

For Immediate Release

**Proactive Worldwide President and CEO to Present  
at SCIP's 2011 European Summit**

**CHICAGO, IL – November 3, 2011** – Competitive Intelligence (CI) industry leaders David Kalinowski, President & COO, and Gary Maag, Chairman & CEO, of Proactive Worldwide, Inc., will present at the SCIP 2011 European Summit in Vienna, Austria on Thursday, November 10, 2011. Maag and Kalinowski will lead a workshop entitled, "The Master Plan: A Framework for Competitive Intelligence Operational Success." This interactive session is designed as an extreme training system for CI professionals.

The workshop will break down the three fundamental components that form the base for a high performance, sustainable CI function. Participants will learn the following: how to define and understand the essence and value of CI; how to establish a cohesive CI process; and how to cultivate an internal CI function set to establish a CI legacy. To learn more about this workshop and to register for the SCIP 2011 European Summit, visit [www.scip.org](http://www.scip.org).

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**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 that provides evidence-based strategic intelligence anchored by primary research. For over 16 years, PWW's multilingual professionals have assisted clients in the fields of brand protection/illicit trade, consumer goods, financial services, industrial products, life sciences/healthcare, and technology/telecommunications. Call 1-888-925-9125 and visit [www.proactiveworldwide.com](http://www.proactiveworldwide.com). ###