



**International Competitive
Intelligence Conference**

Dolce Bad Nauheim, Germany
March 27th-30th 2012

Call for Speakers

International Competitive Intelligence Conference 2012

Institute for Competitive Intelligence



**28th & 29th March, 2012, Bad Nauheim, Germany
(pre and post conference workshops March 27 & 28, 2012)**

<http://conference2012.competitive-intelligence.com>



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Call A: Practitioners Case Studies

Presentations by practitioners for practitioners where a specific challenge and its potential solutions are encouraged. Presentations must be based on real-life situations. Confidential information can be disguised to prevent disclosure.

Session length: 45 Minutes + 15 Minutes Questions and Answers
Presenters will receive

- a complimentary registration to the conference (28th and 29th of March 2011)
- a honorarium to cover travel expenses and accommodation
 - 250 € residence in Germany
 - 500 € residence in Europe
 - 750 € residence rest of world

Case study proposals should be submitted to Conference@competitive-intelligence.com, indicating:

- 1) Session title
- 2) Session abstract (max 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio (max 100 words)
- 5) Indicate target participant's CI experience:
 - Beginner (new to Competitive Intelligence)
 - Intermediate (up to 5 years related experience)
 - Expert (more than 5 years related experience)
- 6) Has the session been presented before? (if yes, when and where)
- 7) Any confidentiality issues for the presentation

Typical presentation topics could include, but are not limited to

1. Organization of CI units (including cooperation with other divisions of the business)
2. Personnel effectiveness for the CI professional
3. External and internal networking, knowledge communities
4. Experience from applying specific analytical tools and techniques (war games, text mining; incentive models, CI software in general etc)
5. Country specific case studies (CI in emerging markets, Latin America, Africa, Asia, North America)
6. Industry specific CI cases (Pharmaceutical and Healthcare, Chemicals, IT, High Tech, NGOs, Retail etc)
7. Competitive Technical Intelligence related cases
8. Counter Intelligence (Protection of one's organization against illegal and/or unethical behaviour)



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Call B: Call for pre- and post conference workshops (March 27th or 30th 2012)

For the topics indicated above we encourage presenters to submit proposals for workshops. Workshop proposals will be assessed by content and from a commercial perspective – independent of any proposals for conference presentations. Workshop proposal should be submitted to Conference@competitive-intelligence.com:

- 1) Workshop title
- 2) Workshop abstract (max 100 words)
- 3) 3 key take-aways for participants
- 4) Speaker bio (max 100 words)
- 5) Workshop duration (half-day or full day)
- 6) Indicate target participant's CI experience:
 - Beginner (new to Competitive Intelligence)
 - Intermediate (up to 5 years related experience)
 - Expert (more than 5 years related experience)
- 7) Has the workshop presented before? (if yes, when and where)
- 8) Preference 27th or 30th of March

Terms and conditions for workshop presenters :

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

Venue and registration fee

All detailed information concerning the conference fees, hotel and registration, will soon be available at: <http://conference2012.competitive-intelligence.com>

Information for authors/Submission guidelines

Important Dates

August 19th, 2011: call for speakers published

October 15th, 2011: deadline for submission of proposals

November 15th, 2011: notification and announcement of speakers