

Public Appearances by The Helicon Group's Partners

2008-present

The Intelligence Café, Special Libraries Association, Philadelphia, PA, June 14, 2011.

Competitive Intelligence, Construction Marketing Research Council, Philadelphia, PA May 2, 2011.

Competitive Intelligence Reporting – ICI-03, Institute for Competitive Intelligence certificate course, Philadelphia, PA, September 15, 2010.

The Future of Competitive Intelligence, Society of Competitive Intelligence Professionals, Philadelphia Chapter, May 13, 2009.

Pricing in a Chaotic Economy: Competitive Intelligence is Critical for Intelligent Pricing, Professional Pricing Society's 2-Day Pricing Certification Workshops, February 12-13, 2009, Houston, TX.

CI Reporting, Institute for Competitive Intelligence, May 21, 2008, King of Prussia, PA.

Competitive Intelligence class (webinar with Toni Wilson), University of Central Missouri, April 23, 2008.

Competitive Intelligence and the Pricing Process, Annual Meeting of the Professional Pricing Society, April 11, 2008, Las Vegas, NV.

Destructive and Constructive Behaviors of CI Managers (with Dr. Ben Gilad), SCIP08 Annual Conference and Exhibit, April 14-17, 2008, San Diego, CA.

Defending Yourself Against Competitive Intelligence, SCIP08 Annual Conference and Exhibit, April 14-17, 2008, San Diego, CA.

Sometimes You Do & Sometimes You Don't – When Do Strategic Planners Need Competitive Intelligence Professionals, Annual Meeting of the Association of Strategic Planners, February 24-26, 2008, Marina Del Mar, CA.

Pre-2008

The 5 Most Effective Behaviors of CI Managers – and the 5 Most Destructive (with Dr. Ben

Gilad), SCIP07 Annual Conference and Exhibit, New York, NY.

The Need for New Models in Competitive Intelligence. New York Chapter of the Society of Competitive Intelligence Professionals.

Gathering competitive intelligence from and about competitors, The Defense Industry Initiative, Arlington, VA.

The uses and misuses of Microsoft PowerPoint as a platform for the delivery of CI products, June 7, 2006 interview for the [Competitive Intelligence Podcast](#) site.

A New Direction in CI: CI as We Know It Is Changing, Atlanta Chapter of the Society of Competitive Intelligence Professionals.

Third-Party Fulfillment: Outsourcing Some or all of Your CI Function to External Specialists, SCIP06 Annual Conference and Exhibit, Orlando, FL.

Security and CI: Defending Against Economic Espionage, Business Threat Awareness Council, New York, NY. Audio presentation available on the BTAC website at <http://www.btac.us/media.htm>.

Competitive Intelligence Workshop, Honeywell Specialty Materials Commercial Excellence Meeting, Las Vegas, NV.

CI By Any Other Name, Richmond Chapter of the Society of Competitive Intelligence Professionals. Richmond, VA.

Defending Against Competitive Intelligence: Conflict or Cooperation with Industrial Security Programs?, Baltimore Chapter of American Society for Industrial Security, Baltimore, MD.

Understanding and Using Competitive Intelligence: A Tool for Leadership Development, 2005 Development Conference, Annual Meeting of the Society of Manufacturing Executives, Baltimore, MD.

Defending Against Competitive Intelligence Leakage, Aligning Medical Affairs & Services for Success Conference, Philadelphia, PA.

Building and Maintaining Internal CI Networks – A Look at Best Practices for the CI Manager and CI Staff, Society of Competitive Intelligence Professionals, SCIP05 Annual Conference and Exhibit, Chicago, IL.

How to Build and Grow Your CI Group – A Best Practices Dialog [MetLife, Inc.], Society of Competitive Intelligence Professionals, New Jersey Chapter, Somerset, NJ.

How to Build and Grow Your CI Group – A Best Practices Dialog [JP Morgan Chase Card Services], Society of Competitive Intelligence Professionals, Philadelphia/Delaware Valley Chapter.

Competitive Intelligence – Understanding the Basics, Construction Market Research Council, Washington, DC.

How To Gather and Use Competitive Intelligence, Technology Training S. de R.L. de C.V., Mexico City, Mexico.

Bottom Line Competitive Intelligence: How can you show CI makes a difference (and why doesn't it always make a difference)?, Society of Competitive Intelligence Professionals, Kansas City Chapter, Kansas City, MO.

