

b.i.

business intelligence conference

business intelligence

The Marketing Research and Intelligence Association (MRIA) welcomes your participation in our second annual national Business Intelligence Conference.

Building on the success of last year's inaugural event, BI Conference 2006 will be action-packed, focusing on integrated business intelligence with more emphasis on tools, techniques and practical applications. Don't miss this opportunity to hear from industry experts on the significance of BI for business, the current BI climate, and its future.

Business Intelligence is the future of the marketing research industry. Join this interactive forum to explore this dynamic direction of our industry. Join decision makers, executives and practitioners and experience an innovative approach to BI.



Marketing Research and Intelligence Association
L'Association de la Recherche et de l'Intelligence Marketing



Tools, Techniques & Challenges for Actionable Business Intelligence

November 10th - Competitive Intelligence Course

This CMRP credit course takes place Friday November 10th, Check out the special rates when combined with the BI Conference!

MRIA business intelligence conference | 2006

november 9 & 10 | vancouver, bc

Register now.

Visit www.mria-arim.ca/biconference
or call **1•888•815•7677**

For conference details and sponsorship opportunities, contact Roger Griffin at **604•824•0996**

Program at a Glance

7:30 am	Registration, Trade Fair & Continental Breakfast
8:15 am	Welcome – Ed Gibson , President, MRIA BC Chapter
8:30 am	Ruth M. Corbin , CEO, Corbin Partners Inc. Topic: Business Intelligence for the Boardrooms of the Nation
9:15 am	Steve Mossop , President, Market Research Canada West, Ipsos Reid Topic: Business Intelligence: The Consumer Response
10:00 am	Coffee & Trade Fair
10:30 am	The State of BI Technology – Panel Discussion – Moderator: Ulla de Stricker , de Stricker Associates, Panelists: Peter Kim , Director of CRM Analytics, Spotfire and Mark Clancy , CEO, Igeno
11:15 am	BREAKOUT SESSIONS – THE INFORMATION STREAM: 1. Marketing CSI – David Lithwick , MarketAlert 2. Morphing from MR to Library-based BI: Information, Analysis and Deliverables from the Cybrarian's perspective - Lesley Perkins , Canada Border Services Agency
12:00 pm	Lunch & Trade Fair
1:15 pm	Walter Pickering , President, Asian Institute for Market Intelligence Topic: Global Perspective – Challenges and opportunities for doing BI in Asia
2:00 pm	BREAKOUT SESSIONS – TOOLS AND TECHNIQUES: 1. Where are the new BI brains coming from – the state of BI education in North America – Jim Davidson , Professor of Business Intelligence, Seneca College 2. Wargaming – David Kay , Research Dimensions 3. Trade Show and Conference BI – Jonathan Calof , Director of the Canadian Institute of Competitive Intelligence, & Associate Professor of International Business, University of Ottawa
3:00 pm	Coffee & Trade Fair
3:15 pm	Alan Breakspear , President & CEO, Ibis Research Inc. Topic: Business Intelligence and Marketing Research as knowledge disciplines: Issues and Challenges –
4:00 pm	David Lockwood , US Director of Research, Mintel International Topic: Consumer Market Intelligence – What can we learn, who uses it, and how do clients measure value (or do they)?
4:30 pm	Kristina Kerr , Product Manager, Office Business Applications, Microsoft Business Intelligence Topic: The BI story at Microsoft – how the behemoth addresses business intelligence
5:15 pm	Wrap-Up
5:15 – 6:30 pm	CONCOURSE - RECEPTION

s p o n s o r s

platinum

COVERING GREATER VANCOUVER & THE FRASER VALLEY

BUSINESS VANCOUVER
LOCAL BUSINESS INTELLIGENCE. IN PRINT. ONLINE.

Microsoft[®]

gold



Ipsos-Reid • Ipsos-ASI

silver

Justason
MARKET INTELLIGENCE

Join these and other leaders in the field of Business Intelligence as they walk us through the evolution of Marketing Research



Ruth M. Corbin
*CEO, CorbinPartners Inc., & Adjunct Professor
Osgoode Hall*
**Business Intelligence for the Boardrooms of
the Nation**



Lesley Perkins
*IM Systems Librarian, Research & Knowledge
Centre, Canada Border Services Agency, Pacific
Region, Government of Canada*
**Morphing from MR to Library-based BI:
Information, Analysis and Deliverables from
the Cybrarian's perspective**



Steve Mossop
President, Market Research Canada West, Ipsos Reid
**Status of the industry: the consumer response
to BI**



David Lithwick
Senior Partner, Market Alert Ltd
**Using Marketing CSI to Maximize Your
Marketing ROI**



Ulla de Stricker
President, de Stricker Associates, Toronto
**Technology Panel: The current state and trends
in BI technology**



