

Managing Information Asymmetry

15-16 November 2005

RUSI, Whitehall, London, UK



When it comes to knowledge management, today's decision-makers face unprecedented challenges and opportunities. Continual multi-source global media coverage, huge increases in web-based information sources, massive data storage capabilities and competition between an array of information providers can create an excess of potentially valuable data known as 'information asymmetry'.

Managing Information Asymmetry

Managing Information Asymmetry: Challenges and Opportunities

When it comes to knowledge management, today's decision-makers face unprecedented challenges and opportunities. Continual multi-source global media coverage, huge increase in web-based sources, massive data storage capabilities and competition between an array of information providers can create the excess of potentially valuable resources known as 'information asymmetry'.

How information producers and consumers in government and industry manage information asymmetry, is a crucial decider between success and failure for business and life and death in the provision of security. How can timely, accurate, actionable intelligence be achieved? How can risk be mitigated and security gained through better information management?

RUSI's two-day conference 'Managing Information Asymmetry' will convene experts from public, private and academic sectors to examine the commercial, political and technical requirements and relationships that currently define information provision. Looking at the challenges of an ever-more information-dependent world, this flagship event will provide an essential overview of present and future trends in a vitally important and rapidly transforming field. This conference will examine the interface between information users and providers and the advantages and vulnerabilities associated with newly emerging concepts and technologies.

Conference Structure

This two-day event will begin by addressing the 'who' of information provision with a survey of providers from government, business and the media. An array of approaches to information management problems will be offered, extending from the difficulties of providing information services through Civil Military Operations Centres in Iraq to the challenges of monitoring global media and identifying risk. Panels will include:

- Information asymmetry: what is it and why does it matter?
- Government as an information provider
- Private sector information providers
- Managing and monitoring global media

The second day will focus on the 'how' of managing information asymmetry. Panels will examine: the use of open source intelligence, competitive intelligence and information technologies for data-mining and analysis. Panels will include:

- Decision support with competitive intelligence
- Exploiting open-source intelligence
- Technologies for data mining and analysis



About RUSI

RUSI is the leading professional forum in the UK for those concerned with national and international defence and security.

The Institute has three principal roles:

Research

Rigorous, expert, objective study and analysis of issues of national and international security and defence

Events

An independent forum leading debate amongst practitioners, policy makers and analysts in the defence and security communities

Publications

Informing, educating and presenting a wide range of opinion on the issues at the heart of defence and security studies

Event Programme

TUESDAY 15 NOVEMBER 2005

08:30 Registration and Coffee

09:00 SESSION ONE: KEYNOTE ADDRESS

Chair: Dame Pauline Neville-Jones DCMG, Council Member, RUSI

- **Information Challenges in a Changing World**
Mr Howell James, *Permanent Secretary, Government Communications Network, Cabinet Office*

10:00 SESSION TWO: INFORMATION ASYMMETRY: WHAT IS IT AND WHY DOES IT MATTER?

- **Information Asymmetry and the Global Media**
Mr Nik Gowing, *Main Presenter, BBC World*

11:00 Morning Tea & Coffee

11:30 SESSION THREE: GOVERNMENT AS AN INFORMATION PROVIDER

Chair: Mr Patrick Mercer MP, Shadow Minister for Homeland Security, House of Commons

- **Information for Protection and Security**
Name withheld
- **Security Information Service for Businesses Overseas (SISBO)**
Mr David Roberts, *Head of Global Business Group, Foreign and Commonwealth Office*
- **Information for Resilience**
Mr Mike Granatt, *Partner, Luther Pendragon*

13:00 Hot Buffet Lunch

14:00 SESSION FOUR: PRIVATE SECTOR INFORMATION PROVIDERS

Chair: Dr Kevin O'Brien, Senior Policy Analyst, RAND Europe

- **Information Provision in the War Zone: Civil Military Operation Centres in Iraq**
Brigadier James Ellery, *Operations Director, Aegis*
- **Information for Due Diligence Purposes**
Mr Sam Pope, *Director of Corporate Investigations, Control Risks Group*
- **Analytical Strategies for Forecasting Risk**
Mr Simon Sole, *Director, Exclusive Analysis Ltd*

15:30 Afternoon Tea & Coffee

16:00 SESSION FIVE: MANAGING AND MONITORING GLOBAL MEDIA COVERAGE

Chair: Rear Admiral Richard Cobbold CB FRAeS, Director, RUSI

- **Monitoring Global Media**
Dr Chris Westcott, *Director, BBC Monitoring, BBC World Service*
- **Managing Global Media for Policy Makers and Government Users**
Chief, FBIS London Bureau
- **The Role of News Agencies**
Mr Mike Peacock, *Chief Political Correspondent, Reuters UK*

