

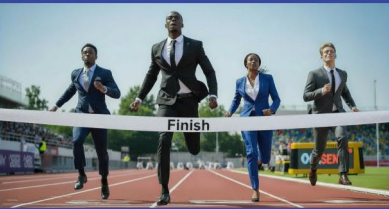


COMPETITIVE & MARKET INTELLIGENCE JOURNEY

LEARN • CONNECT • GROW

Self-Paced Intensives	Conference & Workshops	Activation Circle
		
Apr 20 – Jun 17	June 23–25	Jun 29 – Oct 1
<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid white; padding: 5px;">OSINT</div> <div style="border: 1px solid white; padding: 5px;">How to Setup CI Units</div> </div> <p>Skill building Your individual project draft</p>	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid white; padding: 5px;">Conference Sessions</div> <div style="border: 1px solid white; padding: 5px;">Pre/Post Conference Workshops</div> </div> <p>Deep dives, Knowledge sharing, Networking, Keeping up to date</p>	<div style="border: 1px solid white; padding: 5px; text-align: center;">Your implementation project</div> <p>Coaching, Peer-review, Experience exchange</p>
Remote Self-Paced	Frankfurt + Remote	Remote

Not just a Conference - A structured Implementation Journey

Phase 1

Intensives

Intensives build structured capability and define your project

During the Intensives, participants define their real-world CI project, based on a challenge from their organizations. This project will then be refined during the Conference & Workshops phase and finally applied in the Activation Phase. Intensives can be booked individually.

Phase 2

Conference & Workshops

The Conference & Workshops deepen perspective and refine your project

Use this unique opportunity to refine your project during these days.

Phase 3

Activation Circle

The Activation Circle turns your project into measurable organizational impact.

- Only participants who completed at least one Intensive can join
- The Activation Circle **cannot be booked standalone**

This ensures shared methodology and structured project delivery.

From Data to Strategic Influence

- AI is accelerating.
- Data is exploding.
- Stakeholder expectations are rising.

Competitive/Market Intelligence professionals are under pressure to deliver sharper, decision-ready insights — and move from reactive reporting to proactive strategic contribution.

This **3-phase Learning Journey** is designed for measurable growth, hands-on application, and long-term strategic impact.

Who Should Join

- Competitive, Market, or Business Intelligence professionals
- Market Researchers, Product Managers, Strategists, Business Developers

Your Takeaways

- Structured CI frameworks and methodologies
- Practical AI integration
- Clear, decision-ready insights
- A real implementation project for your organization
- International peer network
- Tangible impact inside your company

You don't return with slides. You return with results.

Choose Your Entry Point

- Register for the **conference**
- Book an **Intensive** (and start your project)
- Add **workshops** to deepen your knowledge



Competitive & Market Intelligence

Learning Journey 2026

20th Edition

Intensives • Conference • Activation



Speakers



Rainer Michaeli

Director

Institute for Competitive Intelligence
Germany

Opening



Klaus Solberg Söilen, Ph.D.

Economist, Professor of Management

Sweden

Interactive Discussion:
Beyond Tools and Dashboards



Fouad Benyoub

Founder and Chief Competitive Strategist, Shiva Strategies
Founder and CEO, Otin.ai

Canada

Impulse Speech: Impulse Speech: The Rise of Outside-In Decision Intelligence



Vineeth Vijayakumar

Strategic Insights & Competitive Intelligence Practitioner
Board Member, dcif

Germany

Best Practice: From Voice & Video to Strategic Intelligence - Transforming Spoken Information Into Reliable, Actionable Insight



Jonathan Calof, Ph.D.

