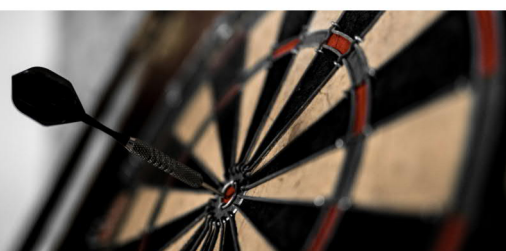




Competitive & Market Intelligence

Spring Conference ▶ Apr 8 - May 31

Advances in the Art and Science of Competitive/Market Intelligence



ICI's Spring Competitive & Market Intelligence Conference

7-Week Conference Journey

16th Edition

Competitive/Market Intelligence – 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 spring 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.

Next Session: [Panel Discussion: Beyond Porterian Analysis](#)

[Register now](#) for the complete conference journey!

Date	Event	Berlin Time	Add to my calendar
Apr 8	Panel Discussion: Beyond Porterian Analysis	14:30–17:00	ICS-File
Apr 13	Battle: Smart Tools for Effective CI/MI	14:30–17:00	ICS-File
Apr 28	Conference Day: 7 Conference Presentations	10:15–19:00	ICS-File
May 13	Barcamp: Best Practices in CI/MI Research	14:30–18:00	ICS-File
May 31	Case Challenge: Analysis of Competing Hypotheses (ACH)	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



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Panel Discussion: Beyond Porterian Analysis

April 8, 2022 – 14:30
(Berlin Time) – **Live Session**

14:30– 15:00 **Virtual Reception Talks: War Stories for Intelligence Analysis**

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

15:00– 16:30 **Panel Discussion: Beyond Porterian Analysis**

Do we need a new CI/MI analytical toolbox? Many analytical methodologies used in business and competitor analysis were developed some 40 years ago, such as Porter's 5-forces industry structure analysis, SWOT, and PEST among others. Hasn't the world changed considerably since these models were developed? Shouldn't there be more contemporary, innovative approaches to serve analytical needs? We'll discuss the following topics with experienced practitioners, academics, and industry experts.

- Strengths and weaknesses of traditional analytical models
- Improvements or alternatives to the traditional models that fit today's challenges better
- Most popular approaches that every CI/MI practitioner should be able to apply

Impressions from prior conferences



Panelists



Arthur Weiss - Aware, Faculty ICI



Ana Fagulha Almeida Senior Geopolitical Analyst, ApfAnalytics



Sergio Cuellar CI Professional - Ponti. Universidad Javeriana;



Bhabesh Ranjan Panigrahi, Chief Knowledge Officer, Grand View Research

16:30– 17:00 **Randomized Coffee Trial**

- Discuss the approaches with the experts.
- Exchange your ideas and experience with your favorite analysis models.
- Meet fellow practitioners and share experiences.



Battle: Smart Tools for Effective CI/MI

April 13, 2022 – 14:30
 (Berlin Time) – **Live Session**

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

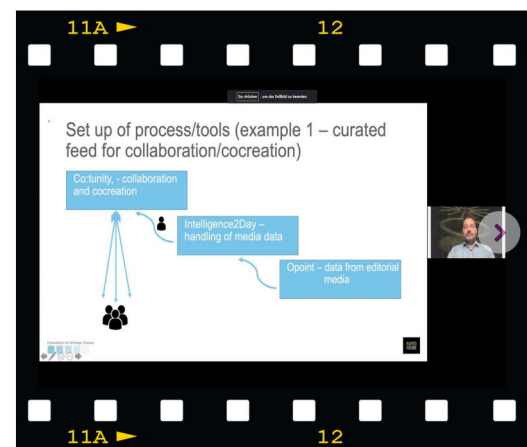
15:00– **Battle: Smart Tools for Effective CI/MI**
 16:30

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



Facilitator



Eric Elgersma, Consultant, Trainer, Author, Faculty ICI, Strategic Analysis Services BV

CI/MI Knowledge Management with a WIKI



Sascha Klamp, Innovation Management, TREFFERT GmbH & Co. KG

Graph Analysis with Siren



Steve Farrand - Competitive & Market Intelligence, Strategy & Planning Expert

Citavi – Knowledge Extraction for Analysis/Writing



Rainer Michaeli, Director, Institute for Competitive Intelligence

16:30– **Randomized Coffee Trial**

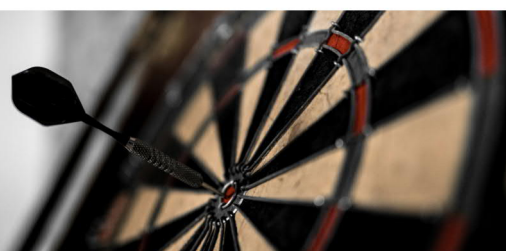
17:00 Chat about your favorite tool presented and exchange ideas on how to go beyond current practices.



