



**JAN-DEC 2025**

# Professional Development

**A guide to the BHBIA 2025 Training Programme, Member  
Events and Professional Development Resources**

Webinars • Workshops • Events • Connect Groups •  
Skills Framework • Professional Partnerships



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# 2025 Training Programme

Please click on the event title for more details and online booking.

## JANUARY

**Empowering with Numbers**  
16th January | Virtual Half Day Workshop  
Members: £215 + VAT  
Non-Members: £270 + VAT

This data is 100% true...60% of the time!  
Accurately and confidently communicating data to others is a skill, but first we must be sure we understand it, trust it and can describe it consistently to make it meaningful.

**BHBIA Innovations in Market Research: Narrative Research**  
23rd January | Webinar  
Members Only: Free

Discover through pharma case studies how you can join other organisations in using narrative research to engage respondents in a new way, unlock new insights and make better decisions. Whether it's helping key segments overcome barriers with behavioural techniques for OTC products or creating brands with more compelling stories, narrative research – both qualitative and quantitative – offers unique insights. When respondents are encouraged to express themselves in narrative form, they reveal insights that can't be reached through traditional research.

**Rising Stars Connect Group**  
29th January | Virtual Meeting  
Members Only: Free

The Rising Stars Connect Group is for BHBIA members with up to 5 years' experience in Healthcare Business Intelligence and is free of charge to attend.

**BHBIA Insights Discovery Evaluator**  
30th January | Virtual Workshop  
Members: £215 + VAT  
Non-Members: £270 + VAT

Sometimes, we find ourselves wishing we could more effectively connect and communicate with the people around us. Join the Introduction to Insights Discovery and discover how a simple four-color model can improve your ability to adapt and connect with your colleagues and stakeholders, making the most of the relationships in the workplace.

## FEBRUARY

**Influencing without Authority**  
13th February | F2F Workshop  
Members: £460 + VAT  
Non-Members: £575 + VAT

In the complex world of healthcare, understanding the unspoken needs of your stakeholders is crucial. As professionals, you often possess valuable insights that could significantly impact decision-making. However, without formal authority, conveying these insights effectively can be challenging. By drawing upon your own case studies and realistic scenarios in this interactive workshop, you will walk away with powerful tools and techniques to build trust and amplify your influence within the healthcare ecosystem.

## MARCH

**Elevating Deliverables**  
6th March | Webinar  
Members Only: Free

In a world of information overload, our insights are often buried in unengaging slide decks that are lost in company sharepoints. Discover innovative ways of storytelling to ensure insights leave their mark with the audience.

**BHBIA Spring Virtual Event**  
13th March  
Free of charge for all members

**Advanced Ethics: Spotlight on Compliance**  
20th March | F2F Workshop  
Members: £460 + VAT  
Non-Members: £575 + VAT  
Led by the BHBIA Ethics & Compliance Committee

This seminar will put the spotlight on what good compliance looks like so that you can make sure that your company meets the highest professional standards. An energetic and engaging seminar packed with short, sharp presentations, plenty and varied opportunities for interaction and regular breaks.

KEY

Webinar Workshop  
Member Event Connect Group

### **A Day in the Life of a Client Side Market Researcher**

**3rd April | F2F Workshop**

**Members: £460 + VAT**

**Non-Members: £575 + VAT**

As an agency-side researcher, do you every wonder what a typical day is like for clients? This training will share key priorities for clients and typical business challenges they face for a more informed understanding of their world, including a tour of their science laboratories on site.

## **APRIL**

### **Navigating GenAI in Pharma**

**10th April | Webinar**

**Members Only: Free**

Usage of Generative AI is changing quickly, in this webinar hear the current state-of-play from the perspective of clients working in pharma and life sciences. Hear the findings of interviews with client stakeholders regarding their experiences, adoption and the value of Generative AI. Clients will then share and debate their future predictions

### **Rising Stars Connect Group**

**23rd April | Virtual Meeting**

**Members Only: Free**

### **Challenging Conversations**

**24th April | F2F Workshop**

**Members: £460 + VAT**

**Non-Members: £575 + VAT**

Why does mindset matter? What role does fear have in your own mindset and communication when having challenging conversations? Ensure you don't shy away from delivering the messages that really need to be heard by the business.

## **MAY**

### **Founders Fireside**

**1st May | Webinar**

**Members Only: Free**

Have you got to that stage in your career where you might be ready to start your own agency or simply planning your longer-term career path. From Brains & Cheek, Red Leaf and boxee you will gain a unique insight into the challenges and what is critical in the journey of building a successful market research agency.

### **Annual Conference bhbia 2025**

**12th and 13th May**

**See event for member rates**

bhbia2025 will be held on the 12-13th May, at the Hilton London Wembley, attracting around 280 delegates from across the spectrum of healthcare business intelligence (market research, business information, commercial analytics, sales force effectiveness) and allied fields. The BHBI Annual Conference is a members' only event - open to BHBI Corporate, Affiliate and Personal members only.

