



ICI's Conferencing 2.0 in 2021 – 10 Weeks Interactive 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 autumn conference 2021 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.

Date	Event	Time	Add to my calendar
Aug 18	Meet&Greet (free of charge)	14:30-16:45	ICS-File
Aug 25	Panel Discussion: Critical Thinking for Strategic Intelligence	14:30-17:00	ICS-File
Sept 7	Battle: Smart Tools for Effective CI/MI	14:30-17:00	ICS-File
Sept 15	Conference Day: 9 Presentations, 2 Tracks, ICI-Talks	08:30-17:00	ICS-File
Sept 29	Barcamp: Hit the Ground Running - Getting Serious with CI/MI	14:30-18:00	ICS-File
Oct 5	Analytical Case Challenge: Market Volume Predictions Under Uncertainty	13:30-18:00	ICS-File
Oct 20	Final Recap	14:30-16:30	ICS-File



Competitive & Market Intelligence

Autumn Conference Aug 18 - Oct 20

Advances in the Art and Science of Competitive/Market Intelligence



Preliminary List of Speakers (Autumn 2021)



Fouad Benyoub

Director of Competitive Strategy
Everbridge

Canada

Impulse Speech:

Competition is the Solution
- How some Companies Prevail and Dominate Fiercely Competitive Markets



Ursula Teubert

Strategic Advisor

Innovationworld.ch; cross-ING AG

Switzerland

Best Practice Lesson:

Thinking Methods as a lever of quality in CI and Innovation Methods



Carlos Rafael Batista Matamoros

Professor

University of Holguín

Cuba

Impulse Speech:

Competitive Intelligence as a Key Success Factor in the Management of Educational Institutions



Joana Lenkova

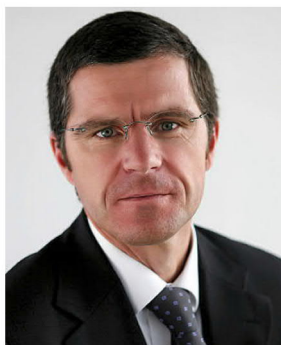
Strategic Foresight Director

Futures Forward

United Kingdom

Best Practice Lesson:

Think Like a Futurist: Strategic Planning for Uncertain Times



Markus Ott

Market and Competitive Foresight
Festo SE & Co. KG

Germany

Practitioner Case:
How to create Market Models and their Visualization via Dashboards



Sergio Cuellar

CI Professional - Ponti. Universidad Javeriana;
PHD Student - Universidad Complutense Madrid
Colombia

Academic Session: Role of Knowledge Appropriation over Absorptive Capacity: A Bibliometric Perspective



Dr. Ghulam Ali Arain

Associate Professor

United Arab Emirates University

United Arab Emirates

Impulse Speech:

Knowledge Hiding in CI&MI



Tracy Berry

Director Competitive Strategy
Automation Anywhere

United States

Software Tool Battle: Smart Tools for Effective CI/MI



Rainer Michaeli

Director

Institute for Competitive Intelligence

Germany

Panel Discussion



Prof. Dr. K. Solberg Soilen

Professor

Halmstad University

Sweden

Moderation Academic Track



Jonathan Gordon-Till

Director

Oxford Business Intelligence

United Kingdom

ICI - Interact, Challenge

Inspire - **Talks:**



Hellen Hollemans

Senior Advisor, Comp.

Intelligence for IT

Formerly Shell

Netherlands

Practitioner Case:

Evolution, Not Revolution: A

CI Practitioners Guide to

Change an Organisational

Mindset



Peter Gloor

Research Scientist

MIT Center for Collective Intelligence

Switzerland

Best Practice: Leveraging

Creative Swarms for

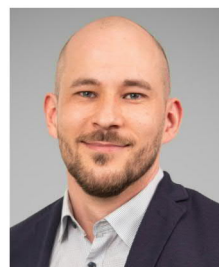
Competitive Intelligence



Prof. Ralf Wagner -
Professor - University of
Kassel



Marius Ackerman - CEO M-
Insights Group



Ole Donner, Officer,
Intelligence Analysis
Professional, Military
Academy of the German
Armed Forces



