



## **Collective Intelligence Summit - Leading Prediction Markets 6 November 2009 in Chicago, Illinois, USA**

The Prediction Market Clusters in collaboration with Aurora WDC, Consensus Point, Spigit, CrowdCast, InTrade, Exago Markets, Mercury-RAC, Motorola, the Iowa Electronic Markets, the University of Chicago Gleacher Executive Center and many others announces the Collective Intelligence Summit - Leading Prediction Markets on Friday 6 November 2009 in Chicago, Illinois, USA.

Chicago, IL (PRWEB) October 21, 2009 -- The Prediction Market Clusters in collaboration with Aurora WDC, Consensus Point, Spigit, CrowdCast, InTrade, Exago Markets, Mercury-RAC, Motorola, the Iowa Electronic Markets, the University of Chicago and many others announces the Collective Intelligence Summit - Leading Prediction Markets on Friday 6 November 2009 in Chicago, Illinois, USA

Learn how social media and prediction markets create fundamental advancements in collective intelligence. New techniques and technologies are driving decision making, innovation, collaborative forecasting and optimizing knowledge-based business performance. Engage with social media experts to improve practices of innovation leadership, knowledge management (KM) and leading enterprise knowledge ecologies of the future.

### [Collective Intelligence Summit](#)

#### Benefits:

Participation in the Collective Intelligence Summit workshop will equip you with the practical, hands-on expertise to understand how to make better prediction market trades. You will learn Next Practices for successful collective intelligence implementations. You will learn from the leading providers and scholars of prediction markets case studies on how collective intelligence is achieving breakthrough improvements for business, institutions, health and civil society.

"There is not much that any of us do that is more important than telling the company what we know," said Jeff Severts, EVP, Best Buy.

In 2004 James Surowiecki published his now-famous book, *The Wisdom of Crowds: Why the Many Are Smarter Than the Few and How Collective Wisdom Shapes Business, Economies, Societies and Nations*. For many this milestone introduced the era of collective intelligence for people, business, institutions, the environment and civil society.

"Thanks for organizing an extremely useful and informative workshop!" said Professor Tom Malone, MIT Center for Collective Intelligence

### [Event Testimonials](#)

New ways to share, trade and aggregate information using Internet-based markets are exploding. These powerful Web 2.0 social media and network knowledge markets help companies, schools, governments and individuals to acquire and master ever-growing bodies of knowledge. These prediction market capabilities achieve mastery of collective intelligence with stunning speed, efficiency and accuracy.

"Prediction markets are brutally honest and uncannily accurate," said Geoffrey Colvin, *Fortune Magazine*/

New collaborative market mechanisms and social innovations are driving collective intelligence networks. They resolve questions of science, technology, health, management, strategy, planning and policy far better than experts or management.

Collective intelligence inhabits the ceaseless flurry of self-correcting social exchanges, social networks and collective knowledge markets. They cover everything from the H1N1 pandemic to politics and business plans to ObamaCare and new product features. Enormously potent, these social networks and markets generate new ideas and amass and refine knowledge and collective wisdom with blinding speed, hyper-efficiencies and stunning accuracy. Collective intelligence networks and knowledge markets have become commonplace in the enterprise. Top firms using prediction markets are Best Buy, Google, Microsoft, Eli Lilly, Abbott Laboratories and Yahoo! to name a few. Major analysts firms declare prediction markets critical to Enterprise 2.0 information and knowledge management portfolios.

"A company that can predict the future is a company that is going to win," said Bernardo Huberman, PhD, Senior HP Fellow, HP Labs

Participants:

Cluster sessions are focused, practical and conversational. They are for executives, directors, managers, users, traders and practitioners having immediate needs to apply collective intelligence networks and market mechanisms to achieve and advance successful outcomes through mastery of collective wisdom.

Pricing and Availability:

Secure, online, low-cost registration for the Collective Intelligence Summit is open and available now. All are welcome. The event participant tuition, including full-day experience, meals, refreshments, Wi-Fi, reception and materials is \$399.00. Secure online event check-in and registration in advance required. Contact Jennifer Hulett for generous group, academic, student and media discounts.

### [Collective Intelligence Summit](#)

Collective Intelligence Cluster Sponsors:

Sponsors of the Collective Intelligence Summit are the world's leading producers of prediction market software, services, exchanges and expertise. They supply continuous innovation in prediction markets and collective intelligence networks. See:

### [Prediction Market Leaders](#)

About Prediction Market Clusters:

The Prediction Market Clusters, founded in 2004, are the global industry commons and open community for prediction markets and collective intelligence networks worldwide. The open, agnostic network is a focused collaboration of vendors, academia, traders, users, developers, markets, regulators and stakeholders. The goal is to provide awareness, diffusion, adoption and pull-through for enterprise, institutional and consumer prediction markets. The Prediction Markets Cluster is the worldwide Next Practices leadership network for collective intelligence networks practices, tools and theories. For more information, please visit Prediction Markets Cluster.

### [Prediction Market Clusters](#)