



ICI's Competitive & Market Intelligence Conference 2023

18th Edition

Thinking out of the box - What can CI professionals learn from related disciplines?

Is your job to discover insights about your company's competitive environment? To help your company to generate competitive advantages?

Competitive/market intelligence (CI/MI) is the one and only profession that provides an comprehensive approach to this challenge!

While the existing CI/MI tool kit is comprehensive and proven, one may wonder if related disciplines can add to this portfolio.

Related fields are: marketing, business analytics, sales, product management, foresight, counter intelligence, military/national intelligence, collective intelligence, open source intelligence, data science, and artificial intelligence.

The Institute for Competitive Intelligence's (ICI) 18th conference strives to build bridges between CI/MI and related disciplines. Let's explore what's in it for you! Improve and grow your intelligence skill set.

8 Week Conference Journey

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 conference 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.



Learn more about our Conference Journey in our virtual Fishbowl Discussion:

[Innovations in Competitive/Market Intelligence, Mar 15, 2023](#)

Date	Event	Berlin Time	Add to my calendar
Apr 20	<u>Panel Discussion: Lessons Learned from the Intelligence Perspective of the Ukraine-Russian War</u>	14:30-17:00	ICS-File
May 3	<u>Smart Tools Battle: Smart Tools or Effective CI/MI</u>	14:30-17:00	ICS-File
May 16	<u>Conference Day</u>	09:00-18:00	ICS-File
Jun 1	<u>Bar-Camp: Learning from Related Disciplines</u>	14:30-18:00	ICS-File
Jun 14	<u>Analytical Case Challenge: Early Warning systems</u>	13:30-18:00	ICS-File



Preliminary List of Speakers 2023



Estelle Prin

Professeur de Géopolitique
Université Paris Dauphine

France

Practitioner

Case: Geopolitical
disruptions on European
factories: 3 lessons learned
in 2022



Kimberly Bauer

Director of Competitive
Intelligence
Lacework

United States

Smart Tools

Battle: Competitive
Intelligence with Klue



Maj Gen Neeraj Bali (Retd)

Founder & CEO

LeadScape Advisors,
Faculty ICI

India

Practitioner

Case: Intelligence Lessons
from the Ukraine War for the
Business World



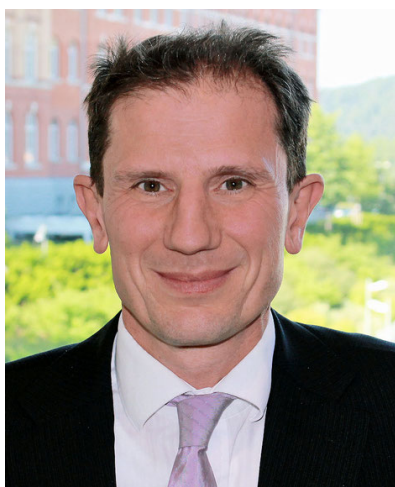
Alina Sharon-Green

Competitive Intelligence
Manager
Lusha

Israel

Practitioner Case: Agile

Competitive
Intelligence Lessons from
Technology Startups



Dr. Mathias Weingärtner

Senior Manager Market
Intelligence
B. Braun SE

Germany

Practitioner Case: Market
Intelligence and Value
Proposition Development



**Miguel Angel Alcalde
Cazorla**

Director Comercial

Nobis

Spain

Impulse Speech: Sun Tzu
and a Salesman



Aya Nakamura

Business Development
Manager
Milestone Systems

Denmark

Practitioner Case: TBD



Dmytro Zolotukhin

Director

Institute for Postinformation
Society

Ukraine

Panel Discussion: Lessons
Learned from the
Intelligence Perspective of
the Ukraine-Russian War

Andrejs Cekuls

Jonathan Gordon-Till

Jonathan Calof, Ph.D.

Klaus Solberg Söilen, Ph.D.



