



## **International Competitive Intelligence Conference**

**Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014**

# **Call for Speakers**

## **International Competitive Intelligence Conference 2014**

**Institute for Competitive Intelligence**



**April 9-10, 2014, Bad Nauheim, Germany**

**(Pre- and Post-Conference Workshops — April 8 & 11, 2014)**

**<http://conference.competitive-intelligence.com>**



# International Competitive Intelligence Conference

Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014

## Competitive & Market Intelligence: Learn the Handcraft, Science and Art!

Without a doubt, competitive and market intelligence are becoming increasingly important for companies. Due to the notion of a global marketplace, fierce intra-company competition and the impact of the financial crisis companies are faced with an urgent need to excel in the "intelligence game". Government-based interception of company data, social media-based communication and ongoing technological advancements are just a few of the trends that shape the marketplace of any company.

Competitive and market intelligence, its methods, tools and various applications remain at the forefront for finding solutions within this complex environment: Is your company a winner or a loser? The answer to this question might be decided by just a few decisions in a relentless race for superior business strategies.

Both competitive intelligence and market intelligence are handcraft, science and art at the same time. Handcraft, because you need basic research, analysis and reporting skills. Science, as you often need to discover uncharted territory and generate insights about competitors and markets. And art, because you need creativity to decipher competitors' moves and to develop foresight into possible future scenarios.

During our last conference, Ariane Jaimet compared CI to winemaking. You need to know the handcraft to grow the best grapes and you need to know the fermentation process to get the best results. However, blending and refining the wine at the end is an art.

This 6th International Competitive Intelligence Conference is where you will find experts who will share their knowledge about the handcraft, science and art of competitive intelligence. Teaming up with leading academic institutions, the Institute for Competitive Intelligence (ICI) will provide the framework for this challenging and stimulating event.

In three calls (A, B and C) we'll integrate state-of-the-art thinking and approaches from science and from practitioners. This is a unique opportunity to learn, share and network within a vibrant community of business professionals and leading academic thinkers.

We look forward to receiving your submissions to our calls!

With kind regards

Rainer Michaeli



# International Competitive Intelligence Conference

Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014

## Call A: Practitioners Case Studies (April 9-10, 2014)

Presentations by practitioners for practitioners where a specific challenge and its potential solutions are encouraged. Presentations must be based on real-life situations. Confidential information can be disguised to prevent disclosure and ensure anonymity.

Session length: 45 minutes + 10 minutes Questions and Answers

Session language: English

Presenters will receive:

- a complimentary registration to the conference (April 9-10, 2014)
- an honorarium to cover travel expenses and accommodation
  - € 250 residence in Germany
  - € 500 residence in Europe
  - € 750 residence rest of world

Presentation proposals should be submitted to [Conference@competitive-intelligence.com](mailto:Conference@competitive-intelligence.com), indicating:

- 1) Session title
- 2) Session abstract (max. 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio and current occupation (max. 100 words)
- 5) Indication of the target participant's CI experience:
  - Beginner (new to competitive intelligence)
  - Intermediate (up to 5 years related experience)
  - Expert (more than 5 years related experience)
- 6) Has the session been presented before? (if yes, when and where)
- 7) Any confidentiality issues for the presentation?

Typical presentation topics could include, but are not limited to:

1. Organization of CI units (including cooperation with other divisions of the business)
2. Personnel effectiveness for the CI professional
3. External and internal networking, knowledge communities
4. Experience of applying specific analytical tools and techniques (war games, text mining, incentive models, CI software in general, etc.)
5. Country-specific case studies (CI in emerging markets, Latin America, Africa, Asia, North America)
6. Industry-specific CI cases (pharmaceutical and healthcare, chemicals, IT, high tech, NGOs, retail, etc.)
7. Competitive technical intelligence-related cases
8. Counter intelligence (protection of one's organization against illegal and/or unethical behavior)



# International Competitive Intelligence Conference

Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014

## Call B: (Applied) Scientific Research Papers on Competitive Intelligence Issues (April 9-10, 2014)

The ICI is proud to host the scientific bi-annual ECIS (European Competitive Intelligence Symposium) 2014 as part of its practitioner conference.

