



## Unique Case Studies, to change your Competitive / Market Intelligence Perspective!

### Call for Speakers

#### 1. About ICI's Conferences

Since its foundation in 2004, the Institute for Competitive Intelligence (ICI) has enjoyed its reputation as a leading education, training, and certification institution. More than 4,500 professionals have attended our innovative workshops and trainings.

Our annual international Competitive/Market Intelligence (CI/MI) conference is well established and renowned for its quality, relevance, and originality. Around 100 international participants, mainly corporate practitioners from various industries, attend this conference year after year. **The COVID-19 pandemic forced everyone to look for new ways to organize conferences. And so have we, we have changed the format to an online one – twice a year and stretched the conference in a journey over weeks with several interactive sessions.**

Our goal is to advance the CI/MI discipline and hence provide a unique learning and knowledge exchange experience for all conference attendees alike. This goal is supported by our new learning platform that enables you to explore and review all recorded sessions, slides, templates, assignments - at your own pace - and at the time of your choice. Hence you can choose to join the live remote events and/or explore the contents in our learning platform. We also extended the conference by the additional Meet&Greet and Final Recap session, and provide bi-weekly networking focussed sessions during our Warm-Up and Cool-Down Phase to enable direct exchange and knowledge transfer for our participants.

We encourage all CI/MI practitioners, professionals from related professional disciplines and academia as well as forward-thinking professionals to respond to this call. Academics with case study-based sessions are welcome! For theoretical work there will be an autumn conference organized in cooperation with 3 peer-reviewed academic journals.

Our conference motto: Unique case studies, to change your CI/MI perspective!

The three selection criteria for your proposals are **uniqueness**, **innovativeness** and **relevance** to CI/MI professionals. A double-blindfold selection process guarantees that all submissions adhere to these criteria. Thanks to rigorous speaker coaching, the ICI assures that presentations will be professionally delivered.

The ICI whole-heartedly invites you to send us your submission to be part of our conference!

#### Important Dates

- **February 15** - Deadline for submission of proposals for the Spring Conference
- **July 15** - Deadline for submission of proposals for the Autumn Conference



## 1.1. Conference Session Formats

### Practitioner Case Studies

These are presentations by company/corporate practitioners where a specific business challenge is presented and solutions are proposed. Presentations must be based on real-life situations within a corporate environment. Confidential information can be disguised to prevent disclosure and assure anonymity.

### Impulse Speeches

Interactive impulse speeches challenge the mindsets of participants and invite people to think out of the box. These speeches involve audience participation through interactive dialog relating to the topic. Typically, impulse speeches include assigning tasks (group work, role plays ...) to the audience. Impulse speeches may include presentation media (audio, video, electronic white boards, ...). They should introduce innovative CI/MI methods, innovative tools, leverage on trends, or provide advice regarding new approaches or new trains of thought within CI/MI. Alternatively, they might provide training on specific skills needed to excel in CI/MI. Topics that are not mainstream to CI/MI are also welcome.

### Best Practice Presentations

Best practice presentations introduce (innovative) methods and skills needed by CI practitioners. Presentations need to describe these methods and skills using practical examples that are directly applicable to the day-to-day operations of practitioners. Presenters should also provide checklists, templates and frameworks, assignments, and literature lists that enable the attendants to apply the introduced methods. Any such materials will be distributed to participants.

## 2. Benefits and Obligations for Conference Presenters

### 30-minute sessions followed by 10 minutes of Q&A and 10 minutes networking event

Presenters will receive:

- a complimentary ticket to the conference, including all surrounding events
- Furthermore, the primary presenter will receive an additional free conference ticket for a company colleague. This ticket cannot be transferred to anyone outside the primary speaker's company.
- Potential co-presenters will receive no other benefits than a complimentary conference ticket.

Presenters Obligations:

- Present their topic at the conference day via Zoom, our video-conference system
- Agree that the session will be recorded and made available through ICI's learning platform.
- Introduce their topic very shortly (2-3 min) at the Meet&Greet session or agree that the introduction is recorded 8 weeks in advance of the conference (if presenter is not available at the Meet&Greet).

## 3. Proposal Submission

Submit your proposal(s) to [conference@competitive-intelligence.com](mailto:conference@competitive-intelligence.com).

All submissions received must not have been or be intended for publication elsewhere, nor must they be submitted to another conference before the review notification date of this conference.

- Once selected, the speakers agree that they will not deliver their presentations (or derivatives hereof) at CI/MI conferences throughout the year of the conference. In case of doubt, mention any commitments with other organizers as part of your submission.



- If a speaker's employment situation is set to change prior to the conference, please mention this in your submission. In case of a change in your employment situation after submission but prior to the conference, the conference organizers may reject your presentation approval. Therefore, provide advance notice of any upcoming changes.

Presentation proposals should be submitted to [conference@competitive-intelligence.com](mailto:conference@competitive-intelligence.com).

Please make sure to include the following sections:

- 1) Speaker name, academic title, company
- 2) Link to your LinkedIn profile, if any (not a prerequisite for successful submission!)
- 3) Session title
- 4) Session format (if applicable, you can propose multiple sessions)
  - a. Practitioner Case Study
  - b. Impulse Speech
  - c. Best Practice Lesson
- 5) Session abstract (max. 250 words)
- 6) Three key takeaways for the attendants
- 7) Speaker picture (portrait, min 780x960 pixel, preferably a light background) as jpg or png file.
- 8) Speaker bio (max. 150 words)
- 9) Indication of the target participant's CI/MI experience (pick only one!):
  - Beginner up to 1 year of CI experience
  - Intermediate 2-5 years of CI experience
  - Advanced more than 5 years of CI experience
- 10) Has the session been presented before? If yes, when and where?
- 11) Are there any confidentiality issues for your presentation?
- 12) Availability for an interview, if we need to ask for more details on the presentation (via Zoom or Skype)
- 13) Are you willing to take on additional roles during the conference such as panel member in an expert panel, jury member for our ICI Challenge, or facilitator in our ICI-Talks?

#### **4. Institute for Competitive Intelligence (ICI)**

If you want to know more about the conference organizer and its annual conference, please contact:

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