Eric Elgersma, Consultant,
Trainer, Lecturer, Author,
Strategic Analysis Services
BV



Trip Krant - Founder, Data
Intelligence startup in
stealth



Ralitsa Popova, Founder,
Rubinlake



Zaven Gabriel, Product
Marketing, Seegrid



Kenan Mahmutoglu,
Competitive/Market
Intelligence Professional
formerly Özkanlar Group



Rom Gayoso, Editor In
Chief at International
Market & Competitive
Intelligence Magazine



Christina Sterenborg, Head
of Knowledge & Information
Management B2B,
Deutsche Telekom



Toufik Achoui, Oil and gas
industry CI practitioner,
Malaysia



Amir Fleischman,
Managing Director, Cicom
Global



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Meet & Greet - August 18, 2021


- Join us for this free session to see what the conference is all about.
- Meet old CI/MI buddies and make new friends.
- Learn about new trends and innovations and share your ideas;

You can register by sending an email to conference@competitive-intelligence.com, we are looking forward to seeing you on August 18!




Time

14:30- 15:00 **Ice-Breaker Session**
Network with peers and like-minded professionals.

15:00- 15:15  Rainer Michaeli
Institute for Competitive Intelligence
Opening: The New Conference Format 2021

- Learn about (ICI's) innovative conferencing concepts.
- Get a feel for advanced online collaboration.
- See how this conference journey can support your career aspirations.

15:15- 15:45  Jonathan Gordon-Till
Oxford Business Intelligence
ICI-Talks: Introduction to New Networking Formats

- Learn about new online collaboration formats like ICI-Talks.
- Propose your favorite ICI-Talks topics in the new online collaboration tool MIRO.

15:45- 16:00 **Randomized Coffee Trial**
Connect to new peers in random groups and chat in an informal and open setting.

16:00-
16:45



Rainer Michaeli
Institute for Competitive Intelligence

- Live introduction of speakers and topics.
- Get connected to speakers and peers.
- Learn about new innovative topics and trends in CI/MI.

16:45-
17:00

Randomized Coffee Trial

Have a live chat with the speakers and peers. Exchange your ideas and experiences about your favorite conference topics.



Critical Thinking for Strategic Intelligence

Aug 25 - 14:30 Berlin Time

14:30- Ice-Breaker Session

15:00

Network with peers and like-minded professionals about pitfalls and experiences in strategic intelligence. Meet old buddies and make new friends.

15:00- Panel Discussion:

16:30

Critical Thinking for Strategic Intelligence

"Critical thinking" is essential for superior intelligence. While this practice is well developed in national and military intelligence, in competitive/market intelligence it seems to be somewhat neglected.

In fact critical thinking for strategic intelligence is a structured analysis approach. It includes double-checking information sources and hypotheses and creating a consistent story.

Our panelists will discuss their experience in strategic intelligence

- What are the most efficient critical thinking approaches?
- Implementation of "strategic intelligence" in corporate business processes
- Career paths and competence build-up

And many more questions that our audience can pose in this live event.

Panelists



Ole Donner, Officer, Intelligence Analysis Professional, Military Academy of the German Armed Forces



Eric Elgersma, Consultant, Trainer, Lecturer, Author, Strategic Analysis Services BV

Toufik Achoui, Oil and gas industry CI practitioner, Malaysia



Christina Sterenborg, Head of Knowledge & Information Management B2B, Deutsche Telekom



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



Facilitator



Rainer Michaeli is an internationally recognized competitive intelligence (CI) professional. After graduating as an aeronautical engineer from the University of Brunswick, Germany, he worked as a systems and project engineer in the defense industry. Upon completion of an MBA at INSEAD, France, he worked as a Marketing Manager in the IT industry.

In 1993 Rainer Michaeli set up DIE DENKFABRIK GmbH, an international consultancy that specializes in competitive intelligence services. In 2004 he founded the Institute for Competitive Intelligence (ICI), a major global competitive intelligence education provider, of which he is the Managing Director. He is also an adjunct lecturer in CI at the University of Darmstadt.

