



## ***The state of the economy and how did it impact on B2B markets and research***

Dave Skelsey, Director of Strictly Financial

**BIG Forum meeting to be held on Tuesday 2<sup>nd</sup> February 2010 at 6.30pm**

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

Following Dave's very popular presentation at the Spring BIG Forum in April 09 where he gave a fascinating talk about the economic climate and its impact on market research and B2B research in particular, Dave will be revisiting his predictions to see just which have come true including: Has there been an increase in qualitative and/or online research? Are clients undertaking more of their own research? Have survey sample sizes got smaller, not larger?

As before Dave will also review the general economic climate at the start of the New Year and determine what the future holds and how the needs and focus of B2B research buyers and practitioners may continue to be affected.

Dave has been working in research for a number of years, specialising in qualitative research in the financial sector. He set up Strictly Financial with Claire Labrum in January 2007

Please make a note in your 2010 diary. We expect there to be a lot of interest in this Forum. We look forward to seeing you there.

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**The BIG Forum is part of the Business Intelligence Group (BIG) and exists to provide business-to informal setting.**

**BIG Forum represents a chance to 'network' with your friends and colleagues while catching up on the latest thinking in business-to-business research.**

**BIG members enjoy free admission to evening meetings. Non-members are welcome for a small fee of £5. For our normal evening meetings (see programme below) there is no need to pre-book. Just turn up on the night and feel free to bring a colleague (or two). We meet at 6.00 for drinks and nibbles prior to a 6.30 start.**

**For more information please contact Virginia Monk at Network Research, telephone 020 7680 5100, email : [v\\_monk@networkresearch.co.uk](mailto:v_monk@networkresearch.co.uk)**

**Also see our website [www.b2bresearch.org](http://www.b2bresearch.org) for further details on our programme and more information on BIG activities and how to join BIG.**