## **JUNE**

### **Synthetic Respondents and Data in the Future of MR**

**5th June | Webinar**

**Members Only: Free**

This webinar explores the potential of synthetic data and respondents, driven by generative AI. Highlighting both opportunities and risks, it examines how these technologies can enhance data quality, speed up research, ensure regulatory compliance, and reduce costs while acknowledging the challenges.

### **Analytics Connect Group**

**11th June | Virtual Meeting**

**Members Only: Free**

The BHBI Analytics Connect Group gives our Analyst members the opportunity to discuss issues pertinent to this sector of our membership, including SFE, CRM and related areas.

### **Segmentation with Cluster Analysis**

**12th June | Virtual Workshop**

**Members: £215 + VAT**

**Non-Members: £270 + VAT**

Do you find yourself needing to derive meaningful insights from your data but lack access to expensive, proprietary analytics software. This workshop will be a hands-on experience in which, you'll gain the knowledge and tools to unlock valuable insights from your data, create compelling personas, and drive more effective strategies, all within Excel.

### **Facilitation Skills**

**26th June | F2F Workshop**

**Members: £460 + VAT**

**Non-Members: £575 + VAT**

You've uncovered a valuable set of insights and you've crafted a brilliant de-brief story that will capture the hearts and minds of your audience. Knowing how to control the rabble in the room and facilitate a successful delivery can be the cherry on top of a project.

## JULY

### **Turning data into Action: Commercial Insights to drive impact**

**3rd July | Webinar**

**Members Only: Free**

Drawing conclusions from data is a familiar task however, the crucial next step is contextualizing these findings to drive informed decision-making and actionable change. This session will offer practical tips and a real case study example on how to communicate insights effectively, ensuring stakeholder buy-in and commercial success.

### **Passing the So What Test** **10th July | Virtual Workshop**

**Members: £360 + VAT**

**Non-Members: £470 + VAT**

If we are to deliver actionable insight to our clients and stakeholders, we must first be able to identify and clarify their business issues, needs and priorities. This highly practical and interactive workshop will introduce you to a toolbox of pragmatic models, frameworks and approaches that will make a real difference to your personal impact and business relationships.

### **Rising Stars Connect Group** **23rd July | Virtual Meeting**

**Members Only: Free**

## SEPTEMBER

### **BHBIA Summer Virtual Event** **4th September** **Free of charge for all members**

### **Getting Started in Healthcare Business Insights** **17th September | F2F Workshop**

**Members: £280 + VAT**

**Non-Members: £390 + VAT**

From drug development to Primary Market Research methodologies, Secondary Data sources and uses, to the role Ethics and Compliance plays throughout it all, this one-day workshop is the perfect opportunity to get your new starts or graduate placements up and running.

### **Fast-track your Business Impact**

**18th September | F2F Workshop**

**Members: £460 + VAT**

**Non-Members: £575 + VAT**

Sessions are designed to help you gain the confidence to challenge requests, learn to say 'no' appropriately, sharpen your insights communications through effective structuring, and understand and identify the working styles of yourself and your stakeholders. The day is a mixture of classroom-based learning and presentations, mixed with practical sessions.

## OCTOBER

### **Analytics Connect Group** **8th October | Virtual Meeting**

**Members Only: Free**

### **Delivering the Sizzle, not just the Sausage – effective presentation delivery skills**

**9th October | Virtual Workshop**

**Members: £360 + VAT**

**Non-Members: £470 + VAT**

Develop and refine your presentation skills in both virtual and face to face settings. Communicating and connecting effectively with clients, whether internal or external, is an increasingly essential skill for today's researcher/analyst. After all, ours is a 'people' business: clients buy people whom they trust and respect, and who deliver personal benefit and organisational value.

### **Essential Ethics: Practical Application of the BHBIA's Legal & Ethical Guidelines**

**16th October | F2F Workshop**

**Members: £460 + VAT**

**Non-Members: £575 + VAT**

Understanding the principles and theory of compliant Market Research is one thing, feeling confident in the practical application of the guidelines can be another. This workshop is designed to help you put theory into practice.

### **Rising Stars Connect Group** **22nd October | Virtual Meeting**

**Members Only: Free**

## DECEMBER

### **BHBIA Winter Seminar** **5th December** **IET, London**

## Professional Development Resources

The BHBIA supports the continued development of its members through a variety of channels. Click on the options below to read more:

### Training - course details and book online

Workshops

Webinars

### Self-study - any time learning and certification

Online Training

Legal & Ethical Guidelines

Webinar Library

### Events - flagship conferences to peer communities

Member Events

Connect Events

### Development Resources - career support

Skills Framework

Foundation & Business Skills Series

Vouchers

### Professional Partnerships - collaborations

MRS CPD

MRS discounts

Intellus webinars

Updated October 2024

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