



**Announcing  
CyberCompetitive  
Intelligence**

**April 15-16, 2010  
8:30 – 5:00**

Licensed from  
**LES USA Canada**

Developed & Taught by  
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&

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Marriott County Hall  
Westminster Bridge Road  
London

This is 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,
- joint ventures, joint industry projects,
- 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.

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.

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.

**EACH ATTENDEE WILL NEED TO BRING A LAPTOP COMPUTER WITH  
WIRELESS CONNECTIVITY.**

**£500 for LES members; £750 for NON-LES members**

Register at <http://www.les-bi.org>