



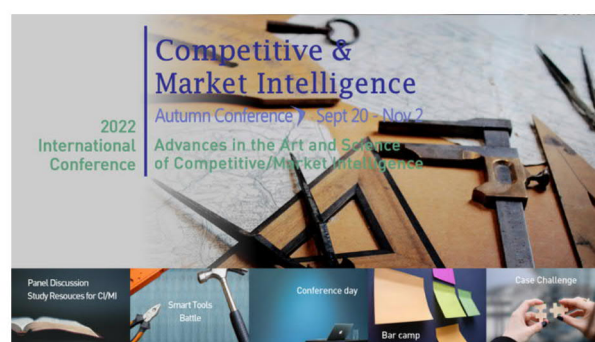
ICI's Autumn Competitive & Market Intelligence Conference

17th Edition

7 Weeks Conference Journey

Competitive/Market Intelligence – that's the eyes, ears and brains of any company. Understanding a company's environment provides undisputed advantages for sales, R&D, business development, and product management. The Institute for Competitive Intelligence is a premium provider of Competitive Intelligence education.

Blending the best elements of in-person conferences with the advanced features of collaborative meeting platforms, ICI has developed an innovative conferencing format. ICI's autumn conference 2022 will offer you learning, sharing, and networking opportunities – in a remote, safe environment. Spread over several weeks, this interactive journey has skillfully woven in interactions for beginners as well as for seasoned practitioners.



Conference Journey - Twice a Year

Our competitive and market intelligence conference now runs for the 17th edition. In 2020 we started to run it as several individual events over 7 weeks including a conference day. The recorded sessions are accessible in our learning platform for several months. If you buy our yearly ticket (spring and autumn conference) you will gain access to a year full of interesting CI/MI events. 2 conference days + 8 further events. Ideal for all who strive for continuous learning and improvement to achieve excellence in Competitive and Market Intelligence.

Register now for the [complete spring and autumn conference 2022!](#)

Date	Event	Berlin Time	Add to my calendar
Sept 20	Panel Discussion: Your Favorite Study Resources for Competitive/Market Intelligence 2022	14:30-17:00	ICS-File
Sept 29	Smart Tools for Effective Competitive/Market Intelligence	14:30-17:00	ICS-File
Oct 6	Conference Day	09:00- 18:00	ICS-File
Oct 18	Bar-Camp: How to support Sales with Competitive/Market Intelligence	14:30-18:00	ICS-File
Nov 2	Analytical Case Challenge: Market Potential Analysis	13:30-18:00	ICS-File



Statements from past conferences

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

Thank you again for this great online conference! I really appreciated participating and being part of it!

Ursula Teubert

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



Preliminary List of Speakers Autumn 2022

WE ARE LOOKING FOR SPEAKERS FOR OUR NEXT CONFERENCES



Ubald Kragten

Strategy, Insights & Innovation
DSM

Netherlands

Practitioner Case: Follow the Money Building Blocks to Successfully Spot and Catch Future Opportunities



Amiram Markovich, Ph.D.

Academic Lecturer & Researcher, Senior Consultant
Rafkor Ltd, Ruppin Academic Center

Israel

Practitioner

Case: Establishing a CI Program at a Large Financial Company - Lessons Learned



Maj Gen Neeraj Bali (Retd)

Founder & CEO LeadScape Advisors,
Faculty ICI

India

Impulse Speech:

Competitive Intelligence Lessons from the Ukraine War for the Business World



Klaus Solberg Söilen, Ph.D.

Economist, Professor of Management

Sweden

Panel Discussion: Your Favorite Study Resources for Competitive/Market Intelligence 2022



Jacqueline Ysquierdo Hombrecher, Ph.D.