Professor

University of Ottawa

Canada

Interactive Discussion:
Beyond Tools and Dashboards



Dirk Kansky

Global Vice President

SAP

Germany

Interactive Discussion:
Beyond Tools and Dashboards



Arthur Weiss

Managing Director

Aware

United Kingdom

OSINT Intensive



Maj Gen Neeraj Bali (Retd)

Faculty ICI

India

Best Practice: Commanders' Intent
- The CI Professional as Strategic Advisor



Speakers



Tracy Berry

Principal

Berry Insights

France

Workshop: Launching a Competitive Intelligence Function



Edwin Vlems

Specialist AI & Demand Generation

Netherlands

Workshop: Building Custom GPTs for Competitive Intelligence: From Concept to Deployment within ChatGPT (or Copilot / Gemini)



Toufik Achoui

Senior Manager Strategic Research
Petronas

Malaysia

Workshop: From Intelligence to Action - Building Resilient Global Strategies



Jonathan Gordon-Till

Knowledge Management Consultant

Mango Knowledge Solutions LLP

United Kingdom

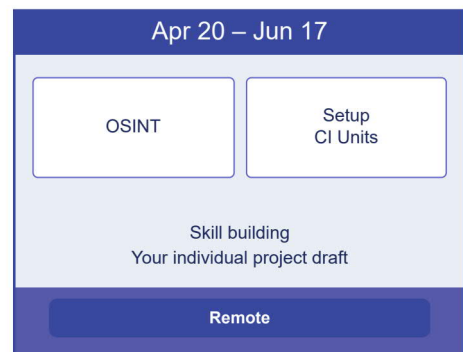
Barcamp: AI & The Future of Competitive & Market Intelligence



Phase 1: Self-Paced Intensives

Remote
Join anytime

Sharpen your analytical, strategic, and intelligence capabilities through two-week, self-paced professional programs:



Build Capability. Define Your Project.

The journey begins with two structured, self-paced remote Intensives:

- OSINT – Advanced Open-Source Intelligence
- Setting Up & Implementing a Competitive Intelligence Unit

These are applied capability builders — not theoretical overviews. Participants receive

- Structured frameworks and methodologies
- Practical templates and tools
- Access to a dedicated learning platform
- Faculty interaction
- Peer exchange forums

Your Individual Project Starts Here

During the Intensive phase, participants can define and structure their own **practical implementation project**.

This project:

- Is based on a real challenge from your organization
- Applies methods and tools from the Intensive(s)
- Serves as the foundation for the Activation phase

By the end of the Intensives, you will not only have upgraded your knowledge — you will have a clearly defined project ready for implementation.



Competitive & Market Intelligence Learning Journey > 2026

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Intensives • Conference • Activation



1. OSINT Intensive

Learn advanced Open Source Intelligence (OSINT) collection methods, verification techniques, ethical safeguards, and analytical frameworks. Hands-on exercises and tool practice show you how to turn open-source data into actionable insights for strategic decisions.

[Read more](#)



OSINT in Practice

available from April 20, 2026; includes the activation phase

~~150,00 €~~
130,00 €

2. Design & Implementation of CI Units Intensive

Learn how to design, launch, and run high-performing Competitive Intelligence units. Build mandates, governance, workflows, deliverables, stakeholder engagement plans, and measurement systems. Leave with a blueprint ready for your organization.

[Read More](#)



Design & Implementation of CI Units Intensive

available from April 20, 2026; includes the activation phase

~~150,00 €~~
130,00 €



Phase 2: The Hybrid Conference & Workshops

Frankfurt + Remote



June 23–25	
Conference Sessions	Pre/Post Conference Workshops
Deep dives, Knowledge sharing, Networking, Keeping up to date	
On-site / Online	

Connect. Challenge. Deepen

The centerpiece of the Learning Journey is a 3-day hybrid gathering combining:

- **Pre-conference workshop day (June 23)**
- **Main conference day (June 24)**
- **Post-conference workshop day (June 25)**

Enjoy presentations, workshops, best-practice case studies, group discussions, Knowledge Xchange session, case challenge and networking. With international speakers from Germany, the USA, India, UK, Netherlands and Canada, the focus is practical, interactive and experience-driven.

Participants benefit from:

- Best-practice case presentations
- Hands-on workshops
- Peer-to-peer knowledge exchange
- Structured discussion sessions

This is not passive listening. This is structured working and professional exchange.

Refine Your Project

If you have participated in at least one Intensive, you will refine your individual project during the **June gathering**. Use this unique opportunity to discuss challenges with peers and learn how Competitive/Market Intelligence from other industries developed solutions.

No Intensive yet?

If you have not participated in an **Intensive** prior to the Conference & Workshops phase, you may join the Intensives after the Conference & Workshops phase - subject to approval by the organizers.



