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 140 international participants, mainly corporate practitioners from various industries, attend this conference year after year. Last year we had a drop in attendants due to the corona crisis, however our first remote conference was a huge success for all attendants: We managed to make the remote experience even more interactive and inspiring and a great networking experience, thanks to our new remote concept.

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 welcome! For theoretical work there will be an autumn conference organized in cooperation with 3 peer-reviewed academic journals.

Our spring 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 submit to our conference!

1.1. Conference Session Formats (April 15)

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
Meet&Greet - March 9, Conference - April 15, Final Recap - May 6, 6 additional networking events during the warm up and cool down phase and access to the conference learning platform.

- 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 our video-conference system (April 15, 2021)

- Agree that the session will be recorded and made available through the ICI learning platform.

- Introduce their topic very shortly (2-3 min) at the Meet&Greet session (March 9, session will be recorded) or agree that the introduction is recorded 8 weeks in advance of the conference (if presenter is not available at March 9).

3. 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 2021. 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 2021 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
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. Important Dates

- **October 09, 2020:** Call for speakers published

- **November 30, 2020:** Deadline for submission of proposals

- **January 15, 2021:** Announcement of speakers

5. 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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