

9th International Competitive Intelligence Conference 2017 Innovation in CI/MI – An Interdisciplinary Approach

On the one hand, competitive and market intelligence nowadays are quite well defined and widely accepted concepts, including a set of standard textbooks that comprehensively describe the core competitive and market intelligence tools and techniques. On the other hand, competitive and market intelligence have always been highly interdisciplinary concepts driven by innovations in IT, knowledge management, psychology, general business management, and many other fields.

What are the recent innovations that will drive the future of CI/MI? Do we simply need to integrate them into CI/MI or do they redefine yesterday's CI/MI processes?

This year's conference motto will focus on trend scouting for innovations in CI/MI, emerging from neighboring disciplines and leveraging CI/MI to a new level. Expect new tools, unexpected insights as well as do's & don'ts, and best practices including the following topics:

- **Intelligence Leadership** – Innovative ways to engage management and provide effective decision-making support
- **CI and Knowledge Management** – How to gain creative competitive insights from your organization's collective competitor knowledge
- **CI/MI and IT** – New tools to leverage the CI/MI processes
- **Competitor Monitoring and Analysis** – New concepts to understand and interpret your competitors' plans
- **Customer and Supplier Analysis** – Anticipating changes in the supply chain
- **Market Analysis** – Innovations in market analysis, predictive analysis, and forecasting
- **New Business Opportunities and Threads** – How to recognize or even anticipate new trends or disruptive events
- **M&A, Alliance and Investment Support** – How to support strategic partnerships and M&A in the qualification process
- **Patent & Intellectual Property Intelligence** – Innovations in patent/IP research and analysis
- **Strategic Intelligence** – Latest developments in strategic foresight and strategic decision-making support

Beside these foci further conference topics include:

- Organization of CI units (including cooperation with other divisions of the business)
 - a. Personal effectiveness for the CI professional
 - b. External and internal networking, knowledge communities
 - c. Skills needed in CI/MI (e.g. communication, creativity, analysis, ...)
- Experience from applying specific analytical tools and techniques
 - a. Country/region specific case studies and surveys
 - b. Industry specific CI/MI cases and surveys
 - c. M&A case studies
 - d. CI/MI Intelligence Research
 - e. CI/MI Analysis methods

- Psychology of Intelligence (analysis), Critical Thinking
- Teaching intelligence; growing analytical talent
- Business strategy development
- Influence & lobbying in the CI context

About the Conference

With more than 130 participants every year the international Competitive Intelligence Conference is a well-established conference focusing on Competitive and Market Intelligence. Participants are mainly corporate practitioners from different industries exchanging experiences innovative concepts and ideas.

Five Different Session Formats Will Maximize your Learning Experience

Corporate practitioners will share their experience in our **practitioner case studies**. Passionate CI/MI experts will challenge your mindsets in inspiring **impulse speeches** and experienced CI practitioners will give you a deeper understanding of key CI methods and techniques. Learn with and from your peers in our **networking event** and explore the experts' views on current CI topics in our **expert talks**. Finally our **scientific track** offers a look into the science of new work in the field of competitive and market intelligence. The scientific track is supported by the editors of the Journal of Intelligence Studies in Business (JISIB), indexed by SCOPUS.

Practitioner Case Studies

Presentations by company/corporate practitioners where a specific challenge is described and its solutions are brought forward. Presentations must be based on real-life situations within a company. Confidential information can be disguised to prevent disclosure and ensure anonymity.

Impulse Speeches

Interactive impulse speeches will challenge your mindset and invite you to think out-of-the-box. These speeches involve audience participation in an interactive dialog about the topic, by asking questions or assigning tasks (exemplary tasks, group work, role plays ...). Impulse speeches may include media (audio, video, flip charts, pin boards ...). They should introduce new and innovative methods, tools, trends or a perspective on CI/MI. Alternatively they might be aimed at providing training for skills that are needed in CI/MI. Topics that are not mainstream CI/MI are also welcome.

Best Practice Lessons

Applicable lessons by CI practitioners to introduce methods and skills needed by any CI practitioner. The presentation needs to describe these methods and skills using practical examples that are directly applicable. These should be supplemented by checklists, templates and frameworks, assignments, and literature lists that enable the attendants to apply the methods at least to an introductory level after attending the session. These materials will be distributed to participants along with the conference handouts.

Scientific Track

Scientific research papers on competitive intelligence issues (must be original papers, not previously published). 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.