Scientific research papers on competitive intelligence issues (must be original papers, never published/presented before); peer-reviewed.

Applied scientific research papers (cross fertilization of tools, techniques and/or methodologies from related scientific fields). The methodologies presented must be innovative within the field of competitive intelligence; peer-reviewed.

The best scientific papers from the conference will be selected for publication in the "Journal of Intelligence Studies in Business" (JISIB) <https://ojs.hh.se/>

## Journal of Intelligence Studies in Business

Session length: 45 minutes + 10 minutes Questions and Answers

Session language: English

Presenters will receive:

- a complimentary registration to the conference (April 9-10, 2014)
- a honorarium to cover travel expenses and accommodation
  - € 250 residence in Germany
  - € 500 residence in Europe
  - € 750 residence rest of world

Presentation proposals should be submitted to [Conference@competitive-intelligence.com](mailto:Conference@competitive-intelligence.com), indicating:

- 1) Session title
- 2) Session abstract (max. 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio and current occupation (max. 100 words)
- 5) Indication of the target participant's CI experience:
  - Beginner (new to competitive intelligence)
  - Intermediate (up to 5 years related experience)
  - Expert (more than 5 years related experience)
- 6) Has the session been presented before? (if yes, when and where)
- 7) Any confidentiality issues for the presentation?



# International Competitive Intelligence Conference

Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014

Typical presentation topics could include, but are not limited to:

1. Competitive Intelligence / Business intelligence
2. Knowledge management
3. National intelligence
4. Law enforcement
5. Organizational behavior
6. Psychology of Intelligence (analysis)
7. Information technology
8. Decision-making behavioral science
9. Business strategy development
10. Data & text mining
11. Information management & sciences
12. Digital intelligence / Social Media Analysis
13. Teaching intelligence
14. Skills & jobs
15. Influence & lobbying in the CI context
16. Technological survey or watch/trend spotting
17. Patents & innovation
18. HR management in a CI context

## Organizing partners for scientific call



France <http://www.atelis.org>  
<http://www.ciworldwide.org>



Morocco <http://www.ciems.ma>



Sweden <http://www.hh.se/>



# International Competitive Intelligence Conference

Hotel Dolce - Bad Nauheim  
Germany  
April 9-10, 2014

## Call C: Call for Pre- and Post-Conference Workshops (April 8 & 11, 2014)

We encourage presenters to submit workshop proposals for the topics indicated above. Workshop proposals will be assessed in terms of their content and also from a commercial perspective – independent of any proposals for conference presentations. Workshop proposals should be submitted to [Conference@competitive-intelligence.com](mailto:Conference@competitive-intelligence.com):

- 1) Workshop title
- 2) Workshop abstract (max. 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio and current occupation (max. 100 words)
- 5) Workshop duration (half day or full day)
- 6) Indication of the target participant's CI experience:
  - Beginner (new to competitive intelligence)
  - Intermediate (up to 5 years related experience)
  - Expert (more than 5 years related experience)
- 7) Has the workshop presented before? (if yes, when and where)
- 8) Preference for April 8 or 11

Terms and conditions for workshop presenters:

- Minimum participants: 5 (otherwise the workshop will be cancelled 3 weeks prior to the conference)
- Complementary conference registration

Honorarium:

- For 5-10 participants: € 1,000/500 (full day/half day)
- For 10-15 participants: € 1,500/750 (full day/half day)
- For 15-20 participants: € 2,000/1,000 (full day/half day)

## Venue and Registration Fee

All detailed information regarding conference fees, the hotel and registration is available at: <http://conference.competitive-intelligence.com>

## Information for Authors/Submission Guidelines

### *Important dates*

**July 29, 2013:** Call for speakers published

**October 31, 2013:** Deadline for submission of proposals

**November 30, 2013:** Notification and announcement of speakers

**December 31, 2013:** End of early bird registration

**February 1, 2014:** Deadline for print-ready presentation