



### **Guidelines for ensuring that BHBIA training is non-promotional**

We are very grateful to all those who give their time and expertise to run BHBIA training sessions. The reciprocal benefit for organisations is the opportunity to be associated with the learning and development of business intelligence professionals and to raise their profile with the membership.

At the same time, it is very important that all BHBIA training sessions are unbiased and non-promotional, providing a balanced view of the subject matter, and that our members can be confident that signing up to attend BHBIA events won't expose them to any uninvited promotion.

We recognise that sometimes it can be difficult to be sure exactly where lines need to be drawn to avoid any inference of the training being used as a vehicle for promotion. Therefore we have put together some guidelines to help you, outlining what is and isn't acceptable, before, during and after the event.

#### **BEFORE the course/event**

##### **Acceptable**

- Communicating directly with existing clients, or other contacts where there is an existing relationship, to let them know about the forthcoming training session and your involvement in it
- Using social media or other indirect communication channels (e.g. company newsletter) to discuss the forthcoming training session and your involvement in it

##### **Not acceptable**

- Combining any form of direct or indirect communication about the training session with any form of sales approach (e.g. request for a meeting or discussion of agency services)
- Using information about the training session as a reason for unsolicited direct communication with people who are not existing clients or contacts

#### **DURING the course/event**

##### **Acceptable**

- Use of company template/company logo on slides (as long as the BHBIA logo is incorporated into your presentation as a feature on the title slide and is as prominent as your company's logo)
- Using case-studies and other examples of specific work that your agency has conducted, to illustrate the points being made
- Discussing specific issues/queries (including those that could represent a business development opportunity) with clients/potential clients, at lunch/coffee breaks, if raised by the individual delegate(s)

### **Not acceptable**

- Using examples that rely heavily on proprietary methodology, such that delegates could not apply the principles without commissioning your agency
- Referring to brand names of proprietary methodologies on the training materials
- Making unsolicited sales approaches - e.g. request for a meeting or discussion of agency services - to clients/potential clients during the training session or at lunch/coffee breaks
- Circulation of company brochures/promotional materials – either handed out or in the delegate packs

### **AFTER the course event**

#### **Acceptable**

- Using social media or other indirect communication channels (e.g. company newsletter) to discuss the training session and your involvement in it
- Listing your involvement in BHBIA training in your company credentials/individual biographies
- Communication with individual delegates to supply information that they have requested, if they have specifically asked to be contacted directly and have given you their contact details\*

#### **Not acceptable**

- Combining any form of direct or indirect follow up communication about the training session with any form of sales approach (e.g. request for a meeting or discussion of agency services) unless this has been specifically requested by the individual delegates(s) being contacted

*\*Handouts/reading lists that are to be supplied to the whole delegate list after the event must be sent out by the BHBIA, and we do not supply our email contact lists to course conveners/speakers.*

#### ***Note about Conference sessions***

- Obviously if your training session/paper is presented at the Annual Conference and your agency has also booked a stand then it's fine to sell from your stand, as long this is kept separate from the training session/paper

Please contact us: [admin@bhbia.org.uk](mailto:admin@bhbia.org.uk) if you have any queries about these guidelines.

British Healthcare Business Intelligence Association

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