



Have a
very
happy **BIG** Christmas



B2B in 2020

The future of business to business research

BIG Forum meeting to be held on Tuesday 2 December : 6pm for 6.30 start

**ORC International, Angel Corner House, 1 Islington High Street,
London N1 9AH (opposite Angel tube station)**

A **panel of senior figures** from the b2b research sector will be talking about the future and answering your questions.

From the client side :

Alan Jones, with a b2b perspective from HSBC
Clive Cohen, with the view from Royal Mail

From the supply side :

Simon Everard, Global CEO of Kadence
Mark Speed, International MD of IFF

From the dark side :

Trevor Wilkinson, Chair of BIG (and partner in PurpleMR)

And in the chair :

Our very own David Dimpleby (or Sandi Toksvig) ...
Nick Thomas, MD of MrWeb



The BIG Forum is part of the Business Intelligence Group (BIG) and exists to provide business-to-business researchers with an opportunity to meet and exchange views with their colleagues in an informal setting.

Entry is free to BIG members. Non-members pay £5 or must sing a Christmas carol *tunefully* to obtain admission (judges' decision is final, group efforts allowed, but please consider ORC's neighbours). Mulled wine and mince pies included, as is the first round in the pub afterwards (we will adjourn to the pub at 8 pm latest).

RSVP to nick@mrweb.com if you wish to attend. Initial questions for the panel must be pre-booked, so **please send your questions with your RSVP** if you want to ensure they get included and so that panellists can give a considered response. Max two questions apiece, but there will be a free-for-all at the end (and for questions too). For further info, please email Nick or ring him on 020 7515 6040.

We look forward to seeing you there.

Also please see our website www.b2bresearch.org for more information on BIG activities and how to join BIG.