

Simply Better: no silver bullets, only B2B insights

## Call for Contributions

**BIG Conference is back and we're looking for inspiring speakers with great stories to tell. It is the UK's only specialist business-oriented research event and is all about:**

- **The changing face of business**
- **The business of research**
- **... and researching in a B2B environment**

We are especially interested in the impact of research and analysis on businesses. Building on Professor Patrick Barwise's\* theme of 'simply better', which is our beacon for 2012, we want to feature stories that show applied research that really made a difference to business performance and profitability.

If you've got a topic that doesn't fit one of these themes, don't hesitate. Just get in touch and we can help give you a steer.

## BIG themes

As usual we have identified some relevant themes, but we also want to hear what you think the audience needs to know. So just to whet your appetites, how about submitting something on:

- **Trends: what's changing the commercial context for businesses in 2012?**
- **New techniques / new theories: can you showcase a breakthrough B2B technique or approach?**
- **Customer-centricity: how are businesses hardwiring customer insight / behaviour data into better day-to-day decision making?**
- **Social media / listening: beneath the hype, what's actually working in the B2B world?**
- **Learning from other disciplines: what can psychology, behavioural economics, management consultancy teach us?**
- **Data and analytics, including non-MR data: what will the big data revolution mean for business research?**

Across all of these, we'd love to hear from a wide range of sectors. Our delegates are interested in financial services, telecoms, pharmaceutical, IT, utilities, to name just a few.



Deadline for submissions is  
4 November 2011

## BIG formats

Do you have a great idea for a new format?

Once again we want to hear from newcomers, researchers in the first five years of their careers. And we will be re-running our popular debate sessions. And, of course, we also want ideas for practical workshops, as well as provocations.

But if you have a new idea, are willing to run a 'fringe event', or just want to suggest a topic, don't be shy, let us know.

## About BIG

The Business Intelligence Group (BIG) is an autonomous organisation dedicated to the support and promotion of all individuals involved in business intelligence and market research.

## How to apply

If you think you have a great story to tell you can just fill in the application form explaining why your presentation will be right for BIG.

But if you're not sure what to submit or whether your wacky workshop idea is suitable, why not just get in touch and we can take it from there. The programme committee is committed to shaping this conference with your input – we don't just want papers. Email us at: [papers@bigconference.org](mailto:papers@bigconference.org) or call Sinéad Jefferies on 07825 072226

For more information on the BIG conference, and to download an application form, please visit our website [www.bigconference.org](http://www.bigconference.org)

\*Professor Patrick Barwise, keynote speaker at the BIG Conference in 2011, and returning in 2012, is emeritus professor of management and marketing at London Business School, chairman of Which?, and award-winning author of 'Simply Better' and 'Beyond the Familiar'.