



JAN-DEC 2024

Professional Development

A full guide to the BHBIA 2024 Training Programme, Member Event dates and Professional Development Resources:

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



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bhbia

2024 Training Programme

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

JANUARY

Challenging pharma to focus on health equity and inclusivity

18th January | Webinar

Members Only: Free

As researchers we play a powerful role in shining a light on voices and experiences; this session will focus on how to use our power for good. What role does business insights play in the persistent inequalities in healthcare? How do we challenge the briefs we receive to ensure we are considering these issues?

BHBIA Insights Discovery Evaluator

25th January | Virtual Workshop

Members: £215 + VAT

Non-Members: £270 + VAT

This virtual workshop will give you the opportunity to complete an Insights Discovery® Evaluator and receive a personal profile and analysis. It can highlight practical actions that improve your everyday relationships and how you engage and influence your business partners.



Rising Stars Connect Group

31st January | Virtual Meeting

Members Only: Free

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

FEBRUARY

Influencing without Authority

8th February | F2F Workshop

Members: £460 + VAT

Non-Members: £575 + VAT

Sometimes we can feel that if we could just understand what was going on under the surface for our stakeholders a little better, we'd be able to speak their language and deliver the answers we know they need to hear. Learn how to build trust, increase rapport, and up your influencing power on this one-day workshop.



Navigating the Future of Research with ChatGPT & Generative AI

22nd February | Webinar

Members Only: Free

Are you ready to supercharge your research with the latest Generative AI tools? Join us to dive into the world of cutting-edge AI tools and learn how you can use them today to streamline market research processes, enhance existing methods, and provide deeper, more accurate insights.

Keeping Insights Alive - an Inside Story

29th February | Webinar

Members Only: Free

Pharma companies often have a wealth of research insights from historic projects, but consolidating and retaining this knowledge, in a way that keeps the findings alive and relevant to commercial planning can prove elusive. This is one story of how this challenge has been tackled within the Global Oncology pipeline franchise at Boehringer Ingelheim.

MARCH

Guidelines in Action

7th March | 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.



BHBIA Spring Virtual Event

14th March

Free of charge for all members

Captivating the Conference - how to be an effective public speaker

21st March | Virtual Workshop

Members: £215 + VAT

Non-Members: £270 + VAT

This highly practical, interactive half-day virtual workshop will unlock the secrets to successful speaking, whether at conferences or to similarly large audiences. Includes a 1:1 personal feedback session for each delegate.



Workshop Webinar

Member Events & Connect Groups



Insights Discovery



Foundation Series



Business Skills Series

APRIL

Challenging Conversations

11th 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.

Rising Stars Connect Group

24th April | Virtual Meeting

Members Only: Free

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

MAY

Analytics Connect Group

1st May | Virtual Meeting

Members Only: Free

The BHBIA 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.

Annual Conference bhb2024

13th and 14th May

See event for member rates

bhb2024 will be held on the 13-14th 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 BHBIA Annual Conference is a members' only event - open to BHBIA Corporate, Affiliate and Personal members only.

Transforming Client Outcomes using Behavioural Science

23rd May | Webinar

Members Only: Free

The ultimate purpose of this session is to help both agency and client-side researchers to transform client organisational outcomes – by maximising pharmaceutical companies' ability to understand and influence physician and other key customer behaviour.

JUNE

Facilitation Skills

5th 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.

AI-Powered Healthcare Research: A Master Class in ChatGPT & Generative AI Tools

27th June | Virtual Workshop

Members: £215 + VAT

Non-Members: £270 + VAT

Join this interactive Master Class designed to empower a new generation of healthcare researchers with the practical skills needed to harness the full potential of ChatGPT and cutting-edge Generative AI tools in their market research.

JULY

Empowering with Numbers

5th July | F2F Workshop

Members: £460 + VAT

Non-Members: £575 + 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.

Passing the So What Test

11th 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.

Workshop Webinar

Member Events & Connect Groups



Insights Discovery



Foundation Series



Business Skills Series

Rising Stars Connect Group
24th July | Virtual Meeting
Members Only: Free

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

SEPTEMBER

BHBIA Spring Virtual Event
5th September
Free of charge for all members

Getting Started in Healthcare Business Insights

18th September | F2F Workshop
Members: £280 + VAT
Non-Members: £390 + VAT

This one-day workshop is aimed at those who are new to the pharmaceutical healthcare industry and working in Business Insights roles in both pharmaceutical companies and agencies. It's key aim is to provide a full spectrum taster of the key Business Insights disciplines and highlight how these all link together.

Fast-track your Business Impact
19th September | F2F Workshop
Members: £460 + VAT
Non-Members: £575 + VAT

Our objective is to establish Business Insights professionals not just providers of insights, but as trusted business partners. 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.

OCTOBER

Your Brand positioning is Key
3rd October | Webinar
Members Only: Free

We all know what brand positioning is – or do we? This session will serve as an inflection point for what brand positioning means in the world we now live in, and what we need to consider helping our clients understand identify their optimal positioning.

Analytics Connect Group
9th October | Virtual Meeting
Members Only: Free

The BHBIA 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.

Delivering the Sizzle, not just the Sausage
17th October | Virtual Workshop
Members: £360 + VAT
Non-Members: £470 + VAT

This highly practical workshop will give you the opportunity to develop and refine your presentation delivery skills in a totally safe environment. The aim is to increase both your capacity and your confidence in delivering insightful, trust-enhancing, and memorable messages.

Rising Stars Connect Group
23rd October | Virtual Meeting
Members Only: Free

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

NOVEMBER

Everyday Analysis for Every Day
14th November | F2F Workshop
Members: £460 + VAT
Non-Members: £575 + VAT

This course is intended to equip attendees with the knowledge, tools, and confidence to tackle a host of commercial questions themselves. Typical commercial questions/tasks we are likely to cover include targeting, segmentation, potential planning, and territory alignment balancing.

DECEMBER

BHBIA Winter Seminar
6th December
Save the Date

Workshop Webinar

Member Events & Connect Groups



Insights Discovery



Foundation Series



Business Skills Series

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
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Self-study - any time learning and certification

Online Training	Legal & Ethical Guidelines	Webinar Library
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Events - flagship conferences to peer communities

Member Events	Connect Events
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Development Resources - career support

Skills Framework	Foundation & Business Skills Series	Vouchers
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Professional Partnerships - collaborations

MRS CPD	MRS discounts	Intellus webinars
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