



**MRS CPD PROGRAMME  
ACCREDITATION FOR BHBIA EVENTS 2023**

| Title  | Date and Delivery Mode   | Summary   | Length of event                                  | MRS CPD Hours Accredited By MRS | Membership Benchmark Standard   | MRS Professional Development Framework |
|--|--|---|--|---------------------------------|---|--|
| <b>The Ten Commandments for Critical Thinking: how to turbocharge your brand's success</b> | <b>Webinar – 20<sup>th</sup> January 12.30-1.30 BHBIA members only</b>   | What is Critical Thinking, why is it beneficial, and why bother when it comes to healthcare marketing? Attendees at this webinar will be provided with 10 clear steps, with examples, for successfully utilising Critical Thinking skills.  | <b>1 hour</b>                                    | <b>1</b>                        | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i> |  |
| <b>Captivating the Conference – How to be an effective public speaker</b>                  | <b>Half-day workshop (via Zoom) – 26<sup>th</sup> January Professional trainer-led, discussion and practical exercises</b> | This highly practical, interactive workshop will unlock the secrets to successful speaking, whether at conferences or to similarly large audiences. We'll look at subjects such as the importance of preparation, of clarity of message and purpose, and of one's body language, voice and energy levels. As well as the psychological and physical, we'll also look at the key practical elements of powerful presentations, including how to engage your audience, handle questions and take control of the logistics. You will also get the opportunity to deliver, and then receive tailored, 1-2-1 feedback on your performance. | <b>Half day (approx. 3.5 hours session time)</b> | <b>3</b>                        | <b>STANDARD 6: Oral and/or written communication skills</b>   | <b>Communication Skills</b>            |
| <b>Latest Developments in Applied Behavioural Science</b>                                  | <b>Half-day workshop (via Zoom) – 2<sup>nd</sup> February</b>  | An overview of what behavioural science is and how it can be applied in healthcare market research projects (emphasis on qualitative projects and analysis)   | <b>Half day (approx. 3.5 hours session time)</b> | <b>3</b>                        | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i> |  |
| <b>Building Trust, Rapport and Influence: Partnering with Integrity</b>                    | <b>One-day workshop (face to face) – 9<sup>th</sup> February Professional trainer-led</b>                                  | Have an improved understanding of the drivers of influence and your role as an influencer<br>Learn how to influence others, including internal and external stakeholders<br>Enhance your interpersonal skills and trustworthiness<br>Be able to apply your knowledge of the different Insights Discovery colour energies to influence the outcomes of your interactions<br>Be able to apply your influencing skills in different situations with different types of stakeholders by utilising Cialdini's six Principles of Persuasion and the G-LEAD model<br>Create an action plan to adapt and connect with key stakeholders        | <b>1 day (approx. 5.5 hours session time)</b>    | <b>5</b>                        | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i> |  |
| <b>Diversity, Equity and Inclusion</b>   | <b>Webinar – 10<sup>th</sup> February 12.30-1.30 BHBIA members only</b>  | Update from a member company on their successful DE&I programme + the latest news from the BHBIA DE&I team (more details will be confirmed online)  | <b>1 hour</b>                                    | <b>1</b>                        | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i> |  |
| <b>Spring Virtual Event</b>  | <b>Seminar (via Zoom) – 2<sup>nd</sup> March</b>   | Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&A and discussion by members.<br>Theme/topic to be confirmed   | <b>2-3 hours</b>                                 | <b>2</b>                        | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i> |  |

|  |   |   |   |          |  |   |
|--|---|---|---|----------|--|---|