Kristina Kerr
*Kristina Kerr, Product Manager, Office Business
Application, Microsoft*
**The BI story at Microsoft – how the behemoth
addresses business intelligence**



Jim Davidson
*Jim Davidson, Principal, Competitactics & Professor,
Seneca College & York University*
**Where are the new BI brains coming from – the
state of BI education in North America**



Walter Pickering
President, Asian Institute for Market Intelligence
**Business Intelligence from the Far Side –
Challenges and Opportunities in Acquiring,
Interpreting and Utilizing BI in Asia**



Alan Breakspear
Alan Breakspear, President & CEO Ibis Research Inc.
**BI and MR as knowledge disciplines; issues and
challenges**



Jonathan Calof
*Associate Professor of International Business and
Strategy, University of Ottawa; & Director of
INTRAN (Intelligence Teaching and Research
Academic Network)*
**Conference and Trade Show Intelligence –
The View from A World Traveller**



Peter Kim
Director of CRM Analytics, Spotfire
Leveraging analytics for information advantage



David Kay
President of Research Dimensions
Wargaming – the technique in Action



David Lockwood
*U. S. Research Director, Mintel Reports,
Mintel International*
**Consumer Market Intelligence – What can we
learn, who uses it, and how do clients measure
value (or do they)?**

November 10th - Competitive Intelligence Course

This CMRP credit course takes place Friday November 10th, Check out the special rates when combined with the BI Conference!

Register now.

Visit www.mria-arim.ca/biconference or call 416•493•4080 or 1•888•815•7677 now to register and become one of the leaders in the Marketing Research to Business Intelligence evolution.

business intelligence conference

individual registration form

Registrant Information

Last Name: _____ First Name: _____

Company Name: _____

Job Title: _____

Address for correspondence: _____

Province: _____ Postal Code: _____

Phone: _____ Fax: _____

E-Mail: _____ Member Non-member
(membership reference number)

How would you like to receive your receipt? Mail E-mail

Course/Conference Selection (please check selection box)

Save \$100.00 by booking both NOW!

HURRY!
Early Bird Rate
extended to
October 30th

BI Conference

Thursday, November 9

	Early Bird Special	After Oct. 21st
Members*	<input type="checkbox"/> \$355.00 + \$21.30 GST = \$376.30	<input type="checkbox"/> \$395.00 + \$23.70 GST = \$418.70
Non-Members	<input type="checkbox"/> \$395.00 + \$23.70 GST = \$418.70	<input type="checkbox"/> \$435.00 + \$26.10 GST = \$461.10

Competitive Intelligence Course**

Friday, November 10

	Early Bird Special	After Oct. 21st
Members*	<input type="checkbox"/> \$399.00 + \$23.94 GST = \$422.94	<input type="checkbox"/> \$449.00 + \$26.94 GST = \$475.94
Non-Members	<input type="checkbox"/> \$499.00 + \$29.94 GST = \$528.94	<input type="checkbox"/> \$549.00 + \$32.94 GST = \$581.94

BI Conference & Course**

Thursday & Friday, November 9 & 10

	Early Bird Special	After Oct. 21st
Members*	<input type="checkbox"/> \$654.00 + \$39.24 GST = \$693.24	<input type="checkbox"/> \$744.00 + \$44.64 GST = \$788.64
Non-Members	<input type="checkbox"/> \$794.00 + \$47.64 GST = \$841.64	<input type="checkbox"/> \$884.00 + \$53.04 GST = \$937.04

GST #: 85916 0574

* Member rates are available for Members of Partner Associations including: SMEI, BCTIA, TTRA, SLA, PSRF, MRA, AMA




** This qualifies as a MRIA School of Marketing Research Elective course!(a CMRP designation can be obtained by passing the Comprehensive Marketing Research Exam (CMRE), after completing nine core courses and one elective course; other conditions also apply).

Special Student Rate
(for full time students only)
\$100.00 + GST.

Nov. 10th - Competitive Intelligence Course

This CMRP credit course takes place Friday November 10th, Check out the special rates when combined with the BI Conference!

Payment Information

Cheque enclosed **or** Please charge it to my:   

Cardholder's name (MUST be legible): _____

Card No: _____ Exp. Date: _____

Cardholder Signature: _____

Your registration may be delayed or denied if payment or any information is incorrect. Please note that MRIA is unable to process post-dated cheques.

Cancellation Policy: Any registration by fax will be considered tentative until full payment has been received. We regret that registration cannot be accommodated by telephone. Refunds will be given for cancellations received in writing 2 weeks before the course begins, subject to an administration charge equal to 15% of the course fee. After that date, refunds will be at the discretion of the MRIA. Substitution is permitted any time. **Fax: (416) 491-1670.**

Mail/fax this form along with full payment to:

MRIA, 2175 Sheppard Ave. East, Suite 310, Toronto, Ontario, M2J 1W8