Editor in Chief
Journal of Intelligence
Studies in Business

Latvia

Practitioner Case: Building
a CI/MI Community –
Expectations, Dos and
Don'ts



Director Oxford Business
Intelligence,
Faculty ICI

United Kingdom

Barcamp Facilitator



Professor
University of Ottawa

Canada

Barcamp: Learning
from Related Disciplines



Economist, Professor of
Management

Sweden

Barcamp: Learning from
Related Disciplines



Alexandra Cristea

VP Business Strategy

Rheinmetall Vehicle Systems
Division

Germany

Analytical Case Challenge:
Early Warning Systems



Lessons Learned from the Intelligence Perspective of the Ukraine-Russian War

April 20, 2023 – 14:30 (Berlin Time)
Live Session

14:30– 15:00	Virtual Reception Talks: Lessons Learned from the Ukraine-Russian War Let's kick off this event with a casual discussion featuring your experience about the topic of the day: Lessons learned from the intelligence perspective of the Ukraine-Russian war
15:00– 16:30	Panel Discussion: Lessons Learned from the Intelligence Perspective of the Ukraine-Russian War

There's no doubt about it, "war" is a brutal business. When the lives of soldiers and civilians are at stake, military and national intelligence becomes even more important than during peace times. Intelligence blunders as well as intelligence victories spill more easily into the public domain, as journalists are desperately trying to grab any items they can report on. It's no wonder that during the Ukrainian-Russian war, various intelligence-related innovations have become apparent to the general public. Our panel discussion will focus on lessons from this war that can be applied to the broader Competitive and Market Intelligence field.

- Economic consequences: energy crisis and supply chain disruptions.
- Use of strategic intelligence prior to and during the war.
- Intelligence collection by aerial reconnaissance (such as drones or commercial satellites)
- Use of social media users as sensors for enemy activities.
- Social media as a platform for community building and bi-directional communication.
- Agitation, propaganda and fake news as a means to influence stakeholders and military personnel alike.
- Deception, surprise and counter intelligence.
- Similarities, analogies and differences between Military and Competitive Intelligence.

Impressions from prior conferences



16:30– 17:00	Randomized Coffee Trial <ul style="list-style-type: none">• Discussion with the experts.• Meet fellow practitioners and share experiences.• Find a mentor for your career in Competitive and Market Intelligence.
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Smart Tools for Effective Competitive/Market Intelligence

May 3, 2023 – 14:30 (Berlin Time)

14:30– Virtual Reception: Tools from Related Disciplines

15:00 There are lots of tools available from related disciplines! Think about analytics, data science and human resources. Or tools that are mainstream CI/MI apps. Do you already use these tools? Share your experience, learn and connect.

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

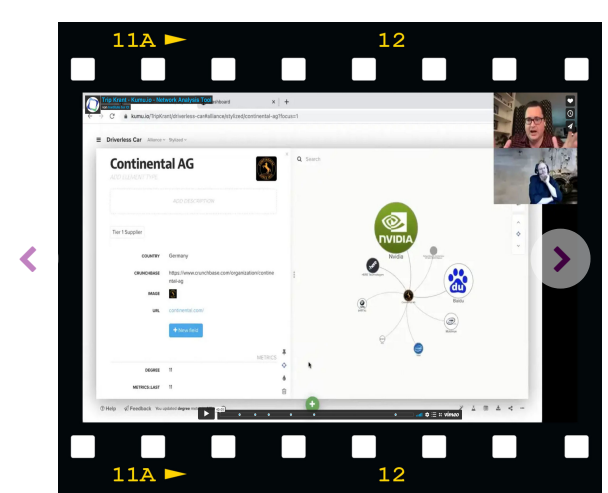
Many CI/MI professionals struggle to get their job done – given the high complexity and a heavy workload!

The good news is that there are many smart tools available to help individuals to automate MI/CI routine jobs or for extending the envelope of tasks that individuals can handle.

