

Learning and Development 2021



Please click on the workshop/webinar/event title for more details online

JANUARY

Speed, Value and Flexibility: The Unique Benefits of Online Qualitative Research

21st January

Members only: Free

BOBI Awards – Why you Should Join this Year's Competition

26th January

Members only: Free

The Magic of Conference Presenting

28th January

Members: £350 + VAT

Non-Members: £450 + VAT

FEBRUARY

Optimising Market Research Insights to Increase Business Impact

4th February (Half Day – PM)

Members: £210 + VAT

Non-Members: £260 + VAT

Data Controller/Processor Roles Update

5th February

Members only: Free

Doing Things Differently: Behavioural Science for Market Research

10th February, 24 February, 10th March, 31st March (1hr Sessions)

Members: £210 + VAT

Non-Members: £260 + VAT

Spring Virtual Event

25th February

Introduction to Early Access Programs: What are they and Key Considerations When Designing Research

26th February

Members only: Free

MARCH

'Delivering the Sizzle, not Just the Sausage' – Effective Presentation Delivery Skills

4th March

Members: £350 + VAT

Non-Members: £450 + VAT

ABPI & BHBIA AE/PC/SRS Guidelines – Medical Devices Update

19th March

Members only: Free

Agile for Business Information/Market Research

25th March

Members: £350 + VAT

Non-Members: £450 + VAT

APRIL

The Value Partnership – A Win-Win Engagement Approach

22nd April (Half Day – AM)

Members: £210 + VAT

Non-Members: £260 + VAT

Going Global via Mobile – An Introduction to Conducting Successful Qualitative Smartphone Research Studies

30th April

Members only: Free

MAY

Annual Conference: bhbia2021 and BOBI Awards Ceremony

10-11th May

JUNE

Patient Focused Research to Inform Regulatory and HTA Assessment

10th June (Half Day – AM)

Members: £210 + VAT

Non-Members: £260 + VAT

Machine Learning Applications in Healthcare and Biomedicine: Principles and Practice

17th June

Members only: Free

SEPTEMBER

Summer Virtual Event

9th September

Introduction to the Pharmaceutical Industry and Business Intelligence Practice

16th September (Half Day – PM)/

17th September (Half Day – AM)

Members: £275 + VAT

Non-Members: £375 + VAT

Empowering the Analyst

23rd September

Members: £449 + VAT

Non-Members: £549 + VAT

OCTOBER

Qualitative Research in the New Normal

1st October

Members only: Free

Using Data Fusion & Choice Modelling in Segmentation

8th October

Members only: Free

Guidelines in Action

14th October

Members: £449 + VAT

Non-Members: £549 + VAT

Shaping Brand Performance Through Data Insights and Negotiating Your Forecast

21st October

Members: £449 + VAT

Non-Members: £549 + VAT

NOVEMBER

Combining Search Analysis and Social Listening to Provide a 360-degree View of Information Needs

5th November

Members only: Free

Innovations in Market Research

11th November (Half Day – PM)

Members: £210 + VAT

Non-Members: £260 + VAT

Digital Qualitative Solutions for the New Normal

17th November (Half Day – AM)

Members: £210 + VAT

Non-Members: £260 + VAT

DECEMBER

Winter Seminar

3rd December

Additional forums, webinars and workshops may be organised during the year – see www.bhbia.org.uk/events-courses-webinars

Key

● Virtual Workshop

● Webinars

● Face to Face Workshop