



## Official Submission Form

Deadline: Friday, July 31, 2018

### **2018 Pharma CI's Award of the Year:**

Most Innovative Approach to CI (Strategies, Methods, Tools)

The Pharma CI's Award of the Year is an annual case study competition recognizing innovation in competitive intelligence. To contend for this prestigious honor, innovation leaders from global corporations, agencies and academia are invited to submit their impactful case studies where their approach has advanced competitive intelligence in their organization. The winning case study should include details of the specific project and how an innovative approach (i.e. methodology, tools, ways to work with internal-external clients/vendors, etc.) delivered insight leading to advancement of that business. The expert jury will select a winner to be presented at the Pharma CI USA Conference on September 26-27 in Newark, New Jersey.

### **Terms & Conditions**

- The project initiation should be within the last 24 months
- Projects could be in progress or already implemented.
- A company may submit more than one initiative for the award
- The Pharma CI Conference may publish the winner's submission on open platforms such as industry publications, websites and social media
- Please ensure your submissions are fully approved by your organization before submitting
- The jury will evaluate the submissions and make a decision
- The jury decisions are final and may not be disputed

### **Contact Info**

Name:
Job Title:
Company:
Phone Number:
Email:



**Organizational Relevance:** How does this research application fit into and contribute to the organization’s objectives, operations and research environment? How did this research add value to the organization?” (500 words maximum)

**Technical Execution:** Describe how this research was implemented. What procedures and technologies were employed? (500 words maximum)

**Creativity/Innovation:** Describe the creative and innovative elements of this research application. These may include enhancing or simplifying work processes, reducing costs, innovatively integrating data for analyses, and/or creatively communicating insights to management. (500 word maximum)

**Conference Session:** Each award applicant is asked to provide a title and description for your session as you would like it to be displayed in the Pharma CI Conference literature, so that in the event that you do win, your information will be accurately reflected on-site at the event. (Description should reflect what the attendee will learn after hearing your session and be no longer than 100 words.)

**Follow-Up:** After your submission, we may contact you for additional information if needed. Please provide with your submission the information you deem relevant which may include an Internet URL, slides, demonstration or working illustration.

To submit or if you have any additional questions, please email [info@pharmaciconference.com](mailto:info@pharmaciconference.com).