| <b>Why empathy matters: the importance of unpicking the narrative</b>                              | <b>Webinar – 10<sup>th</sup> March 12.30-1.30 BHBIA members only</b>                                | This session uses two case studies around obesity and women’s health to highlight the importance of comprehensive empathetic research and why we need to question some of our deeply embedded culturally established narratives.  | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>A Day in the Life of a Client-side Market Researcher</b>  | <b>Half-day workshop (face to face) – 23<sup>rd</sup> March at a client company’s offices</b>       | As an agency side researcher, do you know what a day in the work life of a client-side researcher entails? How is market research theory and methodology used in practice? Do you know how market research fits within the 'bigger picture' of pharma company planning and activities? What happens before the research begins? What happens with the research when it is finished? How can agency researchers ensure that what they do is as synergistic and impactful as possible within the client-side context?   | <b>Half day (approx. 3.5 hours session time)</b>                      | <b>3</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>Experience Mapping - the How, Why and What</b>  | <b>Webinar – 31<sup>st</sup> March 12.30-1.30 BHBIA members only</b>                                | This webinar will give an overview of the practicalities of creating experience maps, highlighting best practice, common errors, stakeholder management and putting it to use. Putting the user at the centre of design is the only method of developing genuinely useful services.   | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>Challenging Conversations – Making Mindset Matter</b>   | <b>One-day workshop (face to face) – 20<sup>th</sup> April Professional trainer-led</b>             | This workshop will examine the three levels of fear, five truths about fear and the difference between active and passive communication and overcoming our Gremlins/imposter syndrome as well as introducing techniques which will build your confidence to have those challenging conversations. Handling challenging conversations assertively and respectfully will increase engagement, commitment, build trust to strengthen your relationships and the value that you bring to your stakeholders. The main objective of this workshop is to provide you with the skills and knowledge to enhance the impact you have in your interactions and to drive even more compelling conversations – which your stakeholders, may or may not agree with, but they will agree to action and implement the suggestions because they value you as their trusted Business Advisor. | <b>1 day (approx. 5.5 hours session time)</b>                         | <b>5</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>Online Virtual Workshops – Optimising Engagement and Outcomes with Behavioural Science Bias</b> | <b>Webinar – 28<sup>th</sup> April 12.30-1.30 BHBIA members only</b>                                | In this webinar we will deep-dive into the psychology behind successful workshops and explore the range of subconscious biases that exist which can influence engagement and outcomes. We will reveal what these biases are, what they mean and how to overcome them.   | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>Optimizing Real-World Evidence with Big Social Data</b>   | <b>Webinar – 26<sup>th</sup> May 12.30-1.30 BHBIA members only</b>                                  | The session will highlight how social media listening can optimise Real World Evidence (RWE) for unique patient insights throughout the clinical pipeline.  | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>                              |   |
| <b>BOBI Awards (Best Of Business Intelligence) – Best Newcomer Competition</b>                     | <b>One-day competitive event (face to face) – 12<sup>th</sup> May Entrants, with up to 3 years’</b> | Completion of individual tasks throughout the day will assess a number of different skills and competencies relevant to individuals in business intelligence, analytics or market research, such as:<br>Listening/comprehension, identifying key issues, overall strategic thinking, awareness of industry, concentration and engagement, Planning, prioritisation, ability to time manage, Forecasting ability, mathematical competence, identifying key   | <b>1 day (approx. 4-5 hours in sessions and individual exercises)</b> | <b>4</b> | <b>STANDARD 1: Ethical &amp; legal considerations governing the conduct of MRS members</b><br><br><b>STANDARD 2: Research within its broad</b> | <b>Plan, design and manage research</b><br><br><b>Provide strategic marketing intelligence and customer insight</b> |

|  |  |  |   |  |  |  |
|--|--|--|---|--|--|--|