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Preliminary Agenda - Conference Day

April 28, 2022 – 10:15
(Berlin Time) – **Live Session**

Time

All sessions will be available as recorded sessions, except networking sessions

10:15– 10:45 Virtual Reception

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

10:45–
11:00



Rainer Michaeli
Institute for Competitive Intelligence
Opening:

11:00–
12:00



Markus Ott
Festo SE & Co. KG
Keynote: Market Models and their Visualization via Dashboard

12:00–
13:00



Lilia Rusnac
Citi France
Practitioner Case: TBD

13:00–
13:30

Lunch Break

Randomized Coffee Trial

13:30–
14:30



Susann van der Heijden
Associated Weavers Europe N.V.
Practitioner Case: Competitor Strategy Analysis

14:30–
15:30



Ana Fagulha Almeida
apfAnalytics
Practitioner Case: Geospatial Intelligence for Competitive/Market Intelligence Analysis

15:30–
16:00

Evening Break

Randomized Coffee Trial

16:00–
17:00



Trip Krant

Founder, Data Intelligence startup in stealth

Best Practice Session: Building and Managing Primary-Source Intelligence Networks

17:00–
18:00



Carolyn Galvin

Affinity.co

Best Practice Session: Win Loss Programs: Your Secret Weapon to Capture Buyer and Competitor Intelligence

18:00–
19:00

Bob Franc

Competitor Strategy and Competitive Intelligence expert

Practitioner Case: Developing a Strategy to Integrate Competitive Intelligence into Company's Strategic Operations

19:00

End of Day



Bar-camp: Best Practices in CI/MI (Re)search 2022

May 13, 2022 – 14:30
(Berlin Time) – **Live Session**

14:30– Virtual Reception Talks: How to research in 2022?

15:00

Discuss new and innovative search tools and techniques with peers and like-minded professionals. Propose topics for the barcamp session. This session is a casual starting point for this exciting day!

15:00– Bar-camp:

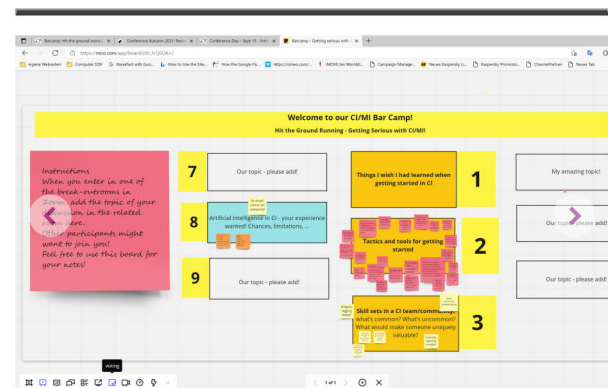
17:30 Best Practices in Competitive & Market Intelligence (Re)search 2022

How to do CI/MI (re)search in 2022?

- How do you as a CI/MI practitioner search in 2022? Are you satisfied with the next best result from Google or do you have sophisticated search strategies and search techniques?
- What are the best sources for your daily work, specific databases, news aggregators or service providers?
- Are there new and innovative tools for specific questions, like people search, spatial search, translations, transcriptions, etc.?

We're sure there are tons of interesting new approaches, tools, and techniques that weren't available some years ago. And it's pretty obvious that there's no single solution that fits all.

Impressions from prior conferences



Facilitators



Jonathan Gordon-Till,
Director Oxford Business
Intelligence, Lecturer ICI



Frank Mathot, Director
France - Institute for
Competitive Intelligence



Patrik von Glasow,
Lecturer ICI, Strategic
Communications Adviser

17:30– Randomized Coffee Trial

18:00

- Continue the discussion and plan the next steps to broaden your (re)search horizon.
- Create communities of practice.
- Find a mentor
- Or just listen to the war stories of veteran CI/MI experts.