Competitive & Market Intelligence Learning Journey 2026

20th Edition

Intensives • Conference • Activation



Pre-Conference Workshops

Jun 23, 2026 – 9:00 (Berlin Time)



Workshop: From Global Risk Intelligence to Action

June 23, 2026: 9:00 to 18:00

~~780,00 €~~

From 660,00 €



Workshop: Launching a CI Function

June 23, 2026: 9:00 to 13:00

~~390,00 €~~

From 330,00 €



Workshop: The magic of OSINT

June 23, 2026: 14:00 to 18:00

~~390,00 €~~

From 330,00 €

19:30–
21:00

Reception & Conference Opening

Network with peers and like-minded professionals about Competitive&Market Intelligence

Meet old buddies and make new friends.



Maj Gen Neeraj Bali (Retd)

Faculty ICI


Talk: Known Unknowns, Unknown Knowns – Decision Intelligence Lessons from the Iran War




Agenda - Conference Day **Jun 24, 2026 – 9:00 (Berlin Time)**


Time **Hybrid Event:** Morning sessions are also available remotely and will be recorded. Remote participants will network with peers in breakout rooms during breaks.


09:00–09:30 **Reception**
Network with peers and like-minded professionals about Competitive&Market Intelligence
Meet old buddies and make new friends.

09:30–09:40  **Rainer Michaeli**
Institute for Competitive Intelligence
Opening

09:40–10:40  **Fouad Benyoub**
Founder and Chief Competitive Strategist, Shiva Strategies
Impulse Speech: Impulse Speech: The Rise of Outside-In Decision Intelligence

10:40–11:00 **Morning Break**

11:00–12:00  **Vineeth Vijayakumar**
Strategic Insights & Competitive Intelligence Practitioner
Best Practice: From Voice & Video to Strategic Intelligence - Transforming Spoken Information Into Reliable, Actionable Insight

12:00–13:00  **Maj Gen Neeraj Bali (Retd)**
Faculty ICI
Best Practice: Commanders' Intent - The CI Professional as Strategic Advisor



13:00–
13:45 Lunch Break

13:45–
15:15 Knowledge Xchange

onsite only - no recordings

**Beyond Tools and
Dashboards**



Klaus Solberg Söilen, Ph.D.
Professor of Management



Dirk Kansky
Global Vice President SAP



Jonathan Calof, Ph.D.
Professor, University of Ottawa

**The Foresight Foundry
Three Paths to the Future**



Jonathan Gordon-Till
Knowledge Management Consultant
Mango Knowledge Solutions LLP

15:15–
15:45 Afternoon Break

15:45–
17:15 Barcamp: AI & The Future of CI & MI

onsite only - no recordings



Jonathan Gordon-Till
Knowledge Management Consultant
Mango Knowledge Solutions LLP



Competitive & Market Intelligence Learning Journey 2026

20th Edition

Intensives • Conference • Activation



Post-Conference Workshops

Jun 25, 2026 – 9:00 (Berlin Time)



