

BHBBIA

MILLENNIUM

GLOUCESTER • LONDON

bhbbia2022

CALL FOR CONTENT

**MILLENNIUM GLOUCESTER HOTEL
LONDON KENSINGTON**

16-17 MAY 2022 • ANNUAL CONFERENCE

OUR AIMS FOR bhb2022

16-17th May 2022 • Annual Conference • Millennium Gloucester Hotel London Kensington

2022 sees the return of our centrally held annual professional conference where we can interact, share, learn and reconnect. The last two years have been full of disruption and has forced us to adapt the ways that we live, work and interact in society. Our aim as the BHBIA is to ensure that the UK remains an attractive place to invest for the development and dissemination of actionable insight. We continue to listen, understand and represent the needs of our healthcare service and patients. The NHS has been under unprecedented pressures over a number of years and this was really amplified in the last two years, with a focus on returning to normal will the service be able to bounce back, can we help drive innovation? For you, our members, the UK needs to be an attractive place to build a career in Business Intelligence, where we are recognised for the true value that can be unlocked and secure continued investment following the departure from Europe.

It is the business intelligence community, our members, you, who drive and demonstrate innovation in what you do each and every day. We have changed our ways of working over the last two years, we these continue to be part of our day to day life or will we return to how we were before the pandemic? Only time will tell and we have seen transformational change in months rather than the preceding years of good intentions that saw the same incremental movement. What have we learnt to both love and hate?

We have had to become creative with how to generate insight through the different channels available to us. We have learnt what works and clearly what doesn't. We should celebrate our failures for trying something different and understand where we need to improve for continued success. Business insight has continued to be created by doing things differently. We are innovating on a daily basis to find the answers to the questions that are now being asked to help us successfully navigate - forward.

bhb2022 is created for you – share challenges, share mistakes, share learnings, share ideas, let's create our future together. Together we are stronger and we will be together!

Submission types

Let's take our new ways of working that have evolved over the last couple of years and not be limited by the tradition of the past. How can we tell the story to empower action? We are still at the start of a new journey, how far have come in the last year? 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.

01 Interactive sessions – in smaller break-out groups, maximum length 40 minutes

Feedback from previous conferences 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?

02 '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?)

03 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@bhb2022.org.uk and we will ask someone to contact you.
- You can also consult our **Frequently Asked Questions** resource at www.bhb2022.org.uk/events-courses-webinars/bhb2022-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.bhb2022.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

