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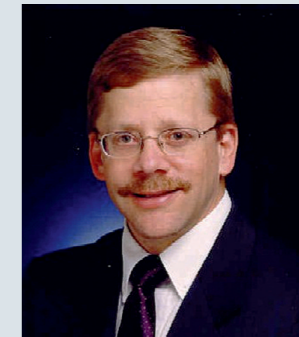


# International Competitive Intelligence Conference 2012

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



## Keynotes



Dr. Craig S. Fleisher

Chief Learning Officer  
Aurora WDC, USA

Achieving Peak Analytical Fitness



Prof. Dr. Philipp von Carlowitz

ESB Business School, Reutlingen University  
(formerly Head of Strategic Planning, Siemens AG)

How Competitive Intelligence Improves your Strategy

## Facts from the last conference

94.8% would recommend the conference to others

97.4% plan to participate again

# Agenda – March 28th, 2012

Time	Room Berlin II	Room Berlin I	Room Bonn
08:00 - 08:30	Registration and Exhibition Open		
08:30 - 08:45	Opening		
08:45 - 09:30	<b>Prof. Dr. Philipp von Carlowitz</b> ESB Business School, Reutlingen University <b>Keynote: How Competitive Intelligence Improves your Strategy</b>		
	Practitioner		Advanced
09:30 - 10:00	Break		
10:00 - 11:00	<b>Robert J. Heibel</b> Mercyhurst College <b>Intelligence Analyst: Knowledge Worker of the 21st Century</b>	<b>Edwin Vlems</b> MCB Nederland B.V. <b>MCB's Tailmade Market News Mails</b>	<b>Axel Nösner</b> KnowledgeAgent GmbH <b>Market Intelligence Portal – Do More with Less</b>
	Scientific Beginner	Practitioner Advanced	Tutorial Beginner
11:00 - 12:00	<b>Alexander Haudan</b> Taylor Wessing Rechtsanwälte <b>Legal Aspects of Competitive Intelligence</b>	<b>Alexandra Nelles</b> Alcatel-Lucent <b>Creating a Global CI Knowledge Community with Non-CI Personnel</b>	<b>Alexander Stumpfegger</b> CID Consulting GmbH <b>Big Data and CI – From Big Data to Real-Time and Trend Analysis</b>
	Expert Talks Beginner	Practitioner Advanced	Tutorial Beginner
12:00 - 13:00	Lunch		
13:00 - 14:00	<b>Mirela Alpeza</b> J.J. Strossmayer University in Osijek <b>Harvesting Internal Intelligence</b>	<b>Frank Schmidt</b> IBM <b>Personal Effectiveness of the CI Professional</b>	<b>Stephen Dale</b> Digimind <b>Dr. Sheila Wright</b> De Montfort University <b>Employing Intelligence across Departments to Improve Organizational Insight</b>
	Scientific Advanced	Practitioner Beginner	Tutorial Beginner
14:00 - 15:00	<b>Rainer Michaeli</b> Institute for Competitive Intelligence <b>Career Planning in CI</b>	<b>Arthur Weiss</b> AWARE <b>National Culture as an Influencer for Company Behaviour and its Importance for Cross-Border Competitive Intelligence Research</b>	<b>Antje Duppel</b> Anja Späte MANAGEMENT MONITOR <b>Managing Competitor and Market Data for Multinational Companies</b>
	Expert Talks Beginner	Practitioner Advanced	Tutorial Beginner
15:00 - 15:30	Break		
15:30 - 16:30	<b>Franck Mathot</b> Institute for Competitive Intelligence <b>The Challenge of Collecting Data in a Multicultural World</b>	<b>Murali Dharan</b> Empoweris Pty Ltd <b>Watch Out: The Asian Mastery of CI in Competitive Encounters!</b>	<b>Dr. Sara Panigone</b> Chiesi Farmaceutici SpA <b>Milena Motta</b> Strategie & Innovazione Srl <b>CI and Strategic Thinking: How to Build Interactions</b>
	Expert Talks Beginner	Practitioner Advanced	Practitioner Beginner
16:30 - 17:30	<b>Jean-Jacques Lagref</b> Huntsman <b>Advanced Tracking of Competitors' Movements and Strategies</b>	<b>Stefan Zwerenz</b> MAN Nutzfahrzeuge AG <b>Axel Nösner</b> KnowledgeAgent GmbH <b>CI in China - Lessons Learned from the Automotive Industry</b>	<b>Prof. Richard Papik</b> Charles University Prague <b>The Role of Information Resources in Areas of Competitive Intelligence</b>
	Practitioner Advanced	Practitioner Advanced	Scientific Beginner