Workshop: Building Custom GPTs for CI

June 25, 2026: 14:00 to 18:00

~~390,00 €~~

From 330,00 €



Workshop: The hidden power of OSINT: Social media

June 25, 2026: 14:00 to 18:00

~~390,00 €~~

From 330,00 €



Workshop: OSINT for Personality Profiling

June 25, 2026: 9:00 to 13:00

~~390,00 €~~

From 330,00 €



Competitive & Market Intelligence

Learning Journey 2026

20th Edition

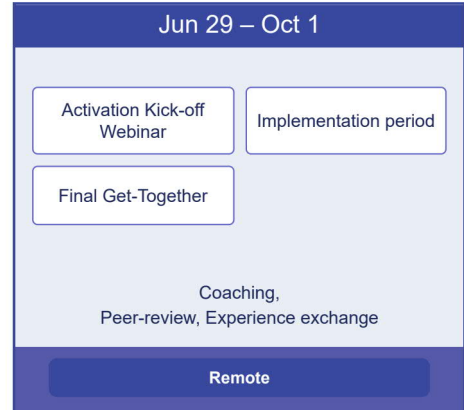
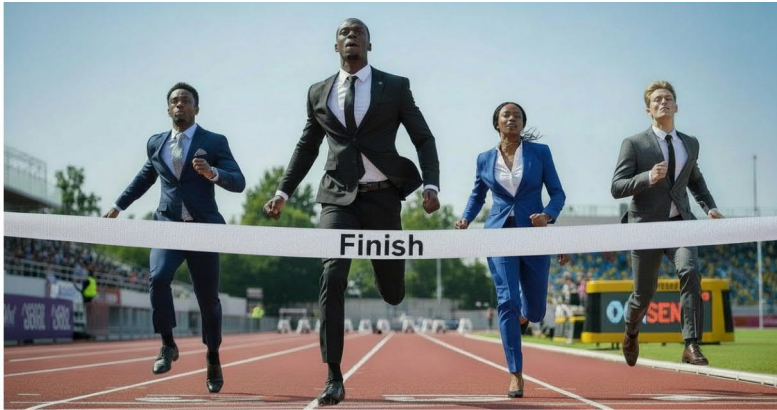
Intensives • Conference • Activation



Phase 3: The Activation Circle

Remote

Turn Learning Into Real Impact



From Learning to Measurable Impact

Most conferences end with inspiration. This Learning Journey continues with implementation.

The Activation phase is an exclusive, structured implementation phase where participants

- Pursue their projects as defined during the Intensive (and ideally refined during the Conference & Workshops)
- Apply selected tools and frameworks in their real work environment
- Exchange progress and challenges with peers
- Receive targeted faculty input
- Reflect on outcomes and lessons learned

This creates accountability, professional growth, and tangible business value.

Important Participation Rule

The Activation Phase cannot be booked as a standalone ticket.

To join the Activation Circle, you must have participated in at least one Intensive. With special admission by the organizer you may even join the Intensive(s) after the Conference & Workshops phase.

Why?

Because successful implementation requires shared frameworks, structured preparation and common context. The Activation phase builds on that foundation.

Kick-off Webinar

June 29.

Begin by presenting your implementation project and hear feedback from peers. Learn how others will approach their challenges.

Implementation period

13-weeks

- Access your COP's learning environment
- Discuss questions in forums
- Exchange with peers
- Receive support from experts

Final Get-Together

Oct 1, 2026

Inevitably, you will apply what you've learned—and see results.

Share outcomes, challenges, successes, and lessons learned. Learn from real implementations across industries and regions. Strengthen your network and celebrate what you've accomplished.



Competitive & Market Intelligence

Learning Journey 2026

20th Edition

Intensives • Conference • Activation



A Picturesque Setting for Insight and Connection

Nestled in a tranquil park of mature trees and lush greenery, the historic Goethe University Guesthouse—Villa Cahn—offers an inspiring venue for the 2026 Competitive and Market Intelligence Conference. With its ivy-clad façade and elegant interiors, the villa provides an atmosphere of exclusive charm, perfect for immersive learning and meaningful connections.

An Environment for Collaboration

The villa's historic architecture and serene surroundings are ideal for both focused workshops and informal networking. Large windows offer scenic park views, while the outdoor spaces invite relaxed conversations between sessions. Whether you're gathering in an elegant meeting room or strolling through the peaceful park, you'll find the environment encourages open dialogue and creative problem-solving.



Flexible Attendance: In-Person & Remote

This year's conference is designed to foster in-person collaboration and networking. However, to ensure everyone can participate, we are pleased to offer a remote option.

- **Onsite:** Join us at Villa Cahn for face-to-face discussions, spontaneous interactions, and lasting professional connections.
- **Remote:** A live-streaming option will be available for remote attendees, and video recordings will be provided to all participants after the event.

Location, Travel & Accommodation

Goethe University Guesthouse – Villa Cahn

Frauenlobstraße 1
Frankfurt am Main
Germany



Getting There

- **From Frankfurt Airport (FRA)**
Take the **S-Bahn** (lines S8 or S9, direction Hanau or Odenbach Ost) to the **Hauptwache station**. From there, **change to the U-Bahn** (lines **U6** or **U7**, direction Praunheim Heerstraße or Hausen) and travel three stops to **Bockenheimer Warte station**.
The villa is about a 12-minute walk from there. Alternatively, you can take bus M32 from there and ride two stops to the Botanical Garden. From there, it's a 4-minute walk (260 meters)
- **From Frankfurt Main Station (Hauptbahnhof)**
Take the **U-Bahn** (line U4, direction **Bockenheimer Warte**) two stops to the Bockenheimer Warte station. From there, you can either enjoy a brief 12-minute walk to the villa or take bus M32 (direction Ostbahnhof) two stops to **Botanical Garden**
- **Parking options**
Most hotels (except Hotel Liebig) offer a limited number of private parking spaces. Please inquire directly when making your reservation. Alternatively, near the venue you can use the "Parkhaus am Palmengarten", Siesmayerstraße 61 (9-minute walk).



