



**JAN-DEC 2024**

# Professional Development

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

Webinars • Workshops • Events • Connect Groups • Skills Framework • 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?

### BHBI 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 BHBI 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: £215 + VAT

**Non-Members: £270 + 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

25th 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.

### Make the Most of your Membership

27th February | Webinar  
Members Only: Free  
As a BHBI member you have access to an extensive package of resources and support. We are running this hour-long webinar to help our members to understand the support, training and resources BHBI membership offers.

## 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.

### BHBI 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 .

KEY

Webinar Workshop  
Member Event Connect Group

## 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 BHBA members with up to 5 years' experience in Healthcare Business Intelligence and is free of charge to attend.

## MAY

### Annual Conference bhbia 2024

13th and 14th May

See event for member rates

bhbia2024 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 BHBA Annual Conference is a members' only event - open to BHBA Corporate, Affiliate and Personal members only.

### Keeping Insights Alive - an Inside Story

23rd May | Webinar

Members Only: Free

Insights, insights everywhere, and not a drop to drink. 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.

## 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.

### Analytics Connect Group

12th June | Virtual Meeting

Members Only: Free

The BHBA 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.

### Transforming Outcomes using Behavioural Science

20th June | 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.

### 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.

**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 Summer 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**

From drug development to Primary Market Research methodologies, Secondary Data sources and uses, to the role Ethics and Compliance plays throughout it all, this one-day workshop is the perfect opportunity to get your new starts or graduate placements up and running.

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

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. The day is a mixture of classroom-based learning and presentations, mixed with practical sessions to try out some of the new skills in a safe environment before taking them back to the office.

## 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**  
**– effective presentation delivery skills**  
**17th October | Virtual Workshop**  
**Members: £360 + VAT**  
**Non-Members: £470 + VAT**

The delivery of a presentation, whether face-to-face or virtually, is a wonderful opportunity to connect with your clients and stakeholders, make a difference and strengthen the relationship. Although the content of your message is key, whether your audience understands, remembers, or acts upon it, will be determined by how well you bring it alive, and energise, interpret and engage.

**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.

## DECEMBER

**BHBIA Winter Seminar**  
**6th December**  
**IET, London**

**KEY**

**Webinar** **Workshop**  
**Member Event** **Connect Group**

## 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

### Self-study - any time learning and certification

Online Training

Legal & Ethical Guidelines

Webinar Library

### Events - flagship conferences to peer communities

Member Events

Connect Events

### Development Resources - career support

Skills Framework

Foundation & Business Skills Series

Vouchers

### Professional Partnerships - collaborations

MRS CPD

MRS discounts

Intellus webinars

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