



7th International Competitive Intelligence Conference 2015

Hotel Hilton, Strasbourg
France
March 25-26, 2015

About the Conference

Competitive and Market Intelligence as a Booster for Innovation

How can competitive intelligence and market intelligence (CI/MI) help companies stay ahead of innovation? The interdisciplinary nature of innovation implies that is not sufficient to master research within your own domain. Leading researchers combine state-of-the-art know-how from different domains into interdisciplinary research networks.

Competitive and market intelligence can effectively support innovation management by continuously monitoring, collecting and assessing useful knowledge from outside the company. Out-of-the-box thinking techniques can drive creativity within the organization. CI/MI also offers tools to identify and assess the market demand and competitive advantage of potential innovations at an early stage.

This conference will show how to integrate CI/MI, product development, product management and knowledge management into an effective innovation management framework by

- Transforming the entire organization into virtual intelligence analysts
- Integrating innovation management with good intelligence practices
- Modifying radar screen process of an organization to anticipate disruptive innovation
- Aligning information management and innovation professionals' interaction to look ahead and foresee value substitution and disruptive innovation
- Technology scouting, technology management, reengineering and benchmarking, competitive technical intelligence
- Using online databases and information services to drive Innovation
- Intelligence tools and techniques within innovation management, e.g. Digital Intelligence/Social Media Analysis, Patent Intelligence/Intellectual Property, Knowledge Management

Beside this focus further topics include but are not limited to:

- Organization of CI units (including cooperation with other divisions of the business)
 - a. Personal effectiveness for the CI professional
 - b. External and internal networking, knowledge communities
 - c. Skills needed in CI/MI (e.g. communication, creativity, analysis, ...)
- Experience from applying specific analytical tools and techniques
 - a. Country/region specific case studies and surveys
 - b. Industry specific CI/MI cases and surveys
 - c. M&A case studies
 - d. CI/MI Intelligence Research
 - e. CI/MI Analysis methods
- HR management in a CI/MI context



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- Psychology of Intelligence (analysis), Critical Thinking
- Teaching intelligence
- Business strategy development
- Influence & lobbying in the CI context

Five Different Session Formats Will Maximize your Learning Experience

Corporate practitioners will share their experience gained from their projects in our **Practitioner Case Studies**. Passionate CI/MI experts will challenge your mindsets in inspiring **Impulse Speeches** and experienced CI practitioners will give you a deeper understanding of key CI methods and techniques. Learn with and from your peers in our **Global Village networking event** and explore the experts' views on current CI topics in our **Expert Talks**. Meet CI/MI service providers that show how you can save time and money. Learn about powerful tools that can automate standard CI/MI tasks in our **Tutorial Presentations**. Finally our **Scientific Research track** offers a look into the science of new work in the field of competitive and market intelligence. The scientific track is supported by the editors of the Journal of Intelligence Studies in Business (JISIB), indexed by SCOPUS.

Practitioner Case Studies

Presentations by company/corporate practitioners where a specific challenge is described and its solutions are brought forward. Presentations must be based on real-life situations within a company. Confidential information can be disguised to prevent disclosure and ensure anonymity.

Impulse Speeches

Interactive impulse speeches will challenge your mindset and invite you to think out-of-the-box. These speeches involve audience participation in an interactive dialog about the topic, by asking questions or assigning tasks (exemplary tasks, group work, role plays ...). Impulse speeches may include media (audio, video, flip charts, pin boards ...). They should introduce new and innovative methods, tools, trends or a perspective on CI/MI. Alternatively they might be aimed at providing training for skills that are needed in CI/MI. Topics that are not mainstream CI/MI are also welcome.

Best Practice Lessons

Applicable lessons by CI practitioners to introduce methods and skills needed by any CI practitioner. The presentation needs to describe these methods and skills using practical examples that are directly applicable. These should be supplemented by checklists, templates and frameworks, assignments, and literature lists that enable the attendants to apply the methods at least to an introductory level after attending the session. These materials will be distributed to participants along with the conference handouts.



