

# BOBI

## awards

*Best Of Business Intelligence*

New categories  
for 2010-11

British Healthcare Business Intelligence Association

**Entry Deadline** 31st January 2011

- Engraved trophy for each winning organisation
- Cash prize (£500 Panel-Judged Awards and BOBI Challenge/£250 Individual Awards)
- Peer-recognition for excellence in business intelligence (including market research and sales analytics)



insight  
RESEARCH GROUP

Entry brochure produced thanks to a sponsorship grant from Insight Research Group.

For more information visit [www.bhbia.org.uk](http://www.bhbia.org.uk)

# Panel-Judged Awards – Entry Checklist



Does the submission relate to business intelligence, market research or sales research/analytics that has had a significant impact on **UK** pharma business?



Does the submission address the specific focus of the category entered? (The same work may be entered for more than one category as long as a separate submission is written for each)



Have any organisations that should not view the submission been listed on the entry form?



Was the work completed in the last three years? (You may submit programmes/projects that were entered for previous BOBI Awards **if** new supporting evidence has become available)



Has approval been obtained from all parties involved (and entry form signed)?



Is the submission in the specified format? (see opposite)

## Best Customer Insight

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**Awarded for an insight or group of insights that had a significant impact on brand strategy**

Focus of this award:

- Importance of the insight to the business
- Research and analytical approach that facilitated the generation of the insight/s
- Recommendations developed and implemented as a result of the new insight/s
- Impact that the insight/s have had on the UK pharma business

## Most Innovative Approach

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**Awarded for the successful implementation of an innovative approach in any area of business intelligence**

Focus of this award:

- Development of the new approach to meet the business need
- Added insight generated as a result of developing the new approach
- Impact that the insight/s have had on the UK pharma business

## The Chair's Theme Award

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New category

Each year this award will have a different focus, based on a topical theme. For 2010-11 it will be:



**Awarded for the utilisation of social media as a tool and/or innovative research into social media in the healthcare arena**

Focus of this award:

- Approach selected to maximise value gained from research
- Importance of developing the new approach to meet the business need
- Implementation of key findings to drive UK pharma business results
- Impact that the insight/s have had on the UK pharma business

## Format for entries

1. Executive Summary (max. 100 words)
2. Background – situation analysis
3. Objectives of the research/analysis
4. Approach (including evidence of pharma/agency teamwork where applicable)
5. Fulfilment of objectives
6. Recommendations made
7. Successful outcomes or evidence of impact on the **UK** pharma business

(Maximum 2,000 words excluding executive summary; word document or pdf in black & white only)

Your submission should be emailed to **admin@bhbia.org.uk** marked 'STRICTLY CONFIDENTIAL'. A completed entry form should be scanned and emailed with each submission, or sent separately by post to the address shown on the form.

## Timings

**31st January 2011** – Deadline for entries

**18th February 2011** – Finalists notified

**21st February – 31st March 2011** – Judging process

**9th May 2011** – BOBI Awards Dinner – winners announced

# Panel-Judged Awards Key Principles

## Confidentiality

- Steering Committee and Judging Panel members all sign a confidentiality agreement
- Identity of entrants is only disclosed if their entry is short-listed
- Only the 100-word executive summary is publicised

## Objectivity

- Three finalists in each category are selected by a Screening Panel
- Winners are selected by a senior Judging Panel
- The same set of objective scoring criteria is used at both stages
- Judges have the opportunity to seek clarification/further information from finalists
- Both panels are carefully selected to avoid any conflict of interest and entrants have an additional opportunity to specify organisations they do not wish to view their entry

## Teamwork

- Entries may be submitted by an agency, client company or jointly as long as all interested parties give their consent
- Where both a pharma company and an agency have been involved, the judges will be looking for evidence of successful teamwork, so joint entries are likely to be favoured
- There is an opportunity to credit all those who have been involved in a successful programme/project

## Excellence in Communication Research Sponsored by

**KANTAR HEALTH**

**Awarded for the influence that a research study had on the implementation of a communications campaign**

Focus of this award:

- Approach selected by the agency to research the campaign strategy and materials
- Recommendations implemented and the impact that these had on the campaign
- Impact that the campaign changes have had on the UK pharma business

## Best Business Impact Sponsored by

**sanofi aventis**  
Because health matters



**Awarded to the project that is most able to demonstrate a significant impact on the UK business. Entries are open to projects in any area of business intelligence**

Focus of this award:

- Guidance given to the brand team/business as a result of the findings
- Evidence of a change in strategy that resulted from the findings
- Demonstrable and significant impact on the UK business that is clearly linked to business intelligence

# The 'BOBI Challenge'

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This exciting new event is aimed at senior level business intelligence professionals (five or more years' experience in BI). You are invited to select your team, ideally comprising a mix of agency and industry members and including both market research and analytics expertise.

The one-day challenge will be based on a market simulation, with case-study based challenges designed to stretch thinking and showcase excellence in front of an expert panel.

## Key points:

- Mixed teams – must include at least two different organisations
- Ideally 4-5 people per team – maximum six people per team
- MR and analytics experience
- Senior level
- Maximum two entries per company
- Spaces are limited – BHBIA reserve the right to limit entries if capacity is exceeded

**31st January 2011** – Entries close

**15th March 2011** – Competition day



## Entries and nominations for all categories close 31st January 2011.

## Contacts and Further Information

### Enquiries

Tina Clayton  
BHBIA Secretariat  
**Tel** 01727 896085  
**Email** admin@bhbia.org.uk  
**www.bhbia.org.uk**

### For more information about the BOBI Awards

Visit the BHBIA website to:

- Download extra copies of the entry brochure and entry forms
- See more information about the judging process and scoring criteria
- View 'model' submissions and the executive summaries and judges' comments for past winners
- View Frequently Asked Questions
- Check entry criteria and conditions

If you would like any advice when planning your entry, please email us to request a call from a member of the BOBI Steering Committee.

## Individual Awards

See website for full details

### Business Intelligence Excellence Awards

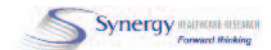
These two awards will be based on your vote – which individual has impressed you most in 2010? Selection of winners will be by a two-stage process – nominations followed by voting.

**31st January 2011**

Nominations close

Business Intelligence Excellence  
– Industry

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**1st March 2011**

Voting opens (BHBIA members only)

**31st March 2011**

Voting closes

Business Intelligence Excellence  
– Agency

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### Best Newcomer Awards

For these two awards candidates will enter a practical simulation exercise/ case-study. This one-day event offers newcomers (up to three years in a business intelligence role) the chance to demonstrate their ability and potential in front of a specially selected panel. There is a limit of two entries per company and as spaces are limited the BHBIA reserve the right to limit entries if capacity is exceeded.

**31st January 2011**

Entries close

Best Industry Newcomer

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**8th March 2011**

Competition day

Best Agency Newcomer

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