intelligence, calculating the ROI is not easy to do. In this Round Table session we will answer the following questions:

- Should the ROI of Intelligence be measured, or can we claim to be an exception to the rule? Why?
- Is ROI only the monetary figure or could it include other parameters? If so, what else?
- Can we measure the ROI of Intelligence? If so, how?
- What are good examples, methodologies or best practices?

## The Intelligence Show

### INTELLIGENCE IN 2020



Our show master will welcome 4 experienced professionals with different backgrounds and view on intelligence to have an animated discussion on how intelligence will shape in 2020.

Be prepared for a vibrant and thought provoking debate on questions such as:

- How will the market be shaped?
- How important will humans be vs. technology?
- What will be the impact for intelligence scope?
- Will the intelligence processes change?
- How will we cope with IoT data, predictive modelling and analysis?
- What kind of tools and models will we use?
- What will be the key competences for an intelligence professional in 2020?
- Will that be different for different industries or markets?
- What do we need to do now to make sure intelligence will be relevant in 2020?
- What will be the challenges?
- Will Intelligence be the most important function for the success of a company in 2020?

and many, many more!

The intelligence show is a perfect combination of knowledge sharing, provocative opinions and entertainment, including interaction with the audience.

# Pre-conference and post conference **consultancy**



To maximize your value of the conference, we offer to assess, prior to the conference, your current MI/CI/SM status, recommend tracks and sessions at the conference, and propose networking with the right speakers and other peers at the event. You will also get quick tips that will enable you to take your intelligence program to the next level. Take the opportunity and be well prepared to learn and network!

After the Conference, we will help you digest the key learning items from the conference, discuss how to apply them in your company's context, and we will provide objective advice and best practices for the next steps. This includes proposing networking with the right speakers and other peers from the event. Subject to speaker and peer's availability.

Please note that the schedule for a diagnostics session will need to be agreed upon with your assigned expert and is subject to expert availability.

20 minutes **FREE**  
in conference  
consultancy session

**Are you struggling with intelligence issues such as:**

- Which method should I use to set the right priorities for my organization?
- How do I gather better feedback on my deliverables?
- Which MI tools should I use?
- Is co-creation the right path for me? What other choices do I have?
- How do I cope with stakeholder resistance?
- How do I define KPI's intelligence and can I measure ROI for intelligence?
- How do I engage with my audience in social media?
- How do I develop an intelligence culture?

**Book a consultancy session with one of our senior consultants to discuss one pressing intelligence issue. Sessions will be held after the presentations on October 19, 2017 between 1:30 and 2:30pm**

You will receive a password after registration

## **Networking Dinner** – complimentary dinner cruise on Lake Michigan!



**Date:** Wednesday, October 18

**When:** 6:30pm–10pm

**Where:** Cruise on Lake Michigan

**At M-Brain Conferences, we encourage the establishment of positive relationships and trust amongst participants and practitioners to engage in the sharing of best practices.**

So, take your professional networking to the next level at every opportunity throughout the M-Brain Conference! Enjoy a real confidence booster by networking in a professional environment where you feel relaxed and comfortable.

Join us for a FREE Dinner and Networking event. The relationship building and knowledge sharing will continue with an interactive reception and dinner. Enjoy the beautiful and scenic skyline of Chicago, with the bonus of great drinks and food!