All papers will be peer-reviewed by editors and reviewers of the Journal of Intelligence Studies in Business and the CIRC (Competitive Intelligence Research Centre) of the ICI (for more information on the JISIB see

<https://ojs.hh.se/index.php/JISIB/about/submissions#authorGuidelines>)

Scientific Committee

Prof. Dr. Klaus Solberg Søylen, Halmstad University, Sweden

Prof. Dr. Henri Samier, Angers University, France

Prof. Dr. Richard Papik, Charles University Prague, Czech Republic

Prof. Dr. Utz Schäffer, WHU - Otto Beisheim School of Management.

Dr. Tetiana Momot, Kharkiv National University, Ukraine

Venue and Registration Fee

All detailed information regarding conference fees, the hotel and registration is available at:

<http://conference2017.competitive-intelligence.com>

Important Dates

June 15, 2016: Call for speakers published

August 31, 2016: Deadline for submission of proposals

September 30, 2016: Announcement of speakers

December 31, 2016: End of early bird registration

March 1, 2017: Deadline for print-ready presentation

Special Focus Track: Automotive Industry

Beside Innovation in CI there will be a second focus on the automotive industry. We are looking for practitioner case studies, best practices and impulse related to the automotive industry. We target to have one track with speakers from the automotive industry

Call for Papers

Call A: Practitioner Case Studies

Presentations by company/corporate practitioners where a specific challenge is described and its solutions are brought forward. Presentations must be based on real-life situations within a company. Confidential information can be disguised to prevent disclosure and ensure anonymity.

- Session length: 40 minutes + 10 minutes questions and answers
- Conference/session language: English

Presenters will receive:

- a complimentary registration to the conference (May, 10-11, 2017)
- a honorarium to cover travel expenses and accommodation.
 - € 250 residence in Germany, Netherlands, Belgium
 - € 500 residence in rest of Europe
 - € 750 residence rest of world
- Additionally the primary presenter receives an additional free conference ticket for a company colleague. This ticket cannot be transferred to anyone outside the primary speakers company.
- In case you submit a proposal including a co-speaker the honorarium is only paid for the main speaker. Co-speakers will NOT receive an additional conference ticket on top of the tickets chosen above. Adding co-speakers after the submission and acceptance of a proposal is not possible.
- Any submission must not have been, or will not be published elsewhere or submitted to another conference before the review notification date of this conference.
- Once selected, speakers agree to not present their presentations (or derivatives hereof) at CI/MI conferences throughout 2017. In case of doubt mention any engagement with other organizers within your submission. Bear in mind that the conference organizers might cancel your presentation approval if you intend to present your presentation in 2017 at CI/MI conferences – without any refunding of expenses that might have occurred to you prior to the conference already.
- If speakers' employment situation will change prior to the conference, please mention this in your submission already. In case of a change of your employment situation after submission but prior to the conference, the conference organizers might reject your presentation approval. Hence provide advance notice of any upcoming changes.

Presentation proposals should be submitted file to conference@competitive-intelligence.com,

- as Word or PDF file,
- with filename = <call A|B|C|D> <presenters last name> <presentation title> ,

including:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Link to your LinkedIn profile OR Speaker bio and current occupation (max. 150 words)
- 6) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience

- Advanced more than 3 years CI experience
- 7) Has the session been presented before? (if yes, when and where?)
 - 8) Any confidentiality issues for the presentation?
 - 9) Telephone number/Skype ID and best time for a call, if we need to ask for more details on the presentation the selection phase you should be available for a 15 minute interview about your topic, via Skype/GoToMeeting.
 - 10) Are you willing to have your presentation videotaped? The organizers might tape some sessions for later use. Details will be agreed upon in a separate contract. Willingness for taping is not a prerequisite for a successful submission!

We may select your topic for an optional webinar to promote the conference. You will also be able to use this webinar for promotional purposes.

Call B: Impulse speeches

Interactive impulse speeches will challenge your mindset and invite you to think out-of-the-box. These speeches involve audience participation in an interactive dialog about the topic, by asking questions or assigning tasks (exemplary tasks, group work, role plays ...). Impulse speeches may include media (audio, video, flip charts, pin boards ...). They should introduce new and innovative methods, tools, trends or a perspective on CI/MI. Alternatively they might be aimed at providing training for skills that are needed in CI/MI. Topics that are not mainstream CI/MI are also welcome.