In addition, Rainer Michaeli founded the leading German CI society, Deutsches Competitive Intelligence Forum, where he is a dedicated board member. In acknowledgment of his achievements in propagating competitive intelligence he has received awards such as Catalyst and Fellow from SCIP (Strategic and Competitive Intelligence Professionals), where he was a board member from 2003 to 2005.

Rainer Michaeli's text book "Competitive Intelligence" published in 2005, achieved instant acclaim and became a Financial Times Germany TOP 3 best seller.



16:30- 17:00 Randomized Coffee Trial

- Discuss the approaches with the experts.
 - Exchange your ideas and get advice how to get to the next level in strategic intelligence.
 - Find fellow practitioners and share experiences.
 - Find a mentor for your career in strategic intelligence.
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Smart Tools for Effective CI/MI

Sept 7 - 14:30 Berlin Time

14:30- Ice-Breaker Session

15:00

Network with peers and like-minded professionals about tools, ideas, 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.



Tools can be software, services, databases or communities either solving or simplyfying a typical CI/MI task, e.g. organization of research projects, data visualization and analysis, website monitoring, social media analysis/monitoring, project management, creativity tools, document management, knowledge management, text mining/analysis, patent analysis, reporting/dissemination tools, network analysis, geointel tools, databases, resource indices.

Tools / Practitioners (Preliminary List)

[Kumu.io](https://kumu.io)
Network
Analysis



Trip Krant - Founder, Data Intelligence startup in stealth

CRM as
a CI tool



Tracy Berry, Director Competitive Strategy, Automation Anywhere

Tableau
for CI/MI



Ralitsa Popova, Founder, Rubinlake

Trade Databa-
ses



Kenan Mahmutoglu
Competitive/Market Intelligence Professional
formerly Özmanlar Group

Maltego



Amir Fleischman,
Managing Director, Cicom Global

How to showcase your favorite tool?

- Simply send a short email to conference@competitive-intelligence.com by August 20th 2021.
 - Indicate your preferred tool. Make sure you can present the tool in this session in a meaningful way to your fellow professionals.
 - Presenters must be practitioners who use these tools for CI/MI tasks – software vendors are not eligible for this session.
 - All accepted presenters will get a free ticket to our conference.
-

16:30- Randomized Coffee Trial

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

Benefits

- Learn about smart tools from CI/MI practitioners
- Pick up ideas for your personal efficiency-boosting choices.
- Get inspired by peers



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Preliminary Agenda - Conference Day - Sept 15

Time

All sessions are available as recorded sessions, except networking sessions

Practitioner Track

Academic Track

08:00-08:30 Ice-Breaker Session

08:30-09:00



Rainer Michaeli

Institute for Competitive Intelligence

Opening:

09:00-09:45



Markus Ott

Festo SE & Co. KG

Practitioner Case: How to create Market Models and their Visualization via Dashboards

09:45-10:15 Jonathan Gordon Till: Introduction to ICI Talks & Networking Formats
 Randomized Coffee Trial

10:15-11:15



Ursula Teubert

Innovationworld.ch; cross-ING AG

Best Practice Lesson: Thinking Methods as a lever of quality in CI and Innovation Methods



Dr. Ghulam Ali Arain

United Arab Emirates University

Impulse Speech: Knowledge Hiding in CI&MI

11:15-12:15



Joana Lenkova

Futures Forward

Best Practice Lesson: Think Like a Futurist: Strategic Planning for Uncertain Times



Peter Gloor

MIT Center for Collective Intelligence

Best Practice: Leveraging Creative Swarms for Competitive Intelligence

Practitioner Track

Academic Track

12:15 Sponsor Rooms

Randomized Coffee Trial

13:15-
14:30



Jonathan Gordon-Till

Oxford Business Intelligence;
ICI-Faculty

[ICI - Interact Challenge Inspire - Talks](#)

