

2020 Forthcoming Events

8th January

How to Win a BOBI Award
Webinar

24th January

Best Practice for Customer Segmentation
Webinar

30th January

The Magic of Conference Presenting
One Day Workshop

5th February

The Shoulders of Giants – The Six Pillars
of Market Research
One Day Workshop

13th February

Analytics Forum

28th February

Digital Marketing in Healthcare
Webinar

5th March

Integrating Research and Strategic Decision-
making
One Day Workshop

12th March

Fieldwork Forum

20th March

Digital Opinion Leaders are the New Key
Opinion Leaders
Webinar

26th March

Spotlight on Compliance
One Day Workshop

1st April

Outputs that Live On
Webinar

2nd April

NLP (Neuro Linguistic Programming) and
LAB (Language and Behaviour) Profiling
One Day Workshop

23rd April

Negotiating your Forecast
One Day Workshop

30th April

Bringing the Academic into the Corporate
Webinar

11-12th May

Annual Conference: bhbia2020
and BOBI Awards Ceremony

4th June

Using AI and ML to Optimise Engagement in
a Digital World
One Day Workshop

11th June

Fieldwork Forum

12th June

Ethics & Compliance Update
Webinar



BHBIA Winter Seminar

Let's be Frenemies... You, Me and AI

Friday 6th December 2019

Royal College of General Practitioners

30 Euston Square

London NW1 2FB



9.00-13.40 followed
by Christmas lunch

The Carers Trust

There are over six million carers in the UK. The Carers Trust aims to provide them with the support, advice and information necessary to assist them wherever and whenever they need help.

www.carers.org

Please see BHBIA Board members to buy raffle tickets and support this worthy cause, with a chance to win some great prizes.

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Overview

This year's Winter Seminar picks up the AI theme considered from a philosophical aspect. What makes us human, and how intelligent will AI get? How are judgement based choices made? Are morals and ethics inherent or learnt, and can these be applied and displayed through technology?

In an environment where AI and Researcher/Analyst are increasingly working together we'll look at how this emerging relationship is progressing alongside the challenges and success stories it has produced. And by exploring the strengths of both sides we'll ask how we can be complementary partners now and into the future.



Programme

09.00	Registration – Tea/Coffee
09.30	What Does the Future Hold? Agathe Acchiardo , Managing Director – Think Next An introduction to the morning's topic and an enlightening walk through AI trends, the future and integration into our everyday lives and work.
10.00	Do Androids Dream of Electric Sheep? Dr Andree Bates , President – Eularis A guide to AI and machine learning, leading to a look into how close to consciousness AI can get?

Programme

10.45	AI – It's Got Potential Becky Sarson , Founder – Twist Health A closer look at how the AI:Human partnership is trending in healthcare, illustrated with examples of innovations in and out of the sector.
11.15	Coffee Break
11.45	2 + 2 = 5: Why You Should Love Your Brain Dr Ali Goode , Cognitive Scientist – Gorilla in the Room A look at our more human behaviour, decision making, irrational choices and consciousness.
12.30	"A Wild Mind and a Disciplined Eye" – Is AI Redefining Human Creativity? Rick Harris , Founder – Customer Faithful Questioning the role of AI in the human creative process, and how far it can/should go?
13.00	Speaker Panel All Speakers , facilitated by Day One Strategy After hearing the morning's discussion the panel will explore harnessing the strengths of AI and human traits alongside each other.
13.30	Wrap Up Kate Stevens , BHBA Board Director and Business Intelligence Analyst – KES Consultancy Dan Coffin , BHBA Board Director and Director – Research Partnership
13.40	Drinks Reception Buy your raffle tickets from Board members.
14.10	Christmas Lunch Followed by a Charity Raffle for the Carers Trust – don't forget to bring cash for your tickets!

BHBA Annual Conference – bhbia2020

11-12th May
De Vere Beaumont Estate, Old Windsor, Berkshire
(includes BOBI Awards Ceremony on 11th May)