

## **AIM Vice President Anne Herron Presents at CASIS Annual Conference**

*November 15, 2011*

AIM Vice President Anne Herron recently presented at the 2011 Canadian Association for Security and Intelligence Studies (CASIS) Annual Conference held November 9 and 10 at the Fairmont Château Laurier, in Ottawa, Canada.

The conference theme this year was “New Frontiers in Security and Intelligence.”

Speaking on a panel that included competitive intelligence pioneer Jan Herring and several other global intelligence experts, Herron discussed the critical insight open source intelligence provides and how both corporate and government organizations can leverage its power for strategic value.

- ✓ Herron said, “the availability of public information is increasing, however much of it remains hidden to the general public, so for companies to effectively leverage it, they need expert researchers who can both discover and analyze the information.”
- ✓ Herron continued, “There is so much more available beyond basic websites, especially when considering social media, non-English information, and ‘invisible’ sources that do not show up on search engines. Organizations need to be fully informed and that is becoming more difficult without the help of experts.”

For additional information on the 2011 CASIS Annual Conference, please see the full program [here](#).

CASIS is a nonpartisan, voluntary association established in 1985 to provide informed debate in Canada on intelligence and national security issues. It provides a forum for knowledge sharing and networking on intelligence and security issues among scholars, students, practitioners and other interested persons. For more information, please see the CASIS website ([www.casis.ca](http://www.casis.ca)).

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