In many cases, these tools even originate from related disciplines of CI/MI like analytics, data science, human resources, knowledge management, internet research & monitoring, project management, market research, (strategic) foresight, automatic knowledge extraction tools, big data analytics or semantic research.

- 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 previous conferences



16:30– Randomized Coffee Trial

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



Agenda - Conference Day


May 16, 2023 – 9:00 (Berlin Time)
Live Session

Time


All sessions are available as recorded sessions,
except networking sessions


09:00–
09:30 **Virtual Reception**
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  **Dr. Mathias Weingärtner**
Germany
Practitioner Case: Market Intelligence and Value Proposition Development
(New) ways to find competitive advantages in a commoditized medtech-market

10:45–
11:00 **Morning Break** **Randomized Coffee Trial**

11:00–
12:00  **Maj Gen Neeraj Bali (Retd)**
India
Practitioner Case: Competitive Intelligence Lessons from the Ukraine War for the Business World



12:00–
13:00  **Estelle Prin**
France
Practitioner Case: Geopolitical disruptions on European factories: 3 lessons learned in 2022

13:00–
13:30 **Lunch Break** **Randomized Coffee Trial**

13:30–
14:30  **Alina Sharon-Green**
Israel
Practitioner Case: Agile Competitive Intelligence - Lessons from Technology Startups

14:30–
15:30  **Miguel Angel Alcalde Cazorla**
Spain
Impulse Speech: Sun Tzu and a Salesman



15:30– 15:45	Evening Break	Randomized Coffee Trial
15:45– 16:45	 Aya Nakamura Denmark Practitioner Case: TBD	
16:45– 17:45	 Andrejs Cekuls Latvia Practitioner Case: Building a CI/MI Community – Expectations, Dos and Don'ts	
17:45	End of Day	



Bar-camp: Learning from Related Disciplines

Jun 1, 2023 – 14:30
Berlin Time

14:30–
15:00

Virtual Reception Related Disciplines

Related disciplines often have important data, methods and tools useful to get a holistic competitive and market intelligence view?
Do you already cooperate with the respective colleagues in your company? Do you use their data, tools or analysis methods? Share your experience and learn from others.

15:00–
17:30

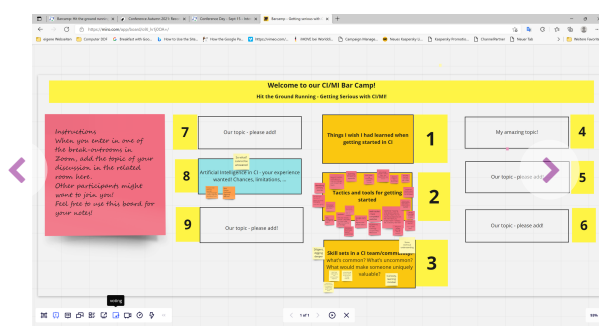
Bar-camp

Learning from Related Disciplines

Topic 1: Data, Methods and Skills from related Disciplines
Related disciplines like marketing, analytics, sales, product management, data science and artificial intelligence or even human resources use data and analysis tools, that is also useful from a market or competitive perspective.

- What skills do we need to acquire to cooperate with them on eye level?
- What data, analysis methods, tools and best practices are there, that we need to adopt?
- Who are the most important cooperation partners inside our organizations that we need to cooperate with to create holistic competitive and market intelligence insights?

Impressions from prior conferences



Topic 2: Best Practices from Related Disciplines to Build a Global Community
Related disciplines often seem to be more successful in creating awareness for their profession.

- Do they have better academic journals, better education and training programs or conferences, more effective associations or communities of practice?
- What are their best practices in creating awareness for their disciplines?
- How can we cooperate with them to build a more effective global CI/MI community?

Further discussion topics can include, but aren't limited to:

- What skills/strengths can CI/MI provide in a cooperation with related disciplines
- What data from related disciplines is most crucial for a holistic CI/MI view?
- What tools from related disciplines are the most useful?

