

DAY 2 – TUESDAY 14TH MAY 2019

09.00 Registration and Agency Fair

An opportunity to meet agencies from across the business intelligence spectrum to see how you can encourage innovation. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

09.15 Introduction and Welcome from the BHBA Board

09.30 Keynote Speaker – Matt Lindley

Matt Lindley is a commercial airline and ex Royal Air Force Royal Squadron Pilot. Matt graduated with a degree in commerce from the University of Birmingham. On graduation he joined the Ford Graduate Training Programme and was immediately selected to help deliver Japanese Management techniques in dealerships through out Europe.

In 1995 he was selected to be a pilot in the Royal Air Force. During his military career, he flew many aircraft including the Hawk fighter jet. In 2000 he was selected to fly Her Majesty The Queen, members of the Royal Family and Government worldwide, serving on The Royal Squadron. He flew missions in the Sierra Leone, Kosovo, Iraq and Afghanistan conflicts. In 2007 Matt left the Service to become a commercial airline pilot and currently flies the Boeing 747 to world wide destinations.

Matt has also specialised in non-technical training initially within the aviation sector and also in medicine. Human Factors is a science which analyses why we all make mistakes in the workplace and suggests ways to improve teamwork leadership and communication to mitigate this risk. Matt has developed life-saving courses to help healthcare professionals minimise mistakes, understanding their own vulnerabilities and thus reducing error rates in hospitals. Recently he has diversified into other risk-based sectors, using the same aviation model.



10.10 A Condition Behind Closed Doors

Sarah Smith, Qualitative Director – Kantar Health, Hazel Haskayne, Senior Client Director, Qualitative – Kantar Health and Deborah Hagarth-Dodd, Patient

We will demonstrate how an innovative landmark study exploring the impact of a trivialized chronic condition can lead us not only to tell stories, but live and experience human insights. Through a multi-sensorial and interactive session, we will put you in patients shoes and bring to life how many are navigating the restrictions and struggles of condition that is forced to be lived behind closed doors.



10.55 Agency Fair (Tea/Coffee will be served in the Hanover Lounge and Beaumont Suite)

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Market Research Stream

11.30 Innovation and Customer-Centricity: What Pharma can Learn from Consumer

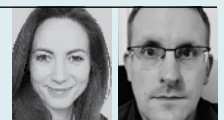


Dr Pamela Walker, Head of Health – Incite and Julie Neilson, Head of Planning – Edit

Pharmaceutical companies must adapt their commercial model so that they are able to cut through the noise of the market place with a cohesive multi-channel marketing strategy. As a business intelligence community our challenge is to provide the data and insight required to develop the strategy and measure the outcomes. During this paper we will share and reflect on what can be learnt and applied from other industries.

Analytics Stream

11.30 Data Friend and Data Foe: Are Your Visualisations a Help or a Hinderance?



Kate Stevens – KES Consultancy and Nathan Byne – BBIC

You have lakes of data, you have automated data transformation processes, you have enterprise cloud-based dashboards updating on a daily basis straight to your sales team's iPads...so how come their business plans are still based on "customer insights" rather than your data? In this session we evidence and provide feedback on the real-life impact of information overload to our field based commercial colleagues, and challenge us all to start with the end in mind when scoping and designing any performance reporting. Whether you are agency, data provider, or client-side insight manager, we all have a responsibility to ensure the finished product tells the data story the end user needs to read. Join us to discuss alternative ways of data project scoping that can deliver this time after time.