14:30-
15:30



Helen Hollemans

formerly Shell

Practitioner Case: Evolution, not Revolution: A CI Practitioners Guide to Changing an Organisational Mindset



Carlos Rafael Batista Matamoros

University of Holguín

Impulse Speech: Competitive Intelligence as a Key Success Factor in the Management of Educational Institutions

15:30 Randomized Coffee Trial (Track 1)

16:00-
17:00



Fouad Benyoub

Everbridge

Impulse Speech: Competition is the Solution - How some Companies Prevail and Dominate Fiercely Competitive Markets



Sergio Cuellar

Pontificia Universidad Javeriana;
Universidad Complutense Madrid

Academic Session: Role of Knowledge Appropriation over Absorptive Capacity: A Bibliometric Perspective

17:00 End of Day



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Hit the Ground Running - Getting Serious with CI/MI

Sept 29 - 14:30 Berlin Time

14:30- Ice-Breaker Session

15:00

Network with peers and like-minded professionals about your experiences in your CI/MI function.

15:00- Barcamp:

17:30

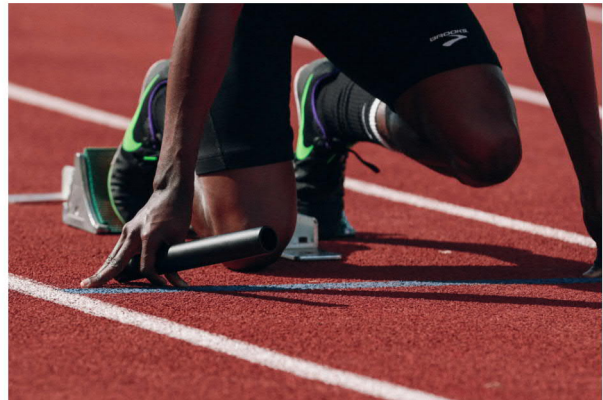
Hit the Ground Running - Getting Serious with CI/MI

What does it take to run successful CI/MI operations in your company? This is one of the critical questions many of our participants want to learn about. As there's no single answer to this question, we'd rather provide a barcamp session for those who want to delve into this topic.

In a barcamp (or unconference), participants – i.e. you – set the agenda and drive the meeting. In facilitated yet in-depth discussions, you'll engage with peers.

Topics can include, but are not limited to:

- Setting up CI/MI centers
- Evangelism for CI/MI
- Key performance indicators for successful CI/MI operations
- Career planning for CI/MI



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

We're calling on all conference participants – beginners as well as seasoned professionals – to join this barcamp!

Benefits

- Learn how to be successful in a CI/MI function.
- Propose and vote for your own topic(s) maximize your own learnings.
- Learn how to use informal sessions like a barcamp to drive CI/MI in your own company.
- Experience how a whiteboarding tool like Miro enables remote group work in a simple and effective way.

Facilitators



Tracy Berry, Director
Competitive Strategy,
Automation Anywhere



Zaven Gabriel, Product
Marketing, Seegrid

17:30-18:00 Randomized Coffee Trial

- Continue the discussion and plan next steps to get more successful in your CI/MI function
 - Discuss individual career plans and get connected to fellow practitioners.
 - Find a mentor
 - Or just listen to the war stories of veteran CI/MI experts.
-



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Market Volume Predictions Under Uncertainty

Oct 5 - 13:30 Berlin Time

13:30- Ice-Breaker Session

14:00

Network with peers and like-minded professionals on how to forecast market volumes in your own industry.

14:00- Analytical Case Challenge

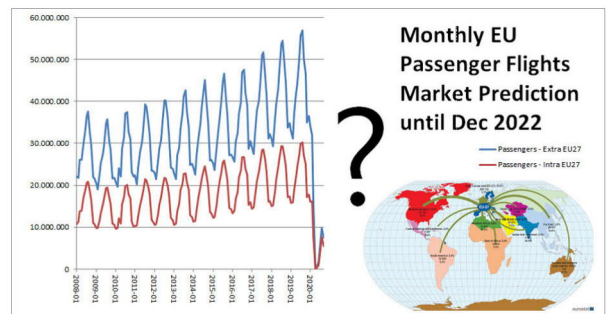
18:00

Market Volume Predictions Under Uncertainty

"It's tough to make predictions, especially about the future."

