

# BOBI awards 2022

**SHOW  
EVERYONE  
HOW GOOD  
YOU ARE**

**FREE  
ENTRY**

Deadline:  
14th February  
2022 – 5pm

## **AWARDS CEREMONY**

16th May 2022  
Millennium Gloucester Hotel  
South Kensington  
London



RECOGNITION FOR YOUR EXCELLENT WORK



USE OF SPECIAL AWARD-WINNERS LOGO



ENGRAVED TROPHY



OFFICIAL PHOTOGRAPHS AND PUBLICITY



YOUR NAME IN PHARMATIMES

Entry brochure designed by

**perfectly possible designs**



# REAL-LIFE SUBMISSIONS

- Real life projects showcasing excellent work
- Simple, PowerPoint-based process – upload your submission with your entry form
- All entries judged using objective measures, and confidentiality respected

## HOW TO ENTER

1

Choose which category you'd like to enter

2

Visit the [bobi-awards](#) section of our website for full details and submission guidelines

3

Complete an online entry form

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CREATION.co

### Best Business Impact

Awarded for a research or analytical project that has demonstrated a significant impact on the UK business.

### Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making.

SurveyHealthcareGlobus  
Perfect Data.

### Best Patient-Centric Approach

Awarded for a research project or analytical approach that has helped a company to put patients at the heart of decision-making.



### Best Use of Innovation

Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions.



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### The Chair's Award: Best Response to COVID-19

Awarded for a research or analytical project that has demonstrated a beneficial response to COVID-19.



# TASK-BASED CHALLENGES

- Apply your skills to a realistic case-study based challenge
- Simply complete an entry form now, then receive the task brief in March
- Work on the task over the specified period, then submit it for judging

## Analyst Team of the Year/Analyst of the Year

A chance to showcase your skills by turning datasets into an interactive, engaging report that tells the story within the data. You will receive a cleansed dataset that's ready to drop into your chosen tool (Excel, Power BI, Qlik, Tableau, etc) for you to build a Dashboard report that will be described in the brief.

The 2022 analyst and analyst team competitions will take place on a single day – Wednesday 23rd March.

Dataset size and complexity will be appropriate for teams or individuals.

## Creative Fieldwork Team of the Year

Awarded to a team for the most creative response to the BHBIA's 'Request for Proposal' in a fantasy tender. Once again this year, entrants can choose whether to respond to a qualitative or a quantitative market research brief, allowing each team to play to their strengths.

Takes place over a specified 3-week period in March, allowing you to work on the brief at a time to suit your team.

## The Compliance Challenge

Awarded to the team who respond best to a challenge that tests understanding of compliance requirements and ability to resolve them. For 2022 we'll be upweighting the analytics elements – we recommend you put together a mixed team, with market research, analytics and fieldwork expertise.

Takes place over a specified 3-week period in March, allowing you to work on the brief at a time to suit your team.

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**cegedim**  
Health Data

**sermo**



BHBIA Ethics  
& Compliance

# COMPETITION DAYS

- Apply your core abilities and skills to a series of case-study based challenges at a one-day, face-to-face competition event
- A great learning and networking experience
- Simply complete an entry form now, and save the date in your calendar

## Best Newcomer

Awarded to the newcomer (up to 3 years' experience in business intelligence and no more than 5 years' total healthcare experience), who performs best in a series of individual challenges based around a fictitious, but realistic product launch scenario.

- Demonstrate your core abilities and skills regardless of your specific job role
- Simply complete an entry form now
- The competition will take place in London on Friday 6th May 2022
- A chance to have fun, meet others and learn
- Places are limited and allocated on a first-come first-served basis – so don't delay – enter now!

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## The 'BOBI Challenge'

Awarded to the team who perform best in this year's "Competing in the New Normal" challenge, which explores the future from both a client and agency perspective, seeking to evolve better ways of understanding, communicating and interacting with our customers.

- Get out of your comfort zone to expand your horizons and hone skills you might need in your current or next role
- Work closely with people from across the BI community and improve your understanding of how the industry functions
- Simply complete an entry form now
- The competition will take place in London on Wednesday 6th April 2022
- Teams will be put together by the organisers, but you can enter with one or two colleagues and we will endeavour to place you on the same team

Sponsored and hosted by **Ipsos MORI**



Enter now at: [www.bhbia.org.uk/bobi-awards](http://www.bhbia.org.uk/bobi-awards)

Entry deadline: 14th February 2022 – 5pm

**Awards  
Ceremony:**  
16th May 2022

with **Champagne  
Reception** sponsored by:



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Follow us on  @BHBIAssociation #BOBIawards and  @BHBI

Additional copies of this brochure can be downloaded from [www.bhbia.org.uk/bobi-awards](http://www.bhbia.org.uk/bobi-awards)

For terms and conditions of entry see website

General Queries Contact: Tina Clayton

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