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Global Intelligence Alliance





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

Registration and Exhibition Open	Time	Room Berlin II		Room Berlin I		Room Bonn					
Opening					and the second		KOOM BONN				
Prof. Dr. Philipp von Carlowitz ESB Business School, Reutlingen University											
Reynote: How Competitive Intelligence Improves your Strategy Practitioner	00.30-00.43										
Practitioner Robert J. Heibel Mercyhurst College Intelligence Analyst: Knowledge Worker of the 21st Century Scientific Beginner Alexander Haudan Taylor Wessing Rechtsanwälte Legal Aspects of Competitive Intelligence Expert Talks Beginner 12:00-13:00 Mirela Alpeza J. Strossmayer University in Osijek Harvesting Internal Intelligence Scientific Advanced Rainer Michaeli Institute for Competitive Intelligence Career Planning in Cl 14:00-15:00 Practitioner Beginner Advanced Rainer Michaeli Institute for Competitive Intelligence Competitive Intelligence Competitive Intelligence Rainer Michaeli Institute for Competitive Intelligence Expert Talks Beginner Advanced Rainer Michaeli Institute for Competitive Intelligence Competitive Intelligence Research Practitioner Research Practitioner Reginner Practitioner Research Practitioner Reginner Advanced Competitive Intelligence Research Practitioner Reginner Advanced Dispinion Dr. Sara Panigone Competitive Intelligence Compe	08-45 00-30										
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Robert J. Heibel Mercyhurst College Intelligence Analyst: Knowledge Worker of the 21st Century	00.30 10.00										
McB Nederland B. V. KnowledgeAgent GmbH	07.30-10.00	Pohort	l Haihal			Aval	läenar				
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Competitive Intelligence Research Practitioner Advanced Tutorial Beginner	14:00-15:00			Importance for Cross-Border Competitive Intelligence Research		Data for Multinational Companies					
15:00-15:30 Break Franck Mathot Murali Dharan Dr. Sara Panigone Institute for Competitive Intelligence Empoweris Pty Ltd Chiesi Farmaceutici SpA The Challenge of Collecting Data Watch Out: The Asian Mastery of Cl											
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The Challenge of Collecting Data Watch Out: The Asian Mastery of Cl Milena Motta						Dr. Sara Panigone Chiesi Farmaceutici SnA					
						Milena Motta					
15:30-16:30 in a Multicultural World in Competitive Encounters! Strategie & Innovazione Srl	15:30-16:30	in a Multicultural World		in Competitive Encounters!		Strategie & In	novazione Srl				
CI and Strategic Thinking:											
How to Build Interactions Expert Talks Peripose Prestitioner Advanced Prestitioner Prestitioner		Evnort Talks	Doginnar	Drastitionar	Advanced						
Expert Talks Beginner Practitioner Advanced Practitioner Beginner Jean-Jacques Lagref Stefan Zwerenz Prof. Richard Papik											
Huntsman MAN Nutzfahrzeuge AG Charles University Prague	16:30-17:30										
Advanced Tracking of Competitors' Axel Nösner The Role of Information Resources		Advanced Tracking of Competitors'				The Role of Information Resources					
16:30-17:30 Movements and Strategies Knowledge Agent GmbH in Areas of Competitive Intelligence				KnowledgeAgent GmbH CI in China - Lessons Learned from the Automotive Industry		in Areas of Competitive Intelligence					
Practitioner Advanced Practitioner Advanced Scientific Beginner		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	Dr. Craig S. Fleisher Aurora WDC Keynote: Achieving Peak Analytical Fitness Scientific Advanced								
09:30 - 10:00	Break								
10:00-11:00	BAS Building a Regiona Based on Glob	en Jacobi F SE Il Intelligence Team pal Experience	Ala'a AlHourani Mobily Monitoring and Analysis of Customers and Competitors Through Social Media Analysis		Gustavo Díaz Matey Instituto de Comercio Exterior Español Technical Tools for Intelligence				
	Practitioner	Advanced	Practitioner	Advanced	Scientific	Advanced			
	Prof. Dr. Martin Grothe Complexium GmbH Exploring the Unknown Unknowns:		Christopher Murphy Ravensbourne Consulting Limited A Great New Supply Chain Disaster —		Alexander Stumpfegger CID Consulting GmbH Big Data and Competitive Intelligence —				
11:00-12:00	Social Media Analytics for Competitive Intelligence		The Case of Quest Food Flavours and Fragrances Practitioner Advanced		From Big Data to Real-Time and Trend Analysis Tutorial Beginner				
12:00-13:00	Experi luiks	Beginner		nch	TOTOTIUI	Degiiiilei			
13:00-14:00	Geary Sikich Logical Management Systems, Corp. Black Swans, Shapeshifters and Flexibility		Dr. Letizia Mortara University of Cambridge Technology Intelligence: Monitoring Science and Technological Development		Bharat Madan Global Intelligence Alliance Joost Drieman Cisco World Class Market Intelligence: Why and How to Get There? Tutorial Beginner				
14:00-15:00	Practitioner Advanced Edwin Vlems MCB Nederland B.V. Selecting a CI Software Tool — How to Do it Expert Talks Advanced		Practitioner Advanced Dr. Jan Oliver Schwarz Allianz SE Business Wargaming: Understanding and Anticipating Industry Dynamics and Competitors, Strengths and Weaknesses Practitioner Advanced		Prof. Evgeny Yushchuk Urals State University Cl in Russia Practitioner Beginner				
15:00 - 15:30	Break								
15:30-16:15	Dr. Craig S. Fleisher Aurora WDC New Tools for the CI Analyst Expert Talks Advanced		Joost Drieman Cisco Megatrends Practitioner Advanced						
16:30-17:30				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