


## Quality of Speakers

- You rated the papers favourably, but there is room for improvement to ensure presentations are genuinely inspiring and you learn something new
  - The analytics stream was well received, as were the industry experts and senior leaders we brought in as keynote speakers
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- The quality of papers depends on the synopses we receive – so it's in your hands! For 2018 we've had an excellent field of submissions so look forward to a high quality programme
  - We'll be building on the positive feedback regarding analytics content and relevant keynote speakers

## Venue and Agency Fair

- You scored the hotel well for comfort, catering and overall quality, but many would prefer a location outside London
  - You appreciate the opportunity to engage with a range of agencies in a relaxed setting, but you'd like natural light and more space for the agency fair, and ideally all stands should be in one room
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- It's surprisingly difficult to find a venue with the facilities we need, the level of comfort you expect, a convenient location AND a price that means we don't have to hike up delegate fees, but we are working on it and hope to have news for 2019!
  - For 2018 we are at the Royal Garden again and will be looking to optimise the use of the available space

## BOBI Awards and Evening Entertainment

- You appreciated the introduction of new and relevant BOBI Awards categories but felt that the awards ceremony was a little too long
  - Not everyone appreciated the live band – it seems that for many of us it's the chance to chat with friends and colleagues that's key
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- We'll be looking to keep the 2018 BOBI ceremony short and sweet!
  - We're exploring ideas to freshen up the evening entertainment. For those who want to dance the night away we'll still have music, but the focus will be on opportunities to socialise

## Pharma Company Representation

- At around 40%, pharma attendance in 2017 was very strong, especially as pharma people actually only make up around 12-15% of individuals listed on the BHBIA member database
  - But we know you'd like to see a greater range of pharma companies represented
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- The quality of the business content is obviously key to encouraging pharma attendance – once the 2018 programme is available please help us to get the message out
  - We've also introduced a specific initiative to offer a free day delegate ticket to each pharma company. In 2017 this attracted several companies that we believe would not otherwise have been represented