Competitive & Market Intelligence

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Case Challenge: Analysis of Competing Hypotheses

May 31, 2022 – 13:30
(Berlin Time) – **Live Session**

13:30– Virtual Reception Talks: Decision-Making Under Uncertainty

14:00

When uncertainty is paramount most decision-makers feel let down by their intelligence staff. Let's network and casually discuss strategies to counter "unknowns" in our environments. Critical thinking approaches should provide a good starting point to gear up.

14:00– Case Challenge:

18:00 Analysis of Competing Hypotheses (ACH)

Often Competitive/Market Intelligence professionals face a specific challenge: Competing hypotheses prevent decision-making!

Uncertainty, biases, and information overload at least paralyze – and in a worst case even stall – decision-making.

How can we cut through uncertainty and provide a way forward?

Here the process – analysis of competing hypotheses (ACH) – provides a hands-on, proven concept!

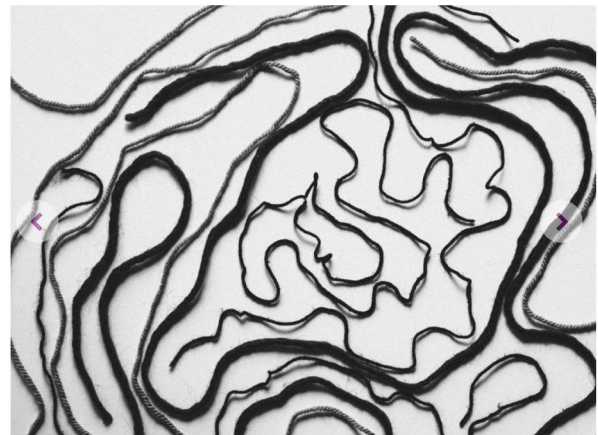
Once registered, participants will receive a case study describing a specific business situation, including some background information on the ACH methodology. Participants are asked to develop a solution to the questions at stake and submit their analysis.

During this process, an online forum will be available for the participants, where they can ask questions about the content and the ACH methodology. The challenge organizers will provide feedback for submissions and request that you prepare a presentation for our challenge day on May 31, 2022.

Participants who don't find time to work on the case upfront, will enjoy insightful applications of this ACH methodology!

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

Impressions from previous conferences



Facilitators



Rainer Michaeli,
Director, Institute for
Competitive Intelligence



Maj Gen Neeraj Bali
(Retd) Founder & CEO
LeadScape Advisors,
FacultyICI



Ursula Teubert Strategic
Advisor
Innovationworld.ch;
cross-ING AG



ICI's Autumn Competitive & Market Intelligence Conference

17th Edition

7 Weeks Conference Journey

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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 the spring and autumn conference 2022!](#)

Date	Event	Berlin Time	Add to my calendar
Sept 20	Panel Discussion	14:30-17:00	ICS-File
Sept 29	Smart tools Battle	14:30-17:00	ICS-File
Oct 6	Conference Day	10:15- 19:00	ICS-File
Oct 18	Barcamp	14:30-18:00	ICS-File
Nov 2	Analytical Case Challenge	13:30-18:00	ICS-File



Register now!

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

Remote Ticket Conference Spring 2022	Price	Remote Conference Ticket 2022 Spring and Autumn Conference	Price
Regular	390€	Regular	590€
ICI Alumni	free	ICI Alumni	free
Country discount	195€	Country discount	295€
Specific Live Event only Apr. 8, 13, May 13, 31	each 75€		

Available discounts

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

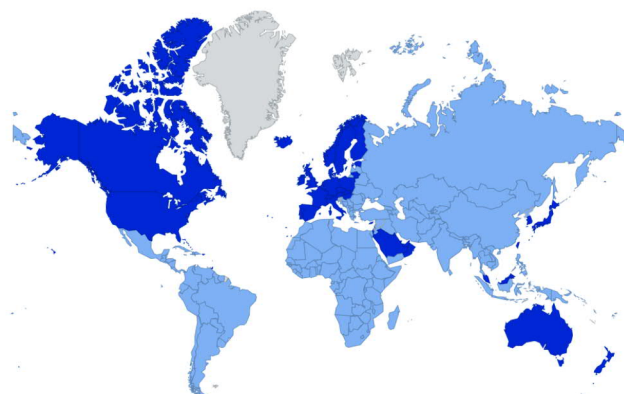
Multiple attendees (from one organisation) will receive a discount upon [request](#).

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

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 you 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 Aug 31, 2022.

Country Discount



Dark blue: Countries with regular prices

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