

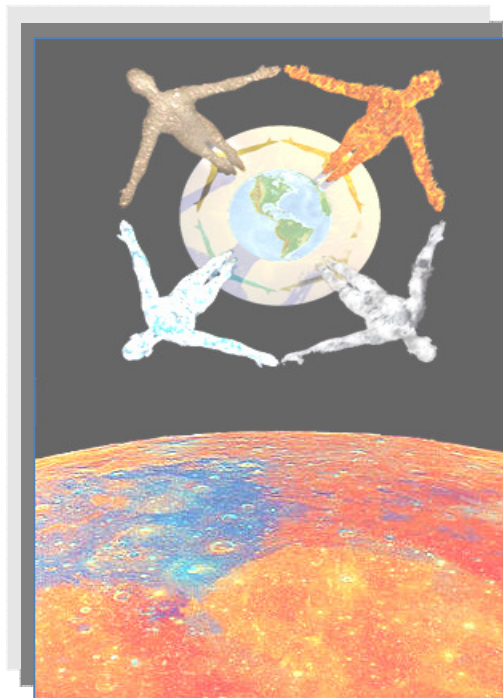
Using Events to Enhance your Foresight Program: Using an Intelligence Approach (Part 2)

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This third bulletin will contrast the experience of others with my experience as a practitioner of event intelligence.

This was my first time at this event and while FTA and Intelligence are related, the community is completely different. This was going to be a group of 180 people of which I had personally dealt with few of them. A new networking experience, but I had some very important needs for this event:

- 1. Quality Feedback** - I was presenting a paper and needed quality feedback from the community to ensure that I was proceeding in the right direction. This would be my first real contact with the community and first impressions last.
- 2. Assessment** - I was organizing a FTA roundtable with very prominent officials from the field and needed to identify others that should be included in the process, gauge their interest, and convince them to come. I also had the main client for the roundtable at the event and needed planning time.



- 3. General Information** - I wanted to learn more about what FTA was. I know I can simply read the materials but wanted to get a sense from the experts in the field what direction it is going in.

- 4. Develop a network** - To become more established this field, I needed to work on developing the appropriate global network. This would include corporate practitioners, government and academe.

- 5. Obtain validation** - I am constantly on the lookout for evidence that FTA and intelligence lead to good decisions.

With these 5 key requirements I then looked over all pre-show materials, the papers and the presentation materials. I talked to someone on the event

organizing committee. This led to a list of the sessions and people that were presenting that matched my requirements. As many of the people that I wanted to meet did not know me, it was first necessary to get background on them and find the connection points that would enable me to talk to them at the event. I also talked to people that I knew would be at the event who agreed to make introductions.

On the first morning of the event, I arrived early to look over the delegate list, made a list of the people that matched my objectives that I would like to meet and found out what sessions would not be given. In all, 20+ people were identified. For five, I had already made arrangements to meet, and another eight were to be introduced by friends, and the rest I would see at events. It was a workable list. Several sessions matched my intelligence objectives and for the few sessions that the presenters failed to show were sent an e-mail.

During the event, I made time early in the morning, later at night and for a few minutes before coffee breaks to go over my list of requirements and create targets for the event – Who did I need to meet? What did I need to do? This list was updated frequently. I used my network, which was growing at the event, to help me and I in turn was very happy to help them.

The result:

- 1. Quality feedback:** The paper was well received and my findings were validated in conversations with participants.
- 2. FTA table organization:** We held a meeting and based on what was learned were able to change the structure and adapt the program.
- 3. General information:** By listening to questions of others I was able to piece together the debates in the field. It is not as well defined as expected and there are many of the same definitional issues as in intelligence.
- 4. Develop a network:** This was an very friendly group and by being proactive with in identifying profiles of people I wanted to meet certainly helped. I look forward to

working with new colleagues and have received several invitations already.

5. Obtain validation: Several of those I met are colleagues with success and impact stories. While they did not present them at the event, they are prepared to share them.

With the next Seville FTA conference being only a few months away (May 2011) there is no time like the present to get ready. For more information on the event intelligence topic, consult SCIP materials such as the popular book Conference and Trade Show Intelligence (available through the competitive intelligence foundation) and Competitive Intelligence Magazines.

Exhibit: Main page with full program and materials download information:

http://forera.jrc.ec.europa.eu/fta_2008/programme.html



Exhibit – Sample Program Details for one time slot with materials download

Theme 1	Theme 2	Theme 3	Theme 4
<p>Methods and Tools Contributing to FTA</p> <p>Location: Montreal room (Level -1) Chair: Philine Warnke Rapporteurs: Annele Eerola, Fabiana Scapolo</p> <p>4. Real-Time Delphi as a Tool for Scenarios Building: a case report on an aeronautical firm - Balaguer Denis L., Bezerra José Eduardo de C. and Silva Rodrigo C.</p> <p>5. Backcasting for sustainability in the Netherlands: impacts after ten years, policy relevance and a methodological framework - Quist J.</p> <p>6. Exploration of Sector Level Roadmaps - Price S. and Summers R.</p>	<p>The use and impact of FTA for Policy and Decision Making</p> <p>Location: Auditorium (Level -2) Chair: Helena Acheson Rapporteurs: Attila Havas, Jack Smith</p> <p>4. Critical Success Factors For Government Led Foresight - Calof J. and Smith J.</p> <p>5. FinnSight 2015 – A Foresight Exercise for the Shaping of National Strategies - Salo A., Brummer V. and Könnölä T.</p> <p>6. The BMBF Foresight Process- Cuhls K., Beyer-Kutzner A., Bode O., Ganz W. and Warnke P.</p>	<p>FTA in Research and Innovation</p> <p>Location: Lisboa Room (Level -1) Chair: Ron Johnston Rapporteurs: Jennifer Harper, Luke Georghiou</p> <p>4. Methodology of foresight projects in strategic areas on the basis of the National Foresight Programme „Polska 2020” - Mazurkiewicz A. and Poteralska B.</p> <p>5. Evaluation of Indonesian technology roadmapping initiatives : Lessons learned towards local innovation system development - Pantjadarma D.</p> <p>6. Fraunhofer Future Topics - FTA as part of the strategic planning of a distributed contract-research organisation - Klingner R., Behlau L., Spengel M. and Vidal A.</p>	<p>FTA and equity: new approaches to governance</p> <p>Location: Chicago Room (Level -1) Chair: Gary Kass Rapporteurs: Cristiano Cagnin, Özcan Saritas</p> <p>4. Demand articulation in emerging technologies: Intermediary user organisations as loci for multiple stakeholder FTA? - Boon W. P. C. and Moors E. H. M.</p> <p>5. Reducing the Democratic Deficit in Institutional Foresight programmes: a case for Critical Systems Thinking in Nanotechnology - Loveridge D. and Saritas Ö.</p>