Lecturer

C-SRD Collège de Paris sur la Sécurité

France

Impulse Speech: Terrorist actions and Economic Warfare: Tools and Countermeasures



Kenan Mahmutoglu

Business and Market Developer
Grundfos

Denmark

Smart Tools

Battle: Identifying target markets with Trademap



Laura Macias

Analysta

Grupo Hinojosa

Spain

Smart Tools Battle: Implementing Mussol as a new tool for CI



Werner Braun

Competitive Intelligence Business Partner
Sanofi

Germany

Practitioner Presentation: TBA



Competitive & Market Intelligence

Autumn Conference ▶ Sept 20 - Nov 2

Advances in the Art and Science of Competitive/Market Intelligence



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Jonathan Gordon-Till

Director Oxford Business Intelligence,
Faculty ICI

United Kingdom

Barcamp Facilitator



Régis Dubois

Director

Conseil Sécurité Recherche
Dissuasion (C-SRD)

France

Impulse Speech: Terrorist actions and Economic Warfare: Tools and Countermeasures



Dirk Kolb

CEO and Founder

Traversals

Germany

Smart Tools Battle: OSINT and A.I.: Traversals' Modern CI/MI Tool



Biju Nanukuttan

Senior Market Intelligence Leader
GE Digital

India

Practitioner Presentation:
TBA



Carlos Batista Matamoros

Professor

Iniversidad de Holguin

Cuba

Panel Discussion: Your Favorite Study Resources for Competitive/Market Intelligence 2022



Your Favorite Study Resources for Competitive/Market Intelligence 2022

Sept 20, 2022 – 14:30 (Berlin Time)

Live Session

14:30– Virtual Reception Talks: Tell us Your Story

15:00

Let's kick off this event with a casual discussion featuring your tips for the coolest resources. We'll use break-out rooms and the whiteboard tool Miro to optimize networking with peers and like-minded professionals.

15:00– Panel Discussion: Your Favorite Study Resources for Competitive/Market Intelligence 2022

Books, academic articles, journals, whitepapers, videos, social media posts, webinars, webcasts or even TV shows, conference presentations and archives, case studies, online/on-site learning courses either self-paced or live, certifications courses, public archives from military or national intelligence agencies, forums on webpages, social media, networking events, product demos, and trials. These might all be valid sources to learn competitive and market methodologies or get new inspiration to improve your daily practice.

But as with CI/MI research in general, you should raise the question of the reliability and credibility of the sources. Are they actually useful, at least entertaining, or just a waste of time?

Impressions from prior conferences



Facilitator / Panelists



Klaus Solberg Söilen,
Economist, Professor of
Management



Carlos Batista Matamoros,
Professor Iniversidad de
Holguin

16:30– Randomized Coffee Trial

17:00



Smart Tools for Effective Competitive/Market Intelligence

Sept 29, 2022 – 14:30 (Berlin Time)

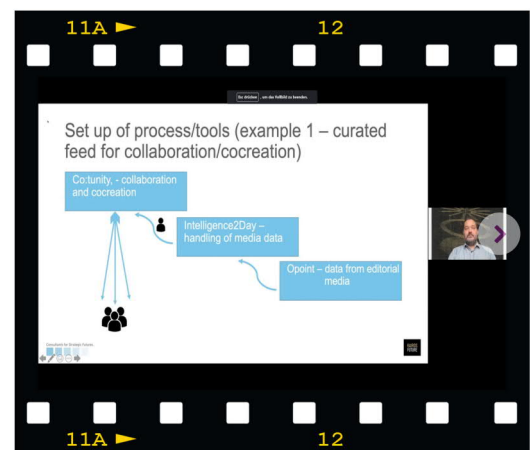
14:30– Virtual Reception: Tools & Techniques, Experiences and Ideas
15:00 Network with peers and like-minded professionals about tools, ideas and experiences.

15:00– Battle: Smart Tools for Effective CI/MI
16:30

Many CI/MI professionals struggle to get their job done – given the high complexity and a heavy workload! The good news is that there are many smart tools for supporting individuals to automate MI/CI routine jobs or for extending the envelope of tasks that individuals can handle. The bad news is however that the tool market is highly dynamic and intransparent. So, peer recommendations are key to our community. In this session CI/MI practitioners will introduce their favorite tools!

- Each practitioner will present a 5-minute showcase of their most recommended tool.
- After these pitches, we'll open breakout rooms for each presenter!
- You can join any of these sessions to learn more about these tools and their practical applications.
- At the end of the session, we'll ask you to vote for the most useful and relevant CI/MI tools.

Impressions from prior conferences



Tracking start-ups with Intelligence2Day - Insights and Kanban



Ubald Kragten, Insights, Innovation & Investing, Eye On I[∞]

Identifying target markets with Trademap



Kenan Mahmutoglu, Business and Market Developer, Grundfos

Implementing Mussol as a new tool for CI



Laura Macias, Analista Grupo Hinojosa

OSINT and A.I.: Traversals' Modern CI/MI Tool



Dirk Kolb, CEO and Founder, Traversal

16:30– Randomized Coffee Trial

17:00 Chat about your favorite tool presented and exchange ideas on how to go beyond current practices.



