BHBIA

bhbia2020

CALL FOR CONTENT

DE VERE BEAUMONT ESTATE
OLD WINDSOR, BERKSHIRE

11-12 MAY 2020 • ANNUAL CONFERENCE

OUR AIMS FOR bhbia2020

11-12th May 2020 • Annual Conference • De Vere Beaumont Estate, Old Windsor, Berkshire

Excellence with integrity, that is what we as a collective at the BHBIA aspire to deliver. We believe in ensuring that the right patient can receive the right medicine at the right time in their health journey. We are a valuable partner in achieving this goal through the development and dissemination of actionable insight within the UK pharmaceutical industry.

The business intelligence community, our members, you, drive and demonstrate innovation in what you do each and every day. This is advancing the sphere of insight generation to the benefit of the UK healthcare environment. Business insight is created through answering a business-critical question that can often involve the need for the use of both primary and secondary market research techniques to be strategically deployed in a creative way and often in a challenging environment. One thing that is guaranteed is that nothing ever stays the same, we continue to evolve to meet and exceed stakeholder and responder needs, we often innovate without realising it.

bhbia2020 is created for you – to ensure that we as a business intelligence community succeed.

Submission types

We want you to be creative and not be limited by tradition. To help guide you here are some suggestions of new types of sessions that we would like to see, but we are open to other new ideas too. The only constraint is your creativity.

1. **Interactive sessions – in smaller break-out groups, maximum length 40 minutes**

   Feedback from last year was that smaller, intimate and interactive sessions are often more engaging due to participants being immersed in the topic. We would like to be able to cater for more of these sessions. Our challenge to you is: can you deliver your most recent innovations in a more interactive way to create the discussion that will continue to take the business intelligence community forward in the coming years?

2. **'TED' style presentations – on the main stage, maximum length 20 minutes**

   Within our profession we talk about storytelling and the ability to deliver messages with absolute clarity to the right audience at the right time, so this year we will introduce a concept of TED style presentations. (If you feel you can't do your innovation justice in 20 minutes, can this be paired up with an additional interactive session?)

3. **Thought-provoking case-studies – various formats, maximum length 40 minutes**

   Can you bring to life the positive impact that we have on our external customers – to stimulate and motivate our audience around why we get out of bed every day and do what we do? We are continually in search of the value and experiences that we bring to patients, health care professionals and NHS managers. You might consider an upfront keynote session designed to tell the story, a more interactive session or something completely different.

Submission topics

We want to hear about secondary market research, the evolution of analytical approaches, advancements in tools that bring insight to life for our end users. Customer relationship management continues to be a widely debated topic as our customers habits are changing from the traditional print journals and representative visits to a more digitally focussed footprint, where is the best practice in this space?

How do we continue to innovate and ensure the role of primary market research is valued and used appropriately? We know recruitment is becoming harder, a continued move towards specialist prescribing and increasing payer led decision making all make the environment that much more challenging. We have an obligation to ensure that we ensure the patient and clinician view continues to be heard in this increasingly noisy environment. You are innovating in this space each and every day, what are your thoughts?

What is clear is that it is very difficult to navigate the environment and achieve success in isolation. We know that you enjoy hearing about successful partnerships between companies, agencies, stakeholders and patient groups. We would like to continue to encourage this, but don't let this restrict your thinking.

We are here to help

Getting your content accepted:
- Please feel free to reach out to any Board member (names are on the website) for guidance on where your contribution could fit in, or email us: **admin@bhbia.org.uk** and we will ask someone to contact you.
- You can also consult our **Frequently Asked Questions** resource at **www.bhbia.org.uk/events-courses-webinars/bhbia2020-callforcontent** – It includes **top tips** to increase the chance of your content being accepted, and some of the **common pitfalls** that lead to submissions not being selected.

Why submit content for the BHBIA Annual Conference?

The Annual Conference is the BHBIA's premier event, attended by over 250 delegates from across the business intelligence spectrum. There is a strong focus on attracting pharma company delegates (who represented more than a third of the audience in 2019).

Presenting at the Conference is a great way to **raise your profile** and gain recognition for your work and/or have your opinions heard.

In addition, speakers benefit from **preferential pricing** for the event – speakers who would like to attend the rest of the conference will get a 10% discount across all ticket types (and this is addition to the 15% early-bird discount where applicable).

How to submit

Please submit your contribution using the online **Conference Content Submission** form which can be found in the **My BHBIA** section of the BHBIA website: **www.bhbia.org.uk**. Please note you will need to log in or register to access this form.

If you are submitting to co-present, tentative agreement from a specific named co-presenter must be included in the submission. All synopses should be accompanied by a half page biography for each speaker.

Preference will be given to sessions which the Board believes will:
- Be innovative and challenging
- Be appropriate to an audience of business intelligence professionals
- Impact on the role of business intelligence professionals.

Timeline

25th September 2019
Synopses to be received by BHBIA.

October 2019
Authors notified of Board decisions and mentors assigned to successful submissions.

28th October 2019
Speakers need to be finalised and photographs of all speakers to be submitted.

November 2019
Conference programme published.

November 2019 – April 2020
Speakers to work closely with Board mentors.

30th January 2020
Conference speaker training for selected individuals.

14th February 2020
Draft slides/content overview to be sent to the mentors.

28th April 2020
Final presentations to be received.

11th-12th May 2020
BHBIA Annual Conference.