Bottom Line Competitive Intelligence: How can you show CI makes a difference (and why doesn't it always make a difference)?, Society of Competitive Intelligence Professionals, St. Louis Chapter, St. Louis, MO.

Legal and Ethical Aspects of Competitive Intelligence, Association of Independent Information Professionals, 2004 Annual Conference, Austin, TX.

Post-Keynote Address Q&A with MetLife: A Strategic and Tactical Look at an Award Winning CI Program, Society of Competitive Intelligence Professionals, 2004 Annual International Conference, Boston, MA.

Bottom Line Success: How to Pull the Complete CI Process Together for Long-term Survival and Growth, Society of Competitive Intelligence Professionals, 2004 Annual International Conference, Boston, MA.

Competitive Intelligence Tools and Techniques – A Personal and Professional Perspective, Society of Competitive Intelligence Professionals, Mercyhurst College Chapter, Erie, PA.

Getting to the Bottom Line With CI, Society of Competitive Intelligence Professionals, New Jersey Chapter, Newark, NJ, Annual Education Day: CI Crossroads: A Vibrant Future. Lunch Keynote Speech.

Why, How and Where to Get Started in Competitive Intelligence: The Challenge for the Small Chemicals Businessperson, American Chemical Society's New Jersey Group of Small Chemical Businesses, Newark, NJ.

How can you show CI makes a difference (and why doesn't it always make a difference)?, Society of Competitive Intelligence Professionals, New York City Chapter.

Cutting Edge Session: Enhancing Competitive Intelligence Efforts - A New Mission for Records Managers?, ARMA International - 47th Annual Conference and Expo, New Orleans, LA.

Competitive Intelligence and its Place in Small and Medium-Sized Enterprises and Competitive Intelligence for Business Management, SUNY New Paltz Business School, The Competitive Intelligence and Security Conference.

Evolve or Die! – A Best Practices Lesson, Society of Competitive Intelligence Professionals' 2002 Annual International Conference, Cincinnati, OH.

Survival Tips for the One (Wo)Man Band -- Version 2.0 [Management and Defensive CI Tips for the Sole CI Manager], New Jersey Chapter of SCIP, Somerset, NJ.

Competitive Intelligence and Strategic Decision-Making in the Organization, Mexico City Chapter of SCIP, Mexico City, DF.

How To Obtain CI, Use It, And Defend Against It, Manufacturers' Resources Center, Bethlehem, PA.

Can You Stop Your Competitors From Finding Out About You?, High Technology Learning Corporation Signature Series and D.C. Chapter of SCIP (joint session).

Competitive Intelligence: A Strategic View from 50,000 Feet, CEO Roundtable, Berks County Chamber of Commerce.

Survival Tips for the One (Wo)Man Band, New Jersey Chapter of SCIP: CI Stars Advancing Your Skills in the New Millennium.

Intelligencia Competitiva, Technology Training S. de R.L. de C.V., Mexico City, Mexico.

World-Class CI Units: Lessons from the Best, SCIP Annual International Conference, Seattle, WA.

How Did They Find THAT Out? Stopping Internet Home page Exploitation!, SCIP Annual International Conference, Seattle, WA.

Spy vs. Spy: Competitive Intelligence in Business, Berks County [PA] Chamber of Commerce.

Student Work Experience and its Impact on Teaching About Competitive Intelligence at the MBA Level, Drexel University and SCIP, Competitive Intelligence Curriculum and Research Conference, Philadelphia, PA.

Course Reading Materials on CI, Drexel University and SCIP, Competitive Intelligence Curriculum and Research Conference, Philadelphia, PA.

Workshop on Information Security, Chemical Manufacturers Association, Washington, DC

How to Choose and Use a CI Consultant, DC Chapter, SCIP.

World-Class CI Units: Lessons from the Best, SCIP European Annual Conference, London, England.

University of Pennsylvania, Wharton School, MBA Program.

Legal/Management Issues for the CI Manager, SCIP Annual International Conference, Atlanta, GA.

University of Pennsylvania, Wharton School, Executive MBA Program.

Protecting Your Company Against Competitive Intelligence, SCIP Annual International Conference, Montreal, Canada.

Human Collection: Obtaining and Protecting, SCIP Competitive Technical Intelligence Symposium, Philadelphia, PA.

Beyond Competitive Intelligence: CI and Strategic Intelligence, SCIP, Boston, MA.

1996 Marketing Information Seminar, Armstrong World Industries, Lancaster, PA.

Develop Successful Strategies for Conducting Competitive Intelligence, AIC Conferences, Midrand, South Africa.