|  | <p><b>experience in a role that includes business intelligence, analytics or market research will undertake a series of individual practical exercises either presenting their answers to judges or completing tasks on their own.</b></p> | <p>issues, Methodological knowledge, correct application to business problem, Personal impact, situational analysis, clarity of thought, methodological knowledge (incl sampling), communication skills, overcoming objections, presentation skills, questioning skills, Translating strategy to tactics, personal impact, picking out relevant issues. Entrants are provided with feedback and encouraged to discuss this feedback with their line managers and build relevant elements into their Personal Development Plan<br/>There is also some pre-work.</p> |   |  | <p><b>political/economic/social/technological context</b></p> <p><b>STANDARD 3: The role of research in decision making within an organisation</b></p> <p><b>STANDARD 5: Project management (including planning and the use of resources)</b></p> <p><b>STANDARD 7: Awareness and evaluation of research methodologies</b></p> <p><b>STANDARD 8: Conducting all or part of a research project</b></p> <p><b>STANDARD 9: A nominated specialist area in research</b></p> <p><b>STANDARD 10: Quality assurance in research</b></p> <p><b>STANDARD 11: Commitment to your own personal and professional development</b></p> | <p><b>Lead cutting-edge thinking and innovative techniques</b></p>   |
| <p><b>BHBIA Annual Conference: bhbia2022</b></p>   | <p><b>Two-day Annual Conference – 12<sup>th</sup> – 13<sup>th</sup> June Plenary speaker sessions and one-hour training workshops</b></p>  | <p>Speakers will provide updates on the latest thinking/insights into case-studies on a range of healthcare-related market research/commercial analytics topics. There will also be the opportunity to attend a choice of training workshops. Both days also include inspirational and or leading industry speakers who will relate their experiences to the delegates business/leadership challenges.</p>   | <p><b>2 days – can register for one or both days (4-5 hours session time on each day)</b></p> | <p><b>Day 1 – 4</b><br/><b>Day 2 – 4</b></p> | <p><b>Standard 7: Awareness and evaluation of research methodologies</b><br/>+<br/><b>Standard 8: Conducting all or part of a research project</b><br/>+<br/><b>Standard 9: A nominated specialist area in research</b><br/>+<br/><b>STANDARD 3: The role of research in decision making within an organisation</b></p>  | <p><b>Plan, design and manage research project</b><br/>+<br/><b>Manage and lead research operations</b><br/>+<br/><b>Lead cutting-edge thinking and innovative techniques</b><br/>+<br/><b>Use and develop marketing customer data/research</b><br/>+<br/><b>Provide strategic marketing intelligence &amp; customer insight</b></p> |
| <p><b>Summer Virtual Event</b></p>   | <p><b>Seminar (via Zoom) – 7<sup>th</sup> September</b></p>  | <p>Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for Q&amp;A and discussion by members. Theme/topic to be confirmed</p>  | <p><b>2 – 3 hours</b></p>   | <p><b>2</b></p>                              | <p><i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i></p>   |  |
| <p><b>Getting Started in Healthcare BI: Introduction to the Pharmaceutical Industry and Business Intelligence Practice</b></p> | <p><b>One day workshop (face to face) – 14<sup>th</sup> September Speakers,</b></p>  | <p>For new starters, placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your trainees to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run</p>   | <p><b>Approximately 6.5 hours session time</b></p>  | <p><b>6</b></p>                              | <p><b>STANDARD 2: Research within its broad political/economic social/technological context</b></p>  | <p><b>Plan, design and manage research projects</b></p>  |

|   |   |   |   |          |  |   |
|---|---|---|---|----------|--|---|
|   | <b>discussion and practical exercises</b>   | by experienced BI professionals. The workshop will cover an introduction to the NHS, how medicines are brought to market, a top-line understanding of primary and secondary market research and the power of business intelligence in fuelling brand success throughout the product lifecycle. It will provide a balance of practical information to orientate your students and the opportunity to ask questions about careers and next steps  |   |          | <b>STANDARD 3: The role of research in decision making within an organisation</b><br><b>STANDARD 11: Commitment to your own personal and professional development</b>  |   |
