

International Competitive & Market Intelligence Conference 2024



Shaping the Future of CI/MI in the Age of AI

ICI's Competitive Intelligence Conference 2024 is THE premier event for professionals and practitioners who want to learn, share, and network with the best minds in the field of competitive and market intelligence.

Do you realize that our business environment is undergoing massive change: Uncertainty rules! Guess what – your CI job has changed as well! By now you are your company's navigation system. And AI can be your new best friend.

The conference will feature:

- Presentations by leading experts and thought leaders in competitive and market Intelligence
- A panel discussion about the latest trends, challenges, and best practices in competitive and market intelligence
- Case studies and success stories from various industries and regions
- Networking opportunities with peers from around the world

For the last 20 years, our innovative conference concepts have defined our events as THE place to be for CI experts. Since 2004, the ICI has been a leading provider of education and certification in competitive and market intelligence.

Join this interactive, challenging, and inspiring conference and become part of the ICI community!

Date	Event	Berlin Time
Sept 19	Pre-Conference Networking Event Guided Tour and Diner-Talk	16:00-20:00
Sept 20	Conference Day (hybrid)	09:00-18:00



Hybrid Conferencing in the Historical House of the Order of Saint John

After three years of remote conferencing, the Institute for Competitive Intelligence (ICI) is now offering an on-site event again. Choose between on-site or remote participation – the decision is yours!

On-site attendance

Escape from your daily routine and enjoy a distraction-free environment

For those who prefer to participate on-site, the ICI has selected a very special location. The Johanniter pan-European Conference Center in Butzbach provides both the necessary tranquility as well as state-of-the-art facilities for hybrid conferencing.



The Order of St. John is a Christian organization that has been committed to helping the sick and needy for centuries. The order was established after the conquest of Jerusalem by the army of the First Crusade in 1099 as the Order of the Hospital of St. John of Jerusalem. The order community was also known as the Chivalry Order of St. John of the Hospital of Jerusalem, and the knights were called Johanniter.

The Johanniter Conference Center is a symbiosis of tradition and innovation. The commandery is and was the spiritual and intellectual center of the Order of St. John in Butzbach. It includes the unique commandery church with hospital ward (around 1200) and the order house (1740). Both buildings are very well preserved and are used today for festive events, including the knighting of the Order of St. John. In addition, the conference hotel offers excellent technical facilities for holding hybrid workshops.



Remote attendance

You only need a computer and a reliable Internet connection to join our conference. It's as easy as clicking a few buttons. We use Zoom as our meeting software. You can enjoy advanced features such as lively video footage, break-out rooms, screen sharing, and the whiteboard software Miro to make your conference experience efficient and engaging. Technical assistance is available throughout the conference.

Directions, Address, and Reservations for On-site Participants

Johanniter HOTEL and Conference Center
Hoch-Weiseler Weg 1a
D-35510 Butzbach-Nieder-Weisel

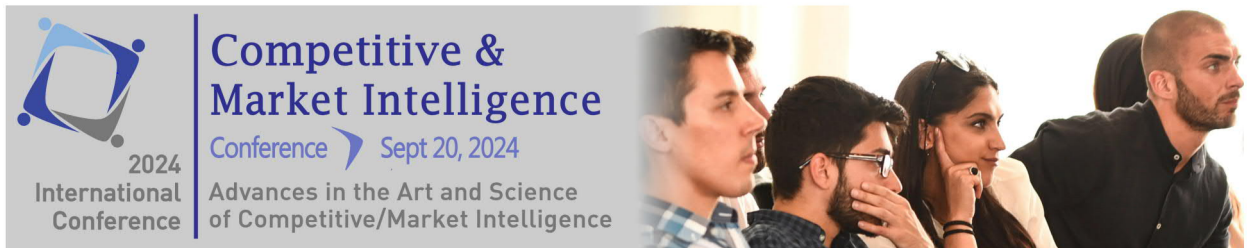
+49 (0)6033 9170-900

+49 (0)6033 9170-9010

E-Mail: johanniterhotel@johanniter.de



Access: 1 km from the A5 highway or via rail with Deutsche Bahn



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 endeeppen 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



It has been a delight to attend to this ICI conference. There were great opportunities to share information and knowledge on such a specific matter as the competitive intelligence is with qualified people.

Roberto Carlucci

Head of Market Intelligence & Demand Planning - MEAI Pirelli
Italy

The conference was very well organized and very different (positively) from what I imagined!

Marcos R. Dreher

Market Intelligence & Research Manager, BEKO Technologies GmbH
Germany

I liked the networking, getting to know academic people and meeting people who use CI on a day-to-day basis, as well as suppliers, so that is a big bonus.

Miek Verbeek

Customer Marketeer, Carglass N.V.
Belgium

Excellent speakers from industries and governmental institutions. A well-designed conference, good networking opportunities.

Sanket Bhatia

Sr. Manager - Corporate Development, Swissmetal Industries Ltd.
Switzerland

The most important thing I learned here was that there is so much knowledge about CI out there and it is great to build these connections because collectively it helps all of us to take CI to the next level within our own organizations.

Ranjita Ghosh

Head of Market and Competitive Intelligence, WIPRO Limited
India



Register now!

To secure your ticket visit:

www.competitive-intelligence-conference.com/registration

On-site Ticket Conference 2024

Regular
ICI Alumni/Loyalty discount
Country discount
Pre-Conference Networking Event 2024 (on-site)

Early bird Price

490€
250€
250€
50€

Regular Price

590€
295€
295€
50€

Remote Ticket Conference 2024

Regular
ICI Alumni/Loyalty discount
Country discount

Early bird Price

290€
free
150€

Regular Price

390€
195€
195€

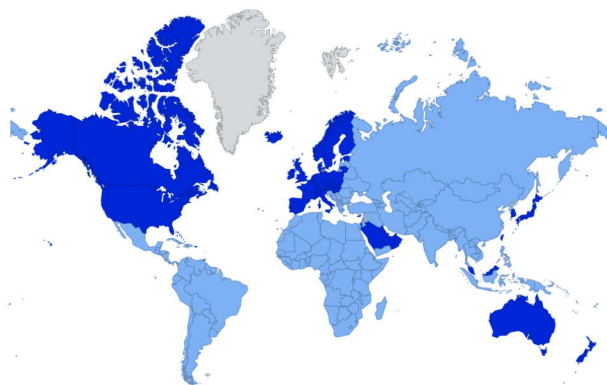
Available discounts

- **ICI Alumni discount:** participants of ICI certificates
- **ICI Loyalty discount:** participants of ICI Workshops 2022 to 2024
- **Country discount:** resident in one of these [countries](#).
- **Early bird discounts:** until June 15th, 2024

Multiple attendees (from one organisation) will receive a discount upon [request](#).

Please [contact us](#) in case you have any question.

Country Discount



Dark blue: Countries with regular prices

Light blue: Residents of all other countries receive a 50% discount (select 'Country Discount' above).