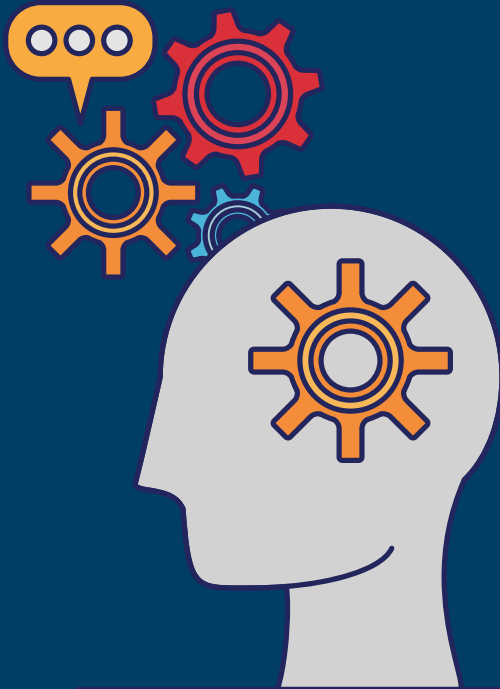


NEXT WEBINAR:

WEDNESDAY, 29 APRIL

17:00 - 18:00 CET



# HIGH IMPACT COMPETITIVE INTELLIGENCE: COMPETITIVE ADVANTAGE VIA COMPETITOR & MARKET ANTICIPATION

WITH MARC LIMACHER  
(FOUNDER & CEO AT INOVIS)

THE GOAL OF EVERY BUSINESS, WHETHER LARGE OR SMALL, IS TO MAXIMISE ITS COMPETITIVE ADVANTAGE. COMPETITIVE INTELLIGENCE (CI) SUPPORTS BUSINESS DECISION MAKING BY ENABLING THE TIMELY DISCOVERY OF OPPORTUNITIES AND THREATS. JOIN OUR WEBINAR TO UNDERSTAND THE ROLE OF CI IN ENSURING THE CONTINUING STABILITY AND PROSPERITY OF A BUSINESS:

- LEARN HOW TO TRANSFORM YOUR CI TEAM INTO A HIGH IMPACT/HIGH VALUE ORGANISATION THAT ANTICIPATES EARLY OPPORTUNITIES, WARNS OF LOOMING CHALLENGES, AND PROVIDES ACTIONABLE, PROACTIVE SOLUTIONS TO MANAGEMENT.
- UNDERSTAND THE SUCCESS FACTORS TO GROW A HIGH IMPACT CI FUNCTION THAT MANAGES DIFFERENT TYPES OF RISK, INCLUDING THE OPTIMAL USE OF PRIMARY SOURCE "INFORMANTS" (HUMINT).



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