| <b>Spotlight on Compliance</b>  | <b>One-day seminar (face to face) – 19<sup>th</sup> October</b><br><b>Speakers and discussion</b> | A seminar aimed specifically at those with a responsibility for compliance within their organisations, with guest speakers and compliance experts. We will put the spotlight on what good compliance looks like so that you can make sure that your company meets the highest professional standards. The seminar will be suitable for those who already have a good knowledge of the BHBIA Legal and Ethical Guidelines and the ABPI/BHBIA Guidelines for Adverse Event Reporting.   | <b>1 day (approx. 6.5 hours session time)</b>           | <b>6</b> | <b>STANDARD 1: Ethical &amp; legal considerations governing the conduct of MRS members</b><br><br><b>Standard 8: Conducting all or part of a research project</b><br><br><b>STANDARD 10: Quality assurance in research</b><br><br><b>STANDARD 11: Commitment to your own personal and professional development</b> | <b>Understand &amp; apply best practice to provide ethical and quality based research decisions</b> |
| <b>Innovation in Market Research</b>  | <b>Webinar – 22<sup>nd</sup> September 12.30-1.30</b><br><b>BHBIA members only</b>                | There's always a lot of buzz about new approaches, but do they really deliver? Avoid being blinded by the hype and join for this session to discover the latest innovations (AI, neuroscience, social media, voice tech, apps, online communities etc.) and results from pilot studies about whether they actually deliver deeper insight and, critically value for money.  | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>  |   |
| <b>How to Deliver Exciting, Engaging and Long-lasting Content</b>                             | <b>Webinar – 13<sup>th</sup> October 12.30-1.30</b><br><b>BHBIA members only</b>                  | Although PowerPoint has come a long way, there is more than can be done when it comes to how impactful insights delivery can be. Impressing stakeholders with outstanding output is more likely to help you stand out from the crowd and make clients want to come for more. From their perspective, it can also be a great vehicle for them to socialise results internally, with the added benefit of exposing your work to different teams.  | <b>1 hour</b>   | <b>1</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>  |   |
| <b>'Delivering the Sizzle, not just the Sausage' - Effective Presentation Delivery Skills</b> | <b>Training course (via Zoom) – 2<sup>nd</sup> November</b>                                       | 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 capability and your confidence in delivering insightful, trust-enhancing and memorable messages. We will discuss such key issues as the importance of energy, body language and voice, how to handle nerves and questions, and the added complexity of delivering remotely. You will have the unique opportunity to deliver a presentation before receiving one-to-one feedback (supported by a recording of your presentation), helping you identify your current strengths and areas for improvement. You will then get the chance to put your learning into practice by delivering again, followed by further feedback. | <b>Approx. 4 hours session time for each individual</b> | <b>4</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>  |   |
| <b>Behavioural Science in Quantitative Research</b>   | <b>Training course (via Zoom) – 16<sup>th</sup> November</b>                                      | Research agencies have enjoyed success incorporating insights and approaches from behavioural science into qualitative research. However, while some have had similar success with quantitative research, there is still significant untapped potential.  | <b>Half day (approx. 3.5 hours session time)</b>        | <b>3</b> | <i>Benchmark Standards and Professional Development Framework information available on application to the MRS</i>  |   |



|                             |   |  |   |          |   |   |
|-----------------------------|---|--|---|----------|---|---|
|                             |   | This interactive workshop will explore how approaches including psychographic profiling (using e.g. the academically proven OCEAN framework) and behaviour change frameworks (using e.g. University College London's COM-B model) have been successfully used in quantitative research to help pharma clients better understand, predict and change behaviour. |   |          |   |   |
| <b>BHBIA Winter Seminar</b> | <b>One-day Seminar – 1<sup>st</sup> December<br/>Speakers and discussion<br/>BHBIA members only</b> | Speakers will provide updates on the latest thinking on a topical theme related to healthcare market research/commercial analytics, with an opportunity for debate and discussion by members.<br><br>Theme/topics to be confirmed  | <b>1 day + lunch (approx. 3.5 hours session time)</b> | <b>3</b> | <b>Standard 7: Awareness and evaluation of research methodologies<br/>+<br/>Standard 9: A nominated specialist area in research</b> | <b>Plan, design and manage research projects<br/>+<br/>Use and develop marketing customer data/research</b> |