



## Six Steps to Effective Competitor Intelligence

Kevan Williams, AIM Strategic Management Ltd

TUESDAY 11<sup>TH</sup> OCTOBER 2005, PAVILION SUITE, STAFFORDSHIRE UNIVERSITY

**Most people realise that competitive intelligence is important, without actually knowing what it is.**

**This seminar will explain how competitive intelligence differs from business intelligence and knowledge management – and why ignoring it hurts the bottom line.**

AIM Strategic Management Ltd is a consultancy focusing on the provision of competitor intelligence information and the supply and development of competitor intelligence management systems.

The seminar will provide a practical roadmap for turning raw information into intelligence: finding information, organising it, storing it, sharing it, applying it and updating it.

**Cost: CIM Members £5 / Guests £7.50 /  
Students free of charge (prior booking required)**

Please book online if you require a VAT receipt  
(NB no tickets are issued).

VAT No UK 302 2509 13 CIM Holdings Ltd, Moor Hall,  
Cookham, Berkshire, SL6 9QH

**Coffee and biscuits from 6.00pm  
Welcome and Presentation 6.30pm – 9.00pm**

CPD: 3 points in Category 10

**Venue**

Pavilion Suite, Staffordshire University, College Road,  
Stoke-on-Trent

<http://www.staffs.ac.uk/maps>

regional co-ordinator: Rae Coton  
17 Dordon Close, Shirley, Solihull, West Mid's, B90 1AH

email: [admin@cimwestmidlands.co.uk](mailto:admin@cimwestmidlands.co.uk)  
telephone: 08707 770825

### Booking Form: Competitor Intelligence, North Staffordshire Branch, 11 October 2005

Book by card at [www.cimmidlands.co.uk](http://www.cimmidlands.co.uk) or post with cheque ('Chartered Institute of Marketing') to Rae Coton at the address above.

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