

## CiMi.CON Evolution Award 2018

### Europe's leading conference for CI, market research, customer insights & data science professionals

Berlin, July 5, 2018 – At the CiMi.CON Evolution 2018, held from July 2-4, gathered the top experts in the industry. Co-Hosted with the Pharma CiMi.CON, these two conferences provide a unique glimpse into the fascinating world of competitive and market intelligence. Over 300 attendees participated in this year's event, which offers a diverse range of topics and formats.

On the evening of day one, the CI experts took part in the award ceremony. They voted for the leading competitive intelligence projects in the industry. All participating companies and projects were nominated prior to the conference by the CiMi.CON jury.

Paul Santilli (WW OEM Business Intelligence & Customer Insights, Hewlett Packard), Christina Sterenborg (Head of Market Intelligence, Telekom), Edwin Vlems (Marketing Manager, MCB), Jim Xu (Executive Director, MSD) and Dr. Leila Kossou (Market Intelligence Manager, GEA Group) formed the independent expert jury, who reviewed all applications. Based on their experience, knowledge and expertise in the corporate intelligence field selected the nominees.



CiMi.CON Evolution Award ceremony with Joost Drieman



CiMi.CON Evolution Award trophies for the well-deserved winners



The live voting kept participants at the edge of their seats.

The Award is divided into two categories:

1. Community Award (determined by live voting at the award dinner)
2. Jury Award



### **Community-Award decided by live voting**

Winner of the CiMi.CON Evolution Community award 2018 was Ericsson with their project 'Emerging Data - MI Analytics'. Jonathan Ferland and his team set up a text analytics programme that looks at over 10 years of publications from over 50 companies that are of interest to Ericsson. Using this data they are able to identify how these competitors are discussed by the different target groups. The identified focus topics and keywords are the basis of future product innovations.

The 3<sup>rd</sup> place went to Philips, who were awarded the two times in row, and their innovative 'CI Mobile App for Sales'.

### **Jury Award for best CI Integration project**

AGFA Healthcare convinced the Jury with 'Global Savory Category Growth & Mix Influencers Analysis' project. They successfully demonstrated how to build an efficient information analysis system on a limited CI budget to optimize information search, gathering & analysis. This data is used to understand the changing competitive landscape and the ongoing pharma industry transformation.

### **Award Winners support German children's cancer society**

The award winners did not only receive a trophy and certificate proving their excellence but also donated 1,000 € on behalf of we.CONECT to support a charity project. This year's [German children's cancer association](#) is a not for profit organization, that was founded 1995 by parents with cancer diagnosed children. The society supports these children and their families with competent counsel, financial support if needed and projects such as the "Waldpiraten-Camp" to ensure a complete recovery. The children's cancer association also sponsors patient-orientated researches with the main goal to improve healing chances, enhance secure treatment methods and find new therapeutic approaches.

### **Applications for CiMi.CON evolution Award 2019 welcome**

Are you working on an interesting competitive or market intelligence project that you would like to share with an ever-growing CI community? Then visit us [online](#) or contact us directly to find out more on how to apply for the CiMi.CON Awards 2019.

### **Multi-Touchpoint Concept: event-formats – multi-touchpoint – module-based platform.**

we.CONECT established new conversational processes like world cafes, bar camps, RTSC, open space and more than 20 interactive formats which are based on scientific principles that have been proven to make the most of large scale enterprise change programs.

Our formats are intended to facilitate open and intimate discussion, and link ideas within a larger group to access the "collective intelligence" or "collective wisdom" – we call it Multi-Touchpoint Concept. Whether large scale events with more than 1.000 senior decision makers or vertical events with up to



300 delegates – through our module-based platform we are proud to be able to offer our clients a new world of networking which is unique in the conference business worldwide.

**About we.CONECT**

we.CONECT Global Leaders is a leading business information company, developing and providing digital business information, senior level B2B events, business communities & supporting event technology at the interface between real live business, digital transformation & future technologies & challenges.

Leveraging our expertise and strong relationships with key experts across the globe, we create events, content and communities that deliver mind-blowing ideas, innovations & opportunities to make your business growth.

**About the Internet of Strategy Network:**

Internet of Strategy Network covers content around best practices, discussions and solutions within the scope of digitization and its appliance in businesses. Topics such as IT Security, Digital Marketing, Finance, HR Technology and many more are increasingly gaining importance important and call for decision makers willing to use chances and benefits of digital transformation.

For further information, please visit <http://internet-of-strategy.com/> or contact:

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