17:30 Conference Reception

KEY TO SPEAKER CONFIRMATION STATUS

Name in bold - Speaker confirmed Name in italic - Speaker invited; to be confirmed

WEDNESDAY 16 NOVEMBER 2005

08:30 Registration and Coffee

09:00 SESSION SIX: KEYNOTE ADDRESS

Chair: Mr Michael Herman, Research Fellow, Nuffield College, Oxford

- **The Transformation of Experience**
Mr Anthony Franks, *Managing Director (Security and Intelligence), Kroll Security International Ltd*

10:00 Morning Tea & Coffee

10:30 SESSION SEVEN: DECISION SUPPORT WITH COMPETITIVE INTELLIGENCE

Chair: Dr Peter Trim, Department of Management, The School of Management and Organisational Psychology, Birkbeck University of London

- **CI for Competitive Advantage: What it is, Why it Matters**
Ms Sheila Wright, *Competitive and Marketing Strategy, De Montfort University*
- **Focusing the CI Effort: Tales from the Front Line, Examples of CI's Contribution**
Ms Helen Ridge, *Managing Director, Fresh Insight Consulting*
- **Impact of CI in Decision-Making: CI's Role in Understanding and Evaluating Options, Case Illustrations**
Ms Jacki Trafford, *Procurement Manager UKHTB, De Montfort University Innovation Centre*

12:00 Lunch

13:00 SESSION EIGHT: EXPLOITING OPEN-SOURCE INTELLIGENCE

Chair: Professor Anthony Glee, Director, Brunel Centre for Intelligence and Security Studies (BCISS) Brunel University

- **The Contribution of Open Source Exploitation to Intelligence**
Mr Steve Gibson, *Resilience Centre, Cranfield University, Defence Academy of the UK*
- **Open Source Technical Intelligence: the Opportunities**
Mr Roger Davies, *Managing Director, Hazard Management Solutions Ltd*
- **Open Source Intelligence, All Source Intelligence and the Private Sector**
Mr Paul Taylor, *Diligence Inc*

14:30 Afternoon Tea & Coffee

15:00 SESSION NINE: TECHNOLOGIES FOR INFORMATION MANAGEMENT

Chair: Dr Sandra Bell, Head of Homeland Security and Resilience Department, RUSI

- **Object Centred Database Technologies**
Mr Leon Guzenda, *Chief Technology Officer, Objectivity, Inc*
- **Technologies for Resilience and Security**
Mr Nick Beale, *Director, CitySafe Partnership*

16:30 Closing of Conference

For more details on the programme visit
www.rusi.org/events

MANAGING INFORMATION ASYMMETRY

RATES

The following fees apply per delegate. The fee includes attendance at all sessions, all refreshments and luncheons. Speakers and session chairmen are not required to pay.

Standard rate: £400.00 (+VAT @17.5% = £470.00) **£470.00**

Corporate members nominee rate: £300.00 (+VAT @17.5% = £352.50) **£352.50**

Applicable to stated individual nominees of RUSI corporate members

Government rate: £200.00 (+VAT @17.5% = £235.00) **£235.00**

Applicable to UK and overseas serving military officers and Ministry of Defence, other government department and agency employees.

4 WAYS TO REGISTER

FAX: +44 (0) 20 7747 2625

POST: This completed registration form to:
Anna Fleet
Royal United Services Institute for
Defence and Security Studies
Whitehall, London SW1A 2ET

ONLINE: www.rusi.org/events

EMAIL: annaf@rusi.org

**If you have any queries please do not
hesitate to contact Anna Fleet,
Events Manager on +44 (0)20 7747 2640**

*Please photocopy this form for multiple registrations,
and/or pass to colleagues with interests in this area.
Please note: In order for RUSI to be able to email you
a final programme and final instructions in the final
week before the event, please provide an email
address where requested.*

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VENUE & ACCOMMODATION

Venue:

RUSI, Whitehall, London SW1A 2ET

Accommodation:

Overnight accommodation is not included in the registration fee. We have an arrangement with online booking partners' events@corporateteam.com
Quote ID Number 8590.

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Cancellations:

Cancellations must be submitted in writing. Cancellation of the registration 10 working days or more prior to the event date is subject to a £100 administrative fee. There will be no refund for cancellations received after this time. For a cancellation to be acknowledged, you must provide cancellation details in writing, and have received written confirmation in return.

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www.rusi.org/events