

For Immediate Release

**Proactive Worldwide President and CEO to Present
at SCIP's 2016 International Conference & Exhibition**

CHICAGO, IL – April 18, 2016 – Competitive Intelligence (CI) industry leaders David Kalinowski, President, and Gary Maag, CEO, of Proactive Worldwide, Inc., will present at the SCIP International Conference & Exhibition in Orlando, FL on Monday, May 16, 2016. Maag and Kalinowski will lead a full day workshop entitled, “The Foundations of CI” This interactive session is designed for those newer to the corporate intelligence field that desire to gain a well-rounded knowledge base on core topics related to the intelligence capability.

The Foundation of CI is offered as both a part of the SCIP University Fundamentals Intensive Certification or as a full day standalone workshop, and will focus on six key areas: diagnosing client requests, managing expectations, conducting secondary and primary research, applying analysis and storyboarding the outcomes. Nan Bulger, SCIP Executive Director states, “We are absolutely delighted to partner with Proactive and that Gary and David are facilitating this workshop. They are highly respected thought leaders in the industry and their vast CI experience will add great value to the SCIP University curriculum and to our membership.” To learn more about this workshop and to register for the SCIP 2016 International Conference & Exhibition, visit www.scip.org.

About SCIP

The Strategic and Competitive Intelligence Professionals (SCIP) 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.

About Proactive Worldwide, Inc.

Proactive Worldwide, Inc. is a global research and consulting firm that provides evidence-based strategic intelligence anchored by primary research. For 21 years, Proactive multilingual professionals have assisted clients with custom studies related to benchmarking, market entry & defense, competitive alerts and leading wargaming/scenario planning events to pressure test client strategies. To learn more about Proactive call 1-888-925-9125 and visit www.proactiveworldwide.com. ###

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