

**Proactive Worldwide President to Present
at Society of Insurance Research's (SIR) 2012 Seminar**

CHICAGO, IL – April 10, 2012 – Competitive Intelligence (CI) industry leader David Kalinowski, President & COO of Proactive Worldwide, Inc., will present at the SIR 2012 Spring Seminar in Chicago, Illinois on Tuesday, April 24, 2012. Kalinowski will lead a session entitled, “A Framework for Determining the Value of Competitive Intelligence.”

This dynamic and interactive session will present examples and success stories to provide participants with a practical, structured framework for demonstrating the value of competitive intelligence to senior management. “Nearly all CI professionals have been challenged to demonstrate the value of their output,” Kalinowski says. “Measuring the ROI for CI is imperative, as this decision support function is a critical driver of business growth and financial success. The new model that we developed provides the guidance to help CI leaders overcome this ongoing dilemma,” adds Kalinowski.

Participants will take away the following from this session: The essence and importance of CI ROI, the four core elements necessary to demonstrate CI's value, key communication and reporting tools, and an action plan to implement this framework. To learn more about this workshop and to register for the SIR 2012 Seminar, visit www.sirnet.org.

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 17 years, our multilingual 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 and visit www.proactiveworldwide.com.

About SIR

The Society of Insurance Research was founded in 1970 to provide a forum for the free exchange of ideas in all areas of insurance research. It has expanded to marketing and planning, as well as research. The Society has since grown to include representation from many different organizations. Providing regular and valuable communications between these individuals and organizations is a major purpose of the Society. ###