

Global Intelligence Alliance Seminar Market Intelligence and Strategic Planning

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Program

09.00 - 09.30 Morning coffee and breakfast

09.30 - 10.00 Welcome and Introduction
Carsten Gayer,
Managing Director,
Gayer Consulting

10.00 - 10.30 Market Intelligence for the Strategy and Planning Process, Highlights from the GIA Whitepaper 01/2008
Elisa Tiensuu,
Director Market & Channel Development,
Global Intelligence Alliance Group

10.30 - 11.00 Market Intelligence at Schenker AG
Dr Helmut Faerber,
Vice President Strategic Projects and Innovations,
Schenker AG

11.00 - 11.30 Market Intelligence at Motorola
Mr. John Gorrell,
Strategy Manager,
Motorola GmbH

11.30 - 12.00 Networking and free discussion

You are cordially invited to Global Intelligence Alliance's Seminar on **Market Intelligence and Strategic Planning**, to be held in Essen on March 4, 2008. The event program will include highlights from the latest GIA White Paper as well as guest presentations on MI topics by **Schenker AG** and **Motorola GmbH**.

The event will also serve as a great opportunity for the participants to network and share best practices in MI.

Time: Tuesday, March 4, 2008 9.00 am - 12.00 pm

Place: Hotel Bredeney-Essen, Theodor-Althoff-Strasse 5, D-45133 Essen

Welcome!

Yours sincerely,

Carsten Gayer
Managing Director
Gayer Consulting
Member of the Global Intelligence Alliance

Sign up for this free of charge seminar by Tuesday, 26 February by emailing [Carsten Gayer](mailto:Carsten.Gayer@globalintelligence.com).

About Global Intelligence Alliance

Global Intelligence Alliance is a worldwide network of companies specializing in customized Market Intelligence. Leveraging its global reach, the Global Intelligence Alliance provides international organizations with a single source for customized market monitoring, localized business research, the Intelligence Plaza™ software, and consulting services. The Global Intelligence Alliance network consists of fully owned local subsidiaries and independent Member and Research Partner companies.

About Gayer Consulting

Gayer Consulting is a full service market research and intelligence consultancy that supports its multinational clients in all market-related research subject areas, including "the 4Ps" in strategic marketing: Product, Promotion, Price, and Place. With its experienced and high end research & intelligence department Gayer Consulting offers both primary and secondary research services. Gayer Consulting works with its clients through all steps in the strategic marketing chain, providing information gathering and analysis services that lead to conclusion-based solutions and recommendations.