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Tutorial Presentation

Company and tool presentations from vendors (software and services) are CI/MI case studies that show solutions from dedicated CI/MI service providers and software vendors. The tutorials will focus on solutions to real world CI problems, rather than features of the software and services.

Scientific Research Track:

Intelligence studies for better innovation:

Scientific research papers on competitive intelligence issues (must be original papers, not previously published). Applied scientific research papers (cross fertilization of tools, techniques and/or methodologies from related scientific fields). The methodologies presented must be innovative within the field of competitive intelligence. All papers will be peer-reviewed by editors and reviewers of the Journal of Intelligence Studies in Business (JISIB). The best scientific papers from the conference will be selected for publication in a special issue of JISIB on intelligence studies and innovation. JISIB is indexed by SCOPUS. For more info about JISIB format see

<https://ojs.hh.se/index.php/JISIB/about/submissions#authorGuidelines>

Venue and Registration Fee

All detailed information regarding conference fees, the hotel and registration is available at:

<http://conference2015.competitive-intelligence.com>

Important dates

May 31, 2014: Call for speakers published

August 30, 2014: Deadline for submission of proposals (prolonged)

September 31, 2014: Notification and announcement of speakers

December 31, 2014: End of early bird registration

February 1, 2015: Deadline for print-ready presentation



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Call for Papers

Call A: Practitioner case studies

Presentations by company/corporate practitioners where a specific challenge is described and its solutions are brought forward. Presentations must be based on real-life situations within a company. Confidential information can be disguised to prevent disclosure and ensure anonymity.

- Session length: 40 minutes + 10 minutes questions and answers
- Session language: English

Presenters will receive:

- a complimentary registration to the conference (March 25-26, 2015)
- an honorarium to cover travel expenses and accommodation
 - € 250 residence in Germany, France, Switzerland
 - € 500 residence in Europe
 - € 750 residence rest of world

Presentation proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Speaker bio and current occupation (max. 150 words)
- 6) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 7) Has the session been presented before? (if yes, when and where?)
- 8) Any confidentiality issues for the presentation?

We may select your topic for an optional webinar before the conference starts to promote the conference. You will also be able to link to and use this webinar for promotional purposes.



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Call B: Impulse speeches

Interactive impulse speeches will challenge your mindset and invite you to think out-of-the-box. These speeches involve audience participation in an interactive dialog about the topic, by asking questions or assigning tasks (exemplary tasks, group work, role plays ...). Impulse speeches may include media (audio, video, flip charts, pin boards ...). They should introduce new and innovative methods, tools, trends or a perspective on CI/MI. Alternatively they might be aimed at providing training for skills that are needed in CI/MI. Topics that are not mainstream CI/MI are also welcome.

- Session length: 40 minutes + 10 minutes questions and answers
- Session language: English

Presenters will receive:

- a complimentary registration to the conference (April 9-10, 2014)
- an honorarium to cover travel expenses and accommodation
 - € 250 residence in Germany, France, Switzerland
 - € 500 residence in Europe
 - € 750 residence rest of world

Presentation proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) A short description of the interactive part and examples of the media used within it.
- 6) Speaker bio and current occupation (max. 150 words)
- 7) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 8) Has the session been presented before? (if yes, when and where?)
- 9) Any confidentiality issues for the presentation?
- 10) References where you have presented similar speeches in the past including contact information.

In the selection phase you should be available for a 15 minute interview about your topic, via Skype/GoToMeeting.

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Call C: Best Practice Lessons

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- Session length: 40 minutes + 10 minutes questions and answers
- Session language: English

Presenters will receive:

- a complimentary registration to the conference (April 9-10, 2014)
- an honorarium to cover travel expenses and accommodation
 - € 250 residence in Germany, France, Switzerland
 - € 500 residence in Europe
 - € 750 residence rest of world

Presentation proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Examples of the checklists, templates and frameworks, assignments and literature lists
- 6) Speaker bio and current occupation (max. 150 words)
- 7) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 8) Has the session been presented before? (if yes, when and where?)
- 9) Any confidentiality issues for the presentation?
- 10) References where you have presented similar speeches in the past including contact information.

