



Shaping the Future of Competitive/Market Intelligence in the Age of Artificial Intelligence

Call for Speakers

About ICI's Conferences

Since its foundation in 2004, the Institute for Competitive Intelligence (ICI) has enjoyed its reputation as a leading education, training, and certification institution.

Our goal is to advance the CI/MI discipline and hence provide a unique learning and knowledge exchange experience for all attendees alike. The annual international Competitive/Market Intelligence (CI/MI) conference is well established and renowned for its quality, relevance, and originality. The conference attracts mainly corporate practitioners from various industries.

Hybrid Conferencing

We offer both on-site and remote attendance options for our participants and speakers. However, we strongly encourage speakers to join us on-site as it provides a livelier experience for both on-site and remote participants, including better video footage of the live presentation.

Scope of the Conference

We welcome all CI/MI practitioners, professionals from related disciplines, and academia, as well as forward-thinking professionals to respond to this call.

The three selection criteria for your proposals are uniqueness, innovativeness, and relevance to CI/MI professionals. A double-blindfold selection process guarantees that all submissions adhere to these criteria. Thanks to rigorous speaker coaching, the ICI ensures that presentations will be delivered professionally.

The ICI cordially invites you to send us your submission and be part of our conference!

Important Dates

- **March 15, 2024** – Deadline for submission of proposals for the conference
- **April 1, 2024** – Notification of speakers
- **August 9, 2024** – Submission of your final presentation



Conference Session Formats

Practitioner Case Studies

These are presentations by company/corporate practitioners where a specific business challenge is presented and solutions are proposed. Presentations must be based on real-life situations within a corporate environment. Confidential information can be disguised to prevent disclosure and assure anonymity.

Impulse Speeches

Interactive impulse speeches challenge the mindsets of participants and invite people to think out of the box. These speeches involve audience participation through interactive dialog relating to the topic. Impulse speeches may include presentation media (audio, video, electronic white boards, ...). They should introduce innovative methods, tools, and trends. Alternatively, they might provide training on specific skills needed to excel in CI/MI.

Best Practice Presentations

Best practice presentations introduce methods and skills needed by CI practitioners. Presentations need to describe these methods and skills using practical examples that are directly applicable to the day-to-day operations of practitioners. Presenters should also provide checklists, templates, and frameworks. Any such materials will be distributed to participants.

Benefits and Obligations for Conference Presenters

- **30-minute sessions followed by 15 minutes of Q&A.** The session will be recorded and made available through ICI's learning platform.

Presenters' benefits:

- A complimentary ticket to the conference, including all pre-conference events.
- A fee to cover travel expenses and accommodation for on-site speakers:
 - €200 if resident in Germany or a neighboring country
 - €400 if resident in the rest of Europe
 - €600 if resident in the rest of the world
- Furthermore, the presenter will receive an additional free conference ticket for a company colleague. This ticket cannot be transferred to anyone outside the primary speaker's company.



Proposal Submission

Submit your proposal(s) to conference@competitive-intelligence.com.

- Once selected, the speakers agree that they will not deliver their presentations (or derivatives thereof) at any other CI/MI conferences during the year of the conference. In case of doubt, mention any commitments with other organizers when you send us your submission.
- If a speaker's employment situation is set to change prior to the conference, please mention this in your submission. If your employment situation changes after submission but prior to the conference, the conference organizers may reject your presentation approval. Therefore, provide advance notice of any upcoming changes.

Please make sure you include the following sections:

- 1) Speaker name, academic title, company.
- 2) Link to your LinkedIn profile, if available.
- 3) Session title.
- 4) Session format (if applicable, you can propose multiple sessions):
 - a. Practitioner Case Study
 - b. Impulse Speech
 - c. Best Practice Lesson
- 5) Session abstract (max. 250 words).
- 6) Three key takeaways for the attendants.
- 7) Speaker picture (portrait, min 780x960 pixel, preferably a light background) as jpg or png file.
- 8) Has the session been presented before? If yes, when and where?
- 9) Are there any confidentiality issues for your presentation?
- 10) Availability for an interview, if we need to ask for more details on the presentation (via Zoom or Skype).
- 11) Are you planning to join the conference on-site or remotely?

Institute for Competitive Intelligence (ICI)

If you want to know more about the conference organizer and its annual conference, please contact:

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