



Announcing **CyberCompetitive Intelligence**, an advanced, 2-day, hands-on course for people who need to maximize their insight from digital sources for business development, commercializing inventions, licensing-in and licensing-out, for joint ventures, Joint Industry Project, collaborations, and M&A activities.

The outcome? Gain a new understanding of how to assess the opportunity for invention and innovation, profiling current players, likely future players, as well as competing technology. Our focus and case study will be on an emerging technology area rather than a well-established market segment with established market channels, products, services, suppliers, customers, etc.

The course has been developed by and licensed from the Licensing Executives Society, USA & Canada, and is designed to engage students in their learning with hands-on activities. Approximately half of the class time will be spent working in small groups to develop an actual proposal, project plan, data, analysis, results and conclusion.

Each attendee will need to bring a laptop computer with wireless connectivity

You will learn how to

- Create/understand the business case for Competitive Intelligence,
- Craft a plan to address business-critical issues,
- Develop a competitive research proposal with clear deliverables,
- Conduct preliminary research,
- Use tools for searching the open literature space,
- Use tools for searching various subscription and patent databases, &
- Combine data from searching with analysis and judgment.

Who should attend?

Anyone working in

- M&A where technology developments are key
- Licensing
- R&D Management
- Commercial Development
- Business Development
- Marketing
- New Product/Market Development
- Sourcing

Or anyone who loses sleep over competitive activity.

SCHEDULE

Day 1

- Safety moment
- Introductions
- About competitive intelligence
- Introduction of case study
- Open Literature searching
 - Free tools
 - Subscription tools (included in registration fee)
- Classroom searching for case study
- Comparison of open search tools and subscription tools
- Wrap up and questions

Day 2

- Safety moment
- Review of Day 1; questions and clarification
- Use of Thomson Reuters IP tools and others
- Student use of above to work the case study
 - (included in the registration fee)
- Comparison of work product to proposal to determine gaps
- An historical consultative analysis (2004, updated for 2010)
- Next steps
- Lessons learned & recap

There will be two breaks & a lunch break on Day 1 and Day 2

The course is sponsored by LES Britain and Ireland; instructors are **Phillip W. Barnett**, Director, Knowledge Management & Intellectual Assets PricewaterhouseCoopers LLP & Chapter Vice President, LES USA Canada

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Ada C. Nielsen, Director, Exploration & Production Technology, BP America Inc. and President, LES USA Canada

Where? King George Room, **Marriott County Hall Hotel**, Westminster Bridge Road, London

When? Thursday & Friday, 15 & 16 April, 2010

Price? £500 for LES members; £750 for NON-LES members

How do I register? <http://www.les-BI.org>