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

Call for Speakers and Workshop Trainers

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 4,000 professionals have attended our innovative workshops and trainings.

Since 2007, our annual international Competitive/Market Intelligence (CI/MI) conference is well established and renowned for its quality, relevance, and originality. Around 140 international participants, mainly corporate practitioners from various industries, attend this conference year after year.

Our goal remains that we want to advance the CI/MI discipline and hence provide a unique learning and knowledge exchange experience for all conference attendees alike. Traditionally, the ICI's conferences include an academic track, where state-of-the-art research topics provide inspiration and challenge today's CI/MI methodologies. Pre- and post-conference workshops (May 11 and 14) will provide intense, hands-on training opportunities as half-day and full-day events.

Our conference provides a lively platform for direct exchange and knowledge transfer for our participants. Besides mainstream CI/MI practitioners, we encourage professionals from related professional disciplines and academia as well as forward-thinking professionals to respond to this call.

1.1. Selection Criteria

This years' conference motto is **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 submit to our conference!

1.2. Conference Tracks 2020

Each year we announce special foci ("tracks") within our conference. Submissions for these foci are especially welcome, while all other submissions are encouraged as well.

Pharma, Bio Tech and Health Care Track

How can CI/MI support companies facing disruptions such as health care and pharma innovations, changing patient needs ("self-medication"), emerging competitors, and new regulatory uncertainties (pay-for-performance, market access, etc.)? We encourage presentations that showcase industry-specific challenges and solutions.

Manufacturing Track (e.g. mechanical engineering, chemical, automotive)

Many trends impact traditional industries such as mechanical engineering and automotive. Digital transformation, Industry 4.0, and new digital services dominate recent discussions upon the need for change. How does CI/MI help to navigate companies through a changing competitive landscape in such an industry?

Digital Disruptors, IT & Services Track

What's next when it comes to the identification and assessment of industry disruptions caused by emerging digital technologies? How does your company organize early warning, scenarios, or other future foresight methodologies for these threats and opportunities?

Scientific Track: Collective Intelligence

Our conference has traditionally included a scientific track presenting state-of-the-art research topics that will inspire and challenge today's CI/MI methodologies. Topics and origin of research can come from any research field, as long as the research results have an impact on the CI/MI discipline.

The scientific track under the guidance of the editors of the Journal of Intelligence Studies in Business (JISIB).

The call for the scientific track can be found under:

www.competitive-intelligence-conference.com

1.3. Publication Opportunities through JISIB

As an extra benefit for our speakers, scientific work and innovative practitioner cases can be published by the ICI's scientific partner publication, the Journal of Intelligence Studies in Business (JISIB) that is indexed by Web of Science. If you intend to send us such a publication, your submission will be peer-reviewed by editors and reviewers of the Journal of Intelligence Studies in Business (for more information on the JISIB and submissions guidelines, see www.jisib.com).

1.4. Conference Session Formats (May 12 or 13; 50 minutes each)

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, flip charts, pin 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.

Scientific Presentations (see additional call)

Scientific presentations include contemporary and innovative results from scientific research related to Competitive and Market Intelligence. Both academics and practitioners are welcome to submit their proposals.

Workshop Formats (May 12 or 13; half day or full day)

The ICI seeks proposals for innovative, hands-on (half-day and full-day) workshops. Workshops should be highly interactive and engaging. Topics can range from "standard" topics (such as "Research techniques in social media for CI") to exotic topics stemming from other professions, but with relevance to CI/MI (such as "Storytelling techniques to convince juries"). Typically, workshops incorporate elements from PPT presentations as well as practical assignments. Content can target practitioners from beginner to advanced ("expert") level.

2. Benefits for Conference Presenters (May 12 or 13)

40-minute sessions followed by 10 minutes of Q&A

Presenters will receive:
- a complimentary registration to the conference (May 12 and 13)
- a fee to cover travel expenses and accommodation
  - € 200 if resident in Germany or a neighboring country
  - € 400 if resident in the rest of Europe
  - € 600 if resident in the rest of the world

- 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 registration.

3. Benefits for Conference Workshop Trainers (May 11 or 14)

Workshop trainers will receive:
- a complimentary registration for the conference (May 12 and 13)
- a fee depending on the number of actual participants
  - For 5-10 participants: € 1,000/500 (full day/half day)
  - For 10-15 participants: € 1,500/750 (full day/half day)
  - For 15-20 participants: € 2,000/1,000 (full day/half day)

4. Proposal Submission

Submit your proposal(s) to 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 2020. In case of doubt, mention any commitments with other organizers as part of your submission. Bear in mind that the conference organizers might cancel your presentation approval if you intend to deliver your presentation in 2020 at

other CI/MI conferences – without refunding any expenses that you may have incurred already prior to the conference.

- 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 as one single pdf file to conference@competitive-intelligence.com. 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
   d. Scientific Presentation
   e. Workshop (indicate full day or half day and preferred date)
5) Session abstract (max. 250 words)
6) Explain shortly why your session is unique, innovative and relevant for CI/MI professionals
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 gotomeeting or Skype)
13) Are you willing for a video recording of your presentation to be made? Details will be agreed upon in a separate contract. (Not a prerequisite for a successful submission!)
14) Are you willing to do a 45-minutes webinar on the topic to promote your contribution? (Not a prerequisite for a successful submission!)
15) Are you willing to be take additional roles during the conference such as panel member in an expert panel, jury member in our ICI Challenge, facilitator in our ICI-Talks.

5. Important Dates

- **July 26, 2019:** Call for speakers published

- **October 13, 2019:** Deadline for submission of proposals

- **November 17, 2019:** Announcement of speakers

- **March 31, 2020:** Deadline for print-ready presentation

6. 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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