Fractal Management Analysis, SCIP Annual Conference and Exhibit, Arlington, VA.

Analysing Your Competitors, AIC Conferences, Sydney, Australia.

Maquarie University, Sydney, Australia, MBA class in mergers and acquisitions.

1995 Competitive Intelligence Seminar, The Planning Forum, Atlanta, GA.

How to Find Information on Your Competitors, Technology Training Corporation, San Juan, PR.

Gearing Up For Sales Call Success- Knowing Thy Competition, Godfrey Advertising, Lancaster, PA.

Anslizar a su Competencia, AIC Conferencias S.A., Santiago, Chile.

Como Obtener Informacion Sobre Su Competencia, Technology Training S. de R.L. de C.V., Mexico City, Mexico.

Managing Your Competitive Intelligence Programme, AIC Conferences, Sydney, Australia.

Competitive Intelligence Forum '94, AIC Conferences, Sydney, Australia.

Analysing Your Competitors, AIC Training, Auckland, New Zealand.

Reingenieria Financiera [Financial Reengineering], AIC Conferencias, Mexico City, Mexico.

Analysing Your Competitors, AIC Conferences, Sydney and Melbourne, Australia.

Benchmarking, AIC Conferencias, Mexico City, Mexico.

Benchmarking Your Competitors, AIC Conferences, Sydney and Melbourne, Australia.

Is Competitive Intelligence Critical?, SCIP-Australia, Sydney, Australia.

Benchmarking: The 1990s Tool to Improve Competitiveness, Asia Pacific Institute for Management Development, Singapore and Kuala Lumpur, Malaysia.

Benchmarking Best Manufacturing Practices For World Class Performance, The Manufacturer's Association of Northeastern Pennsylvania and The Northeastern Pennsylvania Industrial Resource Center, Pittston, PA.

Benchmarking Your Competitors, AIC Conferences, Kuala Lumpur, Malaysia; Sydney and Melbourne, Australia.

Annual Meeting of Faculty, Students and Alumni, Management Systems Analysis Program, Kean College of New Jersey, Union, NJ.

Low Cost Market Research: Understanding Your Customers And Competition, Small Business Development Center, Lehigh University, Allentown, PA.

Workshop: Competitive Intelligence, Management Development Center, Allentown College, Center Valley, PA.

Business Intelligence Videoconference, Management Development Center, Allentown College, Center Valley, PA.

Outsmarting The Competition Workshops, AIC Conferences, Auckland, New Zealand; Melbourne and Sydney, Australia; Singapore; Hong Kong; and Jakarta, Indonesia.

Manufacturers Association of Schuylkill County [PA].

Maximize The Message, Business/Professional Advertising Association, Chicago [IL] Chapter, Educational Seminar.

WTIX-AM, New Orleans, LA: *Business Showcase*.

Delaware Valley [Pennsylvania] Industrial Resource Center, *Exporting: EC 92*.

L'Information Strategique, National Expositions Company and Centre de Recherches et d'Etudes des Chefs d'Enterprise, Paris, France.

Steve Crowley's American Scene.

Public Radio Network, *Market Place*.

Business Radio Network.

The Rapid Development of Competitor Intelligence: Putting it into Perspective, Society of Competitor Intelligence Professionals, Keynote Speaker, First Annual Meeting, Washington, DC.

Andersen Consulting, Arthur Andersen & Company, St. Charles, IL.

New Jersey Chapter, National Commercial Finance Association.

Cooper Management Conference, Cooper Industries, Inc., Houston, TX.

Lehigh Entrepreneurial Associates Program, Bethlehem, PA.

The Northeast Tier Venture Group, Bethlehem, PA.

The Wharton School, University of Pennsylvania, Philadelphia, PA, MBA Class in Technology Management.

Lehigh University, Bethlehem, PA, MBA Classes in Marketing Management and International Trade.

Fairfield Connecticut Chapter, Special Libraries Association.

WWDB-FM, Philadelphia, PA: *The Bernie Herman Show*.

Lehigh Valley [Pennsylvania] Chapter, American Marketing Association.

Committee on Continuing Education, Bucks County [Pennsylvania] Bar Association.

Insurance and Insurance Companies, Federal Bureau of Investigation, Training Session,
Doylestown, PA:

WBUX-AM, Doylestown, PA: *Joan Stack Show*.

Research In The Age Of The Computer, The Authors' League of America, New York, NY.