Preliminary Agenda - Conference Day

Oct 6, 2022 – 9:00 (Berlin Time)
Live Session

Time

All sessions are available as recorded sessions, except networking sessions

09:00– Virtual Reception

09:30

Network with peers and like-minded professionals about Competitive&Market Intelligence
 Meet old buddies and make new friends.

09:30–
09:45



Rainer Michaeli
 Institute for Competitive Intelligence
Opening

09:45–
10:45



Werner Braun
 Sanofi
Practitioner Presentation:
 TBA

10:45–
11:00

Morning Break

Randomized Coffee Trial

11:00–
12:00



Biju Nanukuttan
 GE Digital, India
Practitioner Presentation:
 TBA

12:00–
13:00



Maj Gen Neeraj Bali (Retd)
 LeadScape Advisors, Faculty ICI, India
Impulse Speech: Competitive Intelligence Lessons from the Ukraine War for the Business World

13:00–
13:30

Lunch Break

Randomized Coffee Trial

13:30–
14:30



Jacqueline Ysquierdo Hombrecher, Ph.D., Régis Dubois
 C-SRD Collège de Paris sur la Sécurité, France
Impulse Speech: Terrorist actions and Economic Warfare: Tools and Countermeasures

14:30–
15:30



Ubald Kragten
 Netherlands
Practitioner Case: Follow the Money Building Blocks to Successfully Spot and Catch Future Opportunities



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15:30– Evening Break Randomized Coffee Trial
15:45

15:45–  **Amiram Markovich, Ph.D.**
16:45 **Rafkor Ltd, Ruppin Academic Center, Israel**
Practitioner Case: Establishing a CI Program at a Large Financial Company - Lessons Learned

16:45– **TBD**
17:45 **TBD**
Practitioner Case: TBD

17:45 End of Day



Bar-camp: How to support Sales with Competitive/Market Intelligence

Oct 18, 2022 – 14:30
Berlin Time

14:30– 15:00 Virtual Reception Talks: Sales Tales

How do you support sales and marketing as a CI/MI practitioner? The answers might be very different depending on the industry, management's awareness, company size and culture, but sharing your experience with peers will provide a whole new perspective. This session is the casual starting point for this exciting sales day!

15:00– 17:30 Bar-camp How to support Sales with Competitive/Market Intelligence

Marketing and sales are natural stakeholders for any competitive/market intelligence professional.

Sales teams often have unique competitor insights from their interaction with customers. Competitive/market intelligence can distill this information into crucial competitor insights by creating a win/loss analysis, for example.

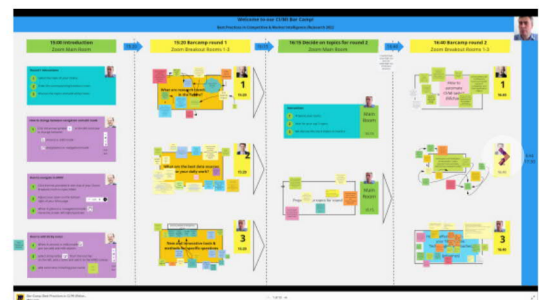
Competitor profiles and battlecards are often used to give sales hands-on support in closing a deal. Analyzing the competitive landscape, prices, and products can help marketing to refine their marketing strategy and avoid blind spots.

But how can you package these services to the key stakeholders in your organization?
What are the key success factors? Let's share our experiences in our bar-camp session.

Discussion topics can include, but aren't limited to:

- Training and onboarding of sales reps for CI
- Competitor profiles and battlecards
- Win/loss analysis and deal strategy
- Software to support sales and CI

Impressions from prior conferences



We'll start with three discussion groups from the above topics and then collect more topics, vote for your favorite three, and discuss them.

Peer CI/MI practitioners will facilitate the sessions to ensure a smooth and intense exchange. Enjoy the interactive whiteboard tool Miro as the backbone of this bar-camp.

We're calling on all conference participants – beginners as well as seasoned professionals – to join this unique bar-camp!