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

17:30–
18:00

Randomized Coffee Trial



Analytical Case Challenge: Early Warning Systems

Jun 14, 2023 – 13:30
Berlin Time

13:30– Virtual Reception Talks

14:00 Let's exchange some experiences and war stories to casually start this exiting case challenge day!

14:00– Analytical Case Challenge: 18:00 Early Warning Systems (EWS)

*"It is pardonable to be defeated,
but never to be surprised"*

Frederic the Great, Prussian King (1712-1786)

This year, participants will design an Early Warning System (EWS) under the supervision of ICI faculty.

Early Warning is part of strategic foresight; it is a radar for monitoring technological, economic, political, and social changes in the business environments of corporations.

During our conference journey from April 20th to June 14th 2023, teams or individuals will have the opportunity to hone their analytical skills and put their knowledge into practice.

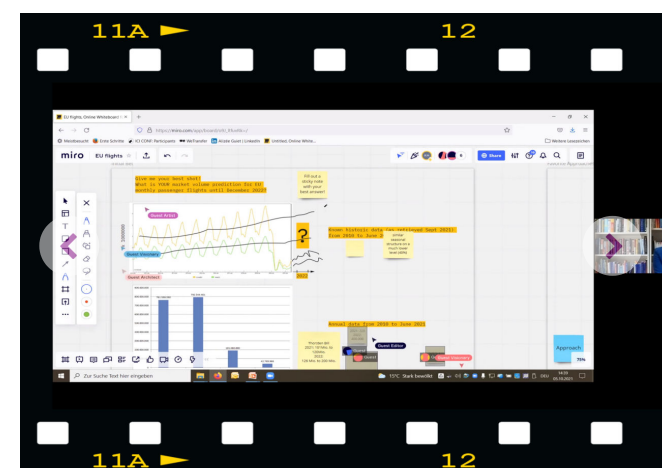
By participating in this challenge, you will have the chance to:

- Strengthen your analytical skills and gain practical experience when designing an Early Warning system
- Gain confidence in applying the EWS notion to a to real-life business cases.
- Network and connect with your peers.

On June 14th, attendees who are unable to work on the challenge beforehand will have an opportunity to learn about different approaches, while participants will present their solutions and receive feedback.

The audience will then vote on the best solution, and the winner will receive the ICI's Analytical Case Challenge prize.

Impressions from previous conferences



Facilitators



Rainer Michaeli,
Director, Institute for
Competitive Intelligence



Alexandra Cristea VP
Business Strategy,
Rheinmetall Vehicle
Systems Division, Faculty
ICI



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.

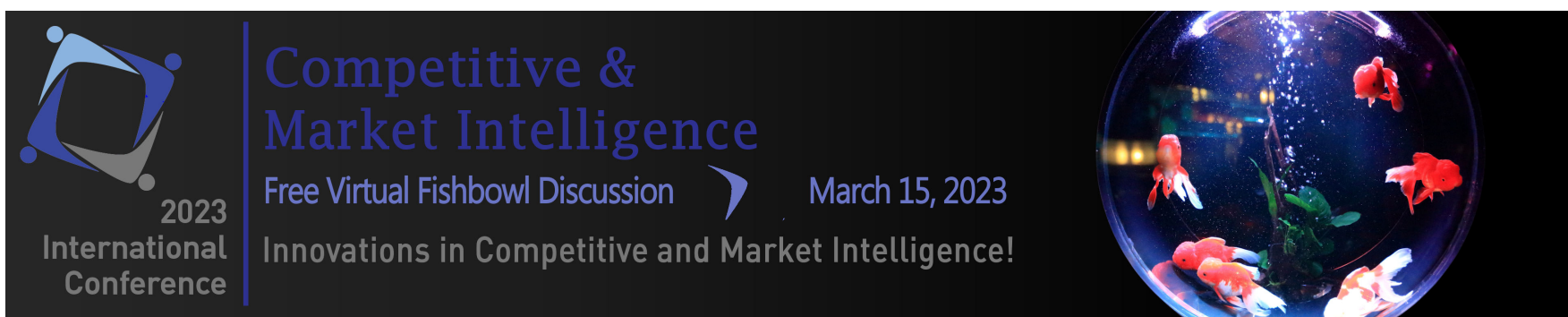
Anne Wrobel

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



Virtual Fishbowl Discussion “Innovations in Competitive and Market Intelligence!”