Competitive & Market Intelligence Learning Journey 2026

20th Edition

Intensives • Conference • Activation



Statements from our Participants

Thank you for organizing such an inspiring conference with many interesting and diverse speakers. It was a real great pleasure for me to take part in these two days of conference.

Anabela Reis

EDAG Production Solutions

I wanted to make sure I tell you that I appreciated how well you had organised the event. It is a challenge to have last minute changes and this was a huge change. I think you managed to keep the sessions short and interesting enough so that people could enjoy the two days and avoid the zoom fatigue.

Joana Lenkova

Futures Forward

Thank you very much for this great organization. This was an excellent first experience of remote conference.

Vincent Grèzes

University of Applied Sciences of Western Switzerland

The event organization was really impressive and the result very excellent. I had never participated in a two-days on-line event and I thought I could not be possible to stay on line that long. Congratulations!

Fernando Vegas

UPM

A new conference standard for virtual conferences. I was thrilled, everything went great and the quality was excellent as always. I think this is the basis for thinking about a hybrid form of conference, but also about possible additional purely virtual day or half-day formats. The best thing were random coffee trials, so you really had contact with more participants and by excluding 1on1 conversations, there was more input and discussion during the breaks.

Udo Hohlfeld

The Intelligence Specialist

"I liked the conference as a whole and the speakers gave me interesting suggestions and input for my work."

Barbara Kuhn

Messe Frankfurt

The conference was very divers, with many interesting themes and speakers so that the program was very divers. I liked especially the workshops before the conference, because it gives you the opportunity to endepen your insight on the themes. Overall I really liked the pleasant and open atmosphere at the conference.

Anne Wrobel

B. Braun Austria GmbH

This event is very much interactive, with Q&A and comments sharing after each speech, panel discussions, and action-creation activities to discuss the topics the participants voted. So much fun!

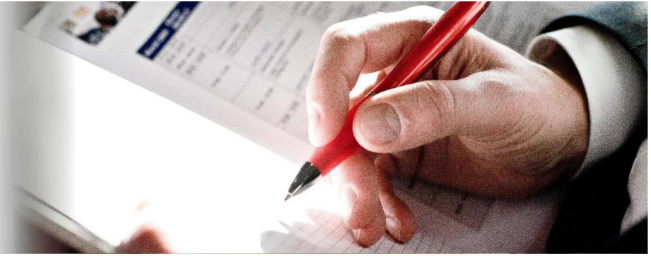
Christine Guo

Strategic Marketing Leader, Donaldson Asia Pacific



Competitive & Market Intelligence Learning Journey 2026

20th Edition | Intensives • Conference • Activation



Registration Not just a conference A structured implementation journey

To secure your ticket visit:
www.competitive-intelligence-conference.com/registration

Conference Tickets 2026	Early bird Price	Regular Price
On-site conference ticket (June 24)	660€	790€
Remote conference ticket (June 24)	290€	340€

Early bird prices are available until May 15th.

Self-Paced Intensives Remote | Self-Paced

Sharpen your analytical, strategic, and intelligence capabilities through three additional two-week, self-paced professional programs.



Design & Implementation of CI Units Intensive

available from April 20, 2026; includes the activation phase

130,00 €



OSINT in Practice

available from April 20, 2026; includes the activation phase

130,00 €

Workshops Frankfurt + Remote

Our pre/post conference workshops allow a live deep dive into advanced CI/MI methodologies. Boost your career and enjoy personal growth and networking.



Workshop: Building Custom GPTs for CI

June 25, 2026: 14:00 to 18:00

From 330,00 €



Workshop: The hidden power of OSINT: Social media

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