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- Conference/session language: English

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 - € 750 residence rest of world
- Additionally the primary presenter receives an additional free conference ticket for a company colleague. This ticket cannot be transferred to anyone outside the primary speakers company.
- In case you submit a proposal including a co-speaker the honorarium is only paid for the main speaker. Co-speakers will NOT receive a complimentary conference ticket, i.e. they have to purchase a regular conference ticket. Adding co-speakers after the submission and acceptance of a proposal is not possible.
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- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) A short description of the interactive part and examples of the media used within it.
- 6) Link to your LinkedIn profile OR Speaker bio and current occupation (max. 150 words)

- 7) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 8) Has the session been presented before? (if yes, when and where?)
- 9) Any confidentiality issues for the presentation?
- 10) References where you have presented similar speeches in the past including contact information. Provide a telephone number/Skype ID and best time for a call, if we need to ask for more details on the speech
- 11) Are you willing to have your speech videotaped? The organizers might tape some sessions for later use. Details will be agreed upon in a separate contract. Willingness for taping is not a prerequisite for a successful submission!

In the selection phase you should be available for a 15 minute interview about your topic, via Skype/GoToMeeting.

We may select your topic for an optional webinar to promote the conference. You will also be able to use this webinar for promotional purposes.

Call C: Best Practice Lessons

Applicable lessons by CI practitioners to introduce methods and skills needed by any CI practitioner. The presentation needs to describe these methods and skills using practical examples that are directly applicable. These should be supplemented by checklists, templates and frameworks, assignments, and literature lists that enable the attendants to apply the methods at least to an introductory level after attending the session. These materials will be distributed to participants along with the conference handouts.

- Session length: 40 minutes + 10 minutes questions and answers
- Conference/session language: English

Presenters will receive:

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 - € 750 residence rest of world
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- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Examples of the checklists, templates and frameworks, assignments and literature lists
- 6) Link to your LinkedIn profile OR Speaker bio and current occupation (max. 150 words)
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In the selection phase you should be available for a 15 minute interview about your topic, via Skype/GoToMeeting. We may select your topic for an optional webinar to promote the conference. You will also be able to use this webinar for promotional purposes.

Call D: Scientific research

Scientific research presentations on competitive intelligence issues (must be based on original papers, not previously published). Applied scientific research presentations (cross fertilization of tools, techniques and/or methodologies from related scientific fields) are accepted as well.

The methodologies presented must be innovative and focus on the conference theme. Submitted proposals will be peer-reviewed by editors and reviewers of the Journal of Intelligence Studies in Business (JISIB).

JISIB is indexed by SCOPUS. For more info about JISIB's format specification see

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Journal of Intelligence Studies in Business

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- Additionally the primary presenter receives an additional free conference ticket for a company colleague. This ticket cannot be transferred to anyone outside the primary speakers company.
- In case you submit a proposal including a co-speaker the honorarium is only paid for the main speaker. However, co-speakers WILL receive a complimentary conference ticket. Adding co-speakers after the submission and acceptance of a proposal is not possible.
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Prof. Dr. Klaus Solberg Søylen, Halmstad University, Sweden

Prof. Dr. Henri Samier, Angers University, France

Prof. Dr. Richard Papik, Charles University Prague, Czech Republic

Prof. Dr. Utz Schäffer, WHU - Otto Beisheim School of Management.

Dr. Tetiana Momot, Kharkiv National University, Ukraine

Call E: Call for Pre- and Post-Conference Workshops (May 9 & 12, 2017)

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.

- Session length: full day or half day (please indicate in your proposal!)
- Conference/session language: English

Terms and conditions for workshop presenters:

- Minimum participants: 4 (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)

Workshop proposals should be submitted file to conference@competitive-intelligence.com,

- as Word or PDF file,
- with filename = <call A|B|C|D> <presenters last name> <presentation title> ,

including:

- 1) Workshop title
- 2) Workshop abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Examples of the checklists, templates and frameworks, assignments and literature lists
- 6) Link to your LinkedIn profile OR Speaker bio and current occupation (max. 150 words)
- 7) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 8) Has the workshop been held before? (if yes, when and where?)
- 9) References where you have presented similar workshops or speeches in the past including contact information.
- 10) Telephone number/Skype ID and best time for a call, if we need to ask for more details on the workshop.

In the selection phase you should be available for a 15 minute interview about your workshop, via Skype/GoToMeeting.

We may select your workshop topic for an optional webinar to promote the conference. You will also be able to use this webinar for promotional purposes.