



BIG AGM