

## About the Best Newcomer Competition Day

### Objectives:

- Provide newcomers\* with a developmental opportunity
- Identify the best newcomers in business intelligence

\*no more than 3 years in a business intelligence role

The competition provides a level playing field – newcomers from across a range of roles, including market research, commercial analytics and fieldwork, will all be able to compete on a fair basis, and there is no influence of level of exposure within the industry – it's all down to the individual and how they perform.

The day is developed around a fictitious therapy area and organisation; with a series of tasks based on a product launch scenario, which allows entrants to:

- Demonstrate ability to think on their feet and work with others through a series of tasks
- Complete tasks broad enough to demonstrate core competencies – without the requirement for in-depth knowledge of a particular technique
- Learn, Develop and have FUN



Best Newcomer Finalists, Organisers and Judges



Best Newcomer Finalists assemble at SAS, near Marlow, on 20th April, ready to begin the day's challenges

### Finalists:

<b>Egle Baliutaviciute</b>	SERMO	<b>Sofia Fionda</b>	Branding Science
<b>Christopher Bell</b>	Black Swan Analysis	<b>Rebecca Hulme</b>	Strategic North
<b>Sarah Beeston</b>	MSD	<b>Almeda Jankauskaite</b>	SERMO
<b>Eleanor Biggs</b>	Ipsos MORI	<b>James McCallion</b>	Janssen
<b>Amy Bowes</b>	Kantar Health	<b>Tom Morrish</b>	Strategic North
<b>Kathryn Collins</b>	Janssen	<b>Jordan Mullen</b>	Cello Health Insight
<b>Rachel Dixon</b>	Kantar Health	<b>Sara Vergara-Muro</b>	Ipsos MORI

"medeConnect is delighted to sponsor the 2016 combined industry and agency 'Best Newcomer' competition, which continues to recognise the importance of newcomers to our industry and to celebrate their skills."

Sponsored by



Best Newcomer Host