Yogi Berra

We're living in uncertain times. Whether disruptions (such as the COVID pandemic) or volatile, uncertain, complex and ambiguous (VUCA) markets – the prediction of market volumes is a major challenge for any CI/MI professional! Hence, ICI's next analytical conference challenge is the prediction of the market volume for EU passenger flights until December 2022.



A case study will bring you up to speed with the background of EU passengers flights and prediction approaches. During this challenge we'll work in groups.

- Each group will work on several competing prediction approaches
- A group facilitator will supply know-how about prediction methodologies – however each group will select and apply approaches that it prefers.
- Groups will then present their predictions and a rationale for their choices. The pros- and cons of the various approaches will then be discussed.
- Finally a jury will announce the winning team.

Your Benefits

- Learn how to select prediction approaches.
- Apply some approaches to a real life challenge.
- Exchange your ideas with peers. Put your preferred prediction approaches to the test.
- Connect with your peers and experts, and make friends while working on a business case.

Facilitators



Rainer Michaeli,
 Director, Institute for
 Competitive Intelligence



Rom Gayoso, Editor In
 Chief at International
 Market & Competitive
 Intelligence Magazine



Agenda - Final Recap: Oct 20, 2021



Time

14:30- Ice-Breaker Session

15:00

Network with peers and like-minded professionals.
Review your conference journey and plan how to proceed with your learnings after the conference.

15:00-

15:15



Rainer Michaeli
Institute for Competitive Intelligence

- **Review of the conference journey**
 - **Best Speakers Awards**
-

15:15-

16:00



Jonathan Gordon-Till
Oxford Business Intelligence

- **ICI-Talks: Summary of the ICI Talks Sessions**
Including breakout rooms discussion.
- Review the results and see how they fit into your own experiences.
- Discuss how to go ahead regarding the selected topics.

16:00-
16:30

Open Feedback Round + Farewell Breakout Session

- Reflect your own learnings during the conference journey. What can you use or apply directly? What is just nice to have? What needs a deep dive?
 - Exchange ideas and plans with your fellow attendants and experts. In some cases you might join forces in other cases you might simply exchange some articles, literature or tips and tricks via the conference forums.
 - Rate our conference formats and propose improvements.
 - Keep in touch and exchange contact details.
-



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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2021 International Conference



Register now!

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

Remote Conference Ticket Autumn 2021	Price	Available discount
Regular	490€	<ul style="list-style-type: none"> • ICI Alumni: graduates of ICI certificates (lifelong discount). • ICI loyalty discount: participants of ICI workshops or conferences, within the last 3 years. • Academics: full time professors and students. • Country discount: resident in one of these countries.
ICI Alumni/Loyalty discount	390€	
Country discount	245€	
Academics	245€	

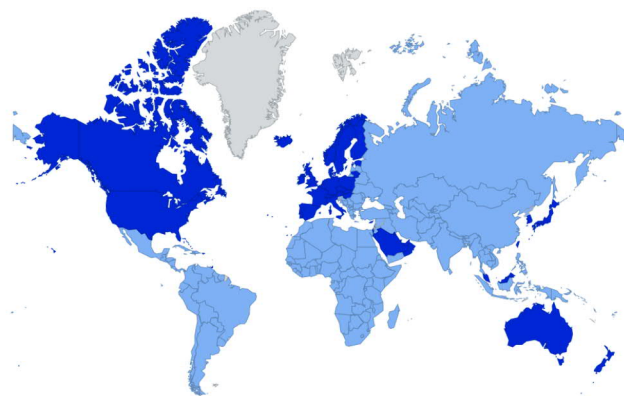
Multiple attendees (from one organisation) will receive a discount on [request](#).

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

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 Dec 31, 2021.

Country Discount



Dark blue: Countries with regular prices

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

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