In the selection phase you should be available for a 15 minute interview about your topic, via Skype/GoToMeeting.

We may select your topic for an optional webinar before the conference starts to promote the conference. You will also be able to link to and use this webinar for promotional purposes.



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Call D: Scientific research

Scientific research: “Intelligence studies for better innovation”

Scientific research papers on competitive intelligence issues (must be original papers, not previously published). Applied scientific research papers (cross fertilization of tools, techniques and/or methodologies from related scientific fields). The methodologies presented must be innovative within the field of competitive intelligence. All papers will be peer-reviewed by editors and reviewers of the Journal of Intelligence Studies in Business (JISIB). The best scientific papers from the conference will be selected for publication in a special issue of JISIB on intelligence studies and innovation. JISIB is indexed by SCOPUS. For more info about JISIB format see

<https://ojs.hh.se/index.php/JISIB/about/submissions#authorGuidelines>

Journal of Intelligence Studies in Business

- Session length: 40 minutes + 10 minutes questions and answers
- Session language: English

Presenters will receive:

- a complimentary registration to the conference (April 9-10, 2014)
- an honorarium to cover travel expenses and accommodation
 - € 250 residence in Germany, France, Switzerland
 - € 500 residence in Europe
 - € 750 residence rest of world

Presentation proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Speaker bio and current occupation (max. 150 words)
- 6) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 7) Has the session been presented before? (if yes, when and where?)
- 8) Any confidentiality issues for the presentation?
- 9) **Important:** For publication of the paper in the “Journal of Intelligence Studies in Business” (JISIB) The papers must be send to scientific@competitive-intelligence.com (must be original papers, never published/presented before); peer-reviewed.



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Call E: Call for Pre- and Post-Conference Workshops (March 24 & 27, 2015)

We encourage presenters to submit workshop proposals for the topics indicated above. Workshop proposals will be assessed in terms of their content and also from a commercial perspective – independent of any proposals for conference presentations. Workshop proposals should be submitted to conference@competitive-intelligence.com.

- Session length: full day, half day
- Session language: English

Terms and conditions for workshop presenters:

- Minimum participants: 5 (otherwise the workshop will be cancelled 3 weeks prior to the conference)
- Complementary conference registration

Honorarium:

- 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)

Workshop proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Workshop title
- 2) Workshop abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Examples of the checklists, templates and frameworks, assignments and literature lists
- 6) Speaker bio and current occupation (max. 150 words)
- 7) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience
- 8) Has the Workshop been presented before? (if yes, when and where?)
- 9) Any confidentiality issues for the presentation?
- 10) References where you have presented similar workshops or speeches in the past including contact information.



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Call F: Tutorial Presentations

Company and tool presentations from vendors (software and services) are CI/MI case studies that show solutions from dedicated CI/MI service providers and software vendors. The tutorials will show solutions to real world CI problems not features.

Contact bill@competitive-intelligence.com for prices and conditions. There is a limited number of tutorial presentations available

Presentation proposals should be submitted to conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max. 150 words)
- 3) 3 key take-aways for participants
- 4) Speaker picture (min 390x480 pixel, preferably bright background)
- 5) Speaker bio and current occupation (max. 150 words)
- 6) Indication of the target participant's CI experience:
 - Beginner up to 1 year CI experience
 - Intermediate 2-3 years CI experience
 - Advanced more than 3 years CI experience

Examples for tutorial topics

- Out-sourcing CI research CI/MI research, reporting analysis – how to save time so you can spend time on more important tasks
- How to drive innovation by supplying online databases and information services
- Automated monitoring of your competitors' websites
- Building a virtual community of practice in a global corporation
- Social network monitoring – Opportunities and challenges
- Technology watch, technology management, innovation management

Note

We can optionally video tape your session and promote it on the conference webpage after the conference.