

For Immediate Release

**Proactive Worldwide CEO to Present at SCIP's 2011  
Latin American Competitive Intelligence Summit Conference & Exhibition**

**CHICAGO, IL – September 27, 2011** – Competitive intelligence (CI) industry leader Gary Maag, CEO of Proactive Worldwide, Inc., will present at the SCIP 2011 Latin American Competitive Intelligence Summit Conference & Exhibition in São Paulo, Brazil on Wednesday, October 5, 2011.

Maag will lead the workshop entitled “Managing Expectations of Internal Clients,” which will assist CI professionals in developing mutually beneficial relationships between internal CI users and providers. The dynamic, interactive workshop will demonstrate how to identify the five most important expectations to convey and manage. Attendees will receive valuable, practical insights that outline the benefits of managing expectations more effectively and demonstrate the negative effects of not managing expectations properly. Maag’s workshop will bring attendees closer to generating a more consistent win-win relationship between internal clients and CI providers.

Details for this workshop and registration information for the SCIP 2011 Latin American Competitive Intelligence Summit Conference & Exhibition are available online at [www.scip.org](http://www.scip.org).

**About SCIP**

The Strategic and Competitive Intelligence Professionals (SCIP), formerly the Society of Competitive Intelligence Professionals, is a global nonprofit membership organization for everyone involved in creating and managing business knowledge. SCIP provides education and networking opportunities for business professionals working in the rapidly growing field of competitive intelligence (the legal and ethical collection and analysis of information regarding the capabilities, vulnerabilities, and intentions of business competitors). Many SCIP members have backgrounds in market research, strategic analysis, or science and technology.

**About Proactive Worldwide, Inc.**

Proactive Worldwide, Inc. (PWW) is a global decision support, research, and consulting firm with offices in the U.S., Europe, and Asia. We provide clients with evidence-based strategic intelligence based on customized programs and services that are anchored by process-driven primary research. We develop action-oriented solutions that optimize our clients’ decision making and add to the overall value of their business. For over 15 years, our multi-lingual professionals have been collaborators and trusted advisors to clients in the fields of brand protection/illicit trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. For more information, please call 1-888-925-9125 toll-free and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com). ###