Mar 15, 2023 – 14:30 (Berlin
Time)

**A complimentary prelude to our 2023
conference**

14:30– Virtual Reception Talks
15:00

Let's kick off this event with a casual discussion. Meet peers and experts to build and foster new relationships.

15:00– Virtual Fishbowl Discussion “Innovations in Competitive and Market
16:30 Intelligence!”

A complementary prelude to our 2023 conference journey that you should not miss.

Enjoy a unique and interactive discussion format. **Discuss the pros and cons of various innovations within the field of competitive / market intelligence** with like-minded professionals.

A **Fishbowl Discussion** is a form of panel discussion, where you can contribute to the discussion by temporarily taking a free panel seat. Experience a live and interactive session, that drives knowledge sharing and learning for larger groups.

Your Benefits:

- Keep up to date with innovations in CI/MI.
- Be inspired, exchange ideas and develop new perspectives for your CI/MI practice.
- Meet peers and experts to build and foster new relationships.
- Discover how online session formats, like the virtual fishbowl discussion, icebreaker sessions and randomized coffee trials can take your online meetings to a new level.
- Learn about our upcoming ICI 2023 conference, an 8 weeks journey, that includes even more inspiring and educational new online formats.

Free Virtual
Fishbowl Discussion

Innovations in
Competitive
and Market
Intelligence

March 15, 2023



**Register now for our free virtual Fishbowl Discussion
[Innovations in Competitive/Market Intelligence, Mar
15, 2023](#)**

**Or even [book a ticket](#) for our 2023 conference journey
including 5 events from April 20 to June 14, 2023**

16:30– Randomized Coffee Trial
17:00



Register now!

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

Remote Ticket Conference 2023	Price
Regular	390€
ICI Alumni	free
Country discount	195€

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, 2023.

Prior Conferences are available as recorded session upon request.

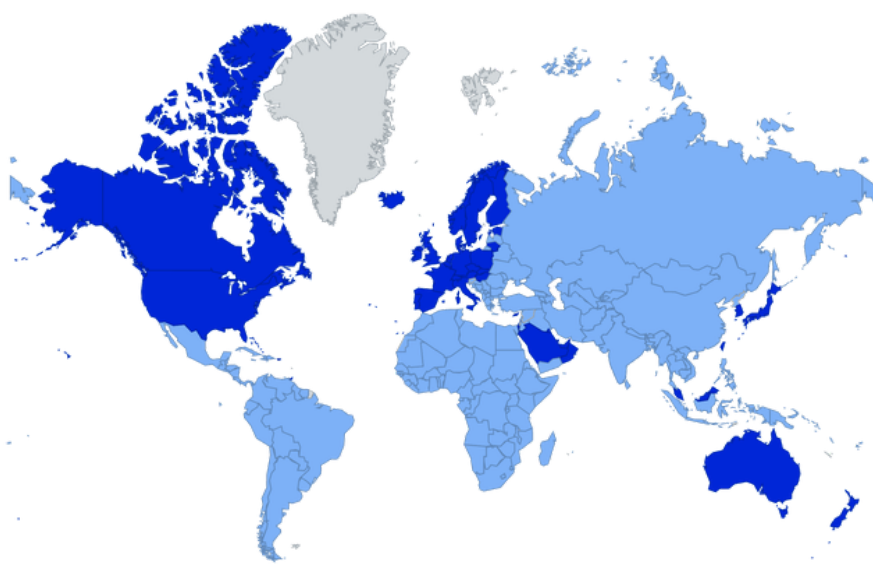
Available discounts

- **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).