17:30– 18:00 Randomized Coffee Trial

- Get new inspiration and improve your daily routine.
- Share experiences and learn how to support sales in 2022.
- Propose and vote for your own topic(s) to maximize your own learning.
- Learn how to use informal sessions like a bar-camp to drive CI/MI in your own company.
- Experience how a whiteboard tool like Miro enables remote group work in an exciting and effective way.



Analytical Case Challenge: Market Potential Analysis

Nov 2, 2022 – 13:30
Berlin Time

13:30– Virtual Reception Talks: Best and Worst Market Potential Estimations

14:00 Did you ever encounter good or bad market potential analysis? Hindsight evaluations might be easy. How do you recognize if an analysis is solid or flawed before utilizing it?
Let's exchange some experiences and war stories to casually start this exiting case challenge day!

14:00– Case Challenge:

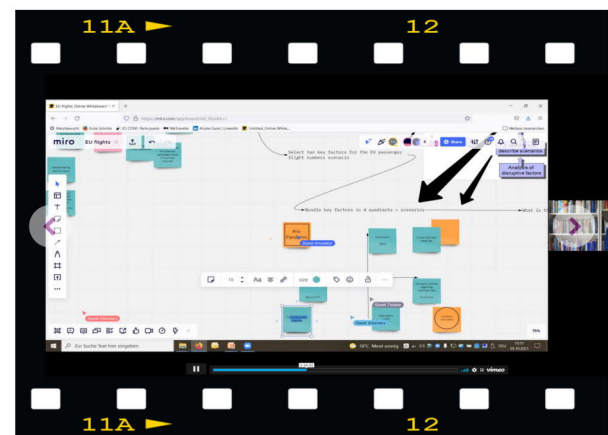
18:00 Market Potential Analysis

How to estimate potential market sizes (revenues/units), when no historic data is available?

Of course you can quickly plot some basic assumptions on the market - then create a numeric excel calculation . But ... how valid is such an approach? What are modelling approaches you could use?

In this challenge, participants will work on a real business case – sink your teeth in it and come up with your best shot. Submit your solution and present it to the audience at our challenge day on Nov 2, 2022.

Impressions from previous conferences



Participants, who don't find time to work on the challenge upfront, will enjoy our exchange of best practices and pros and cons discussion for each approach.

Finally, the audience will vote for the best solution, hence ICI's analytical challenge prize will be awarded!

Facilitator



Rainer Michaeli,
Director, Institute for
Competitive Intelligence

Benefits

- Learn how to perform solid market potential estimations and how to evaluate third party approaches
- Gain confidence in applying market potential analysis methodologies to a real-life business case.
- Connect with your peers and make friends while working on a business case.



Register now!

To secure your ticket visit:

www.competitive-intelligence-conference.com/registration

Remote Ticket Conference Autumn 2022	Price	Remote Conference Ticket 2022 Autumn Conference + Spring Recorded Sessions	Price
Regular	390€	Regular	590€
ICI Alumni	free	ICI Alumni	free
Country discount	195€	Country discount	295€

Payment Options: Invoice, Credit Card, Paypal (all offline); Payment will only be processed after you have received and accepted your invoice.

Remote Conference: Our conference will be offered as a full remote access version via your desktop, tablet or cell phone with a live broadcast of all sessions. On top of this, you will have access to the recording of all sessions until Dec 31, 2022.

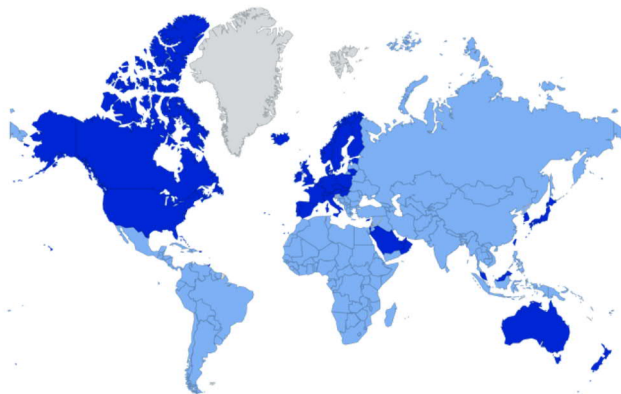
Available discounts

- **ICI Alumni:** participants of ICI certificates or workshops
- **Country discount:** resident in one of these [countries](#).

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)