Transportation will leave the hotel lobby between 5:45 and 6:20 pm

**FREE**  
Dinner and  
Networking  
event



# Accommodation

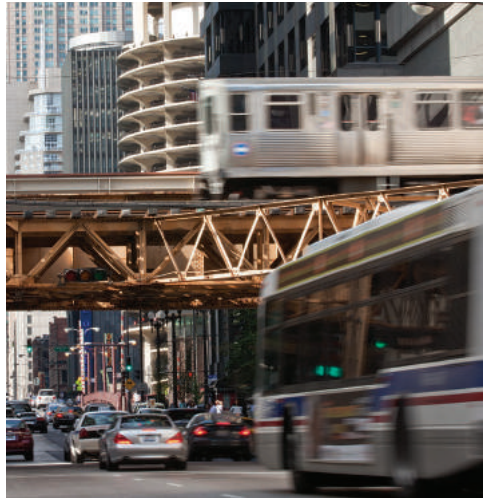
## Conference Venue

Hard Rock Hotel Chicago, 230 N. Michigan Ave. Chicago, IL 60601 (312) 345-1000

Hard Rock Hotel Chicago offers unique and upscale accommodations in the heart of downtown Chicago. Frequented by musicians, celebrities, and fans alike, Hard Rock Hotel Chicago downtown on Michigan Avenue combines exceptional service standards and upscale surroundings to serve as a stylish oasis in the midst of Chicago's vibrant city culture.

Stretching 40 stories in the heart of downtown Chicago, hotel guests will find a musically inspired atmosphere where service is second to none.

Our contemporary ambience blends seamlessly within the walls of the iconic Carbide & Carbon building, a historic Burnham masterpiece.



Discounted  
Room Rate

## Booking accommodation

The Hard Rock Hotel Chicago offers a discounted room rate for M-Brain Conference attendees between October 16 and 20, 2017:

**US\$199** per single use Select King or  
**US\$219** for Deluxe King room per night.

The rate includes internet access.

To take advantage of the discounted rate, please book your accommodation online at <http://bit.ly/2otzNui> or by calling Hard Rock Hotel Chicago: **1-312-345-1000**

(Block name: M-Brain Conference Chicago 2017). After October 6, rooms are subject to availability.

# M-Brain Chicago Conference 2017 has gone mobile

<https://guidebook.com/g/M-Brainchicago2017>



**Get the app on your mobile device now, for free.**

1. Visit the above URL on your device
2. Tap the “download” button to get the free Guidebook app
3. Open Guidebook and look for the guide:

**M-Brain Chicago Conference 2017**



**Register now** to download our free conference app – view speaker profiles, access conference information, network with attendees and much more!

## Conference fees

Welcome to Chicago! the third largest city in the United States, with a population of nearly three million people. Chicago is one of the nation's most vibrant and accommodating cities.

As a multicultural city that thrives on the harmony and diversity of its neighborhoods, Chicago today embodies the values of America's heartland-integrity, hard work and community and reflects the ideals in the social fabric of its 77 distinct neighborhoods.

The city is traversed by the Chicago and Calumet rivers. Chicago's extensive parklands, including 3,000 hectares of city parks attract an estimated 86 million visitors annually. Whether you are planning a travel itinerary for a half day, weekend or multi-day stay, these are so many must-sees while in the Windy City.



### 3 DAY Package

October 17-19, 2017

Conference plus  
Pre-Conference workshops

**\$2,350** + applicable taxes

### 2 DAY Package

October 18-19, 2017

Conference Only

**\$1,950** + applicable taxes

Pricing includes  
Breakfast and  
Lunch each day  
and a Networking  
Dinner Cruise on  
October 18

**REGISTER NOW!** [www.m-brain.com/conference](http://www.m-brain.com/conference)



## WIN AN iPad

One randomly drawn registrant will receive a FREE iPad!

Subject to 3 Day Registration Package and completion of our 2017 Global Survey.

All Registrants can receive a \$100 discount by taking the M-Brain 2017 Global Survey!

Cancellation policy: Confirmed registrations may be cancelled without penalty if written cancellation requests are received on or before August 31, 2017. 50% of the Conference fee is payable for cancellations after September 1, 2017. No refunds will be issued (and full conference fee is payable) on cancellation requests received after September 22, 2017.

Note – All registrations are subject to acceptance by M-Brain.

All registrants must register online at M-Brain website. For further information and advice on Workshop and Round-table track choices, please contact [events@M-Brain.com](mailto:events@M-Brain.com) or call Scott Hall on +1 630-823-8265 or Victor Knip on +1 347-237-1203