# Agenda – March 29th, 2012

Time	Room Berlin II	Room Berlin I	Room Bonn
08:00 - 08:30	Registration and Exhibition Open		
08:30 - 08:45	Opening		
08:45 - 09:30	<b>Dr. Craig S. Fleisher</b> Aurora WDC <b>Keynote: Achieving Peak Analytical Fitness</b>		
	Scientific		Advanced
09:30 - 10:00	Break		
10:00 - 11:00	<b>Dr. Carsten Jacobi</b> BASF SE <b>Building a Regional Intelligence Team Based on Global Experience</b>	<b>Ala'a AlHourani</b> Mobily <b>Monitoring and Analysis of Customers and Competitors Through Social Media Analysis</b>	<b>Gustavo Díaz Matey</b> Instituto de Comercio Exterior Español <b>Technical Tools for Intelligence</b>
	Practitioner Advanced	Practitioner Advanced	Scientific Advanced
11:00 - 12:00	<b>Prof. Dr. Martin Grothe</b> Complexium GmbH <b>Exploring the Unknown Unknowns: Social Media Analytics for Competitive Intelligence</b>	<b>Christopher Murphy</b> Ravensbourne Consulting Limited <b>A Great New Supply Chain Disaster – The Case of Quest Food Flavours and Fragrances</b>	<b>Alexander Stumpfegger</b> CID Consulting GmbH <b>Big Data and Competitive Intelligence – From Big Data to Real-Time and Trend Analysis</b>
	Expert Talks Beginner	Practitioner Advanced	Tutorial Beginner
12:00 - 13:00	Lunch		
13:00 - 14:00	<b>Geary Sikich</b> Logical Management Systems, Corp. <b>Black Swans, Shapeshifters and Flexibility</b>	<b>Dr. Letizia Mortara</b> University of Cambridge <b>Technology Intelligence: Monitoring Science and Technological Development</b>	<b>Bharat Madan</b> Global Intelligence Alliance <b>Joost Drieman</b> Cisco <b>World Class Market Intelligence: Why and How to Get There?</b>
	Practitioner Advanced	Practitioner Advanced	Tutorial Beginner
14:00 - 15:00	<b>Edwin Vlems</b> MCB Nederland B.V. <b>Selecting a CI Software Tool – How to Do it</b>	<b>Dr. Jan Oliver Schwarz</b> Allianz SE <b>Business Wargaming: Understanding and Anticipating Industry Dynamics and Competitors, Strengths and Weaknesses</b>	<b>Prof. Evgeny Yushchuk</b> Urals State University <b>CI in Russia</b>
	Expert Talks Advanced	Practitioner Advanced	Practitioner Beginner
15:00 - 15:30	Break		
15:30 - 16:15	<b>Dr. Craig S. Fleisher</b> Aurora WDC <b>New Tools for the CI Analyst</b>	<b>Joost Drieman</b> Cisco <b>Megatrends</b>	
	Expert Talks Advanced	Practitioner Advanced	
16:30 - 17:30	Final Panel Discussion		

## Legend

All sessions are approx. 40 minute-presentations followed by 15 minutes Q&A

### Recommended Experience Level

Beginner 1-2 years CI experience  
 Advanced More than 2 years CI experience

### Presentation Type

Scientific Presentation refers to results of scientific research  
 Practitioner Presentation of a practitioner case study  
 Expert Talks Audience is encouraged to engage in open discussion with the panelists  
 Tutorial Vendor best practice case study

## Social Activities

### March 27th

Pre-Conference Reception (conference registration opens at 18:00)

### March 28th

Guided Tour through the largest European Art-nouveau ensemble – the Sprudelhof with bathhouses

Fingerfood buffet with entertainment

## Pre and Post-Conference Workshops (March 27th and 30th)

March 27th, 2012 **Dr. Sheila Wright, Dr. Craig S. Fleisher**  
 Competitor Analysis, Competitor Profiling and Value-Added Competitive Intelligence

March 27th, 2012 **Joost Drieman**  
 Internal Consultative Skills for Intelligence Professionals

March 27th, 2012 **Arthur Weiss**  
 Online Competitive Intelligence Research

March 30th, 2012 **Dr. Sheila Wright, Dr. Craig S. Fleisher**  
 A Cascade of Analysis for Competitive Insight

March 30th, 2012 **Luis Madureira**  
 Marketing for Non-Marketeers

March 30th, 2012 **Johannes Deltl**  
 Best Practices in Outsourcing Competitive and Market Intelligence

March 30th, 2012 **Geary Sikich**  
 Validating Strategy Using Failure Point Exercise Methodology