Help grow the CI profession with student liaison role

by Kate Vilches, SLA CIC Chair
Do you enjoy talking about your work? Want to introduce curious college students to the possibility of a career in competitive intelligence? The Competitive Intelligence Community is actively recruiting a new student liaison volunteer. Read on for the details and see whether this volunteer position is right for you.

**Who?** Anyone who enjoys building relationships and teaching! This role has no formal requirements and the desire to give back to the profession is enough, but it might be the perfect role for a recent graduate with strong connections to their alma mater or a seasoned professional who enjoys a little light mentoring.

**What?** The student liaison is the point-of-contact for SLA student chapters with the Competitive Intelligence Committee. The liaison is responsible for answering questions from the student chapters and university sponsors, sharing news of CIC webinars and conference events, and participating in virtual events with students. In past years, the student liaison has participated in virtual career fairs, given short talks to student groups, and recruited student volunteers to act as social media correspondents from CIC presentations at the annual conference.

**Where?** Online! This is a virtual position, with optional events at the annual conference.

**When?** ASAP. This role is open now.

The CIC is recruiting for several other roles as well – including three that will be needed in 2024. Please check them out below and reply to this newsletter or reach out directly to Kate Vilches, [kate.vilches@ulteig.com](mailto:kate.vilches@ulteig.com), with any questions or to find out more. The CIC is also planning volunteer interest webinars in
November! Keep an eye on your email, social media, and Connect to find out more.

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<th>Role</th>
<th>Duties</th>
<th>Commitment</th>
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<tr>
<td>Student liaison</td>
<td>Coordinate with University chapters, conduct student webinars 3 or 4 times a year</td>
<td>30 minute monthly meetings, 1-2 hours presenting to students and planning presentations during some months</td>
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<td>Membership chair</td>
<td>Tracks member numbers, conducts and reports on annual member survey</td>
<td>30 minute monthly meetings, no more than 1 hour a month analyzing member numbers</td>
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<tr>
<td>Content chair 2024</td>
<td>Plans and moderates quarterly webinars</td>
<td>30 minute monthly meetings, some additional time recruiting speakers, 2 hours during webinar months</td>
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<td>Conference chair 2024</td>
<td>Coordinates with CIC members, CIC Chair, and SLA board to plan CIC sessions for the annual conference</td>
<td>2 hours a month in the 3 months leading up to the conference</td>
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<td>Chair-elect 2024</td>
<td>Acts as backup chair, fills in and supports other roles as necessary, especially Content and Conference roles</td>
<td>30 minute monthly meetings, 1 hour a month on support tasks for other roles</td>
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Product Spotlight:

**PrivCo**

Profiled by Lisa Dang, CIC Vendor Liaison

**Product:** PrivCo, [privco.com](http://privco.com)

**Vendor:** PrivoCo Media, LLC.

**What it’s for:** Financial data for US-based private companies with at least $1 million in annual revenue or venture capital backing

**Why consider it:** PrivCo covers a large breadth of U.S. private companies, including owner-operated, family-owned, start-ups, and venture capital. It is different from deal-focused databases that provide in-depth financials of private equity-backed companies and investment firms.
Though the platform may have more financial information than needed for competitive intelligence that only needs background information on a company, it may be useful if you periodically need to identify companies within certain criteria such as industry, location, and revenue.

**Personal experience:** I learned about PrivCo at the 2022 SLA conference, where they had been exhibitors at SLA for many years. My firm is not subscribed because we do not have a continued business need to justify the cost for it at present, but I do believe it is a product worth considering.

For an overview of PrivCo, see their [brochure (PDF)](#) and [demo (video)](#).

*Note that SLA CIC’s newsletters and product spotlights are not sponsored and are for educational purposes only. Is there a platform you use and love? We want to hear about it! Send us an e-mail at SLACID2012@gmail.com.*

**Poll:** Do you subscribe to a platform that provides financial data for private companies?

- **Yes, and it's great!**
- **Yes, but it only has the info I need some of the time**
- **No, I manage without one**

We'll share the results in our next quarterly newsletter!
Last newsletter's survey results:

How often do you search public filings when doing CI research?

- Frequently: 54%
- Sometimes: 31%
- Never: 15%

CI Tips: links to find, follow, fathom, and fave

by Kristen Palmiere, SLA Communications Chair

As a community, the work we do and the resources we use are diverse, but most of us have jobs that require us to gather competitor information. If you’re like me, you probably know there are resources out there that you should be
using more because they’re useful and free. Let’s take a look at a few of those sources of information that are easy to overlook.

**Competitor’s website.** This one may be so obvious, you could be overlooking some of the information found there. There are pricey tools that will analyze a website, track changes, and help determine a competitor’s SEO strategy, but if you don’t have money to spend on these things, you can still get a lot of good information just by browsing your competitor’s website. Company websites almost always contain product information and job postings, but very often they include blog posts, press releases, staff biographies, locations, customer reviews, and if they’re public, investor materials and financials. Don’t forget to plug your competitors website into [archive.org](http://archive.org) too, especially if you’re looking for some historical info.

**Job postings.** Keeping tabs on job postings can be as easy as setting up a Google alert, and it’s definitely worth it. Just knowing the types of positions a company is hiring will give you a sense of their priorities. Postings can also give you detailed information like what types of systems a company uses, how much money they’re able to pay, whether their employees are remote or onsite, and maybe even the specific products their employees are working on. There are the big job sites, but don’t forget to check niche sites that cater to specific industries, locations, and other demographics.

**Reviews.** The internet, for all it’s flaws, is a great place to find people’s opinions, and when considered in the context of other information you find, people’s opinions can tell you a lot about your competitor. Job reviews are an example of this, and they can be found on popular job sites like [Glassdoor](http://Glassdoor) and [Indeed](http://Indeed), and many others. Are employees engaged? Do they feel well-compensated and well-treated? Do they stay for long periods of time? Job reviews can help answer these questions and give you some useful insight into
how well your competitor's business is going. Similarly, customer reviews can provide unfiltered information about your competitors products that you can't learn from their marketing materials. They can provide insight into how successful a product launch is and what the company's reputation is with customers. Just be weary of fake reviews (though that would tell you something about your competitor too!)

Are there any free information resources you rely on all the time? Let us know and we'll feature them in our next 'CI Tips' column.

Next CIC Webinar: Join us for SLA CIC's last webinar of the year. Dr. Ken Sawka will discuss the role of competitive intelligence in business strategy.
Dr. Sawka recently joined the faculty of Georgetown University's McDonough School of Business and has nearly 30 years experience as a business management consultant, specializing in competitive strategy, competitive intelligence, and geopolitical risk analysis.

Did you miss our last webinar? Monique Eddleton and Victoria Richard Hanna led a great discussion on the intersection of CX and CI. If you weren't able to make it, or just want to see it again, you can check out the recording on our website and YouTube.
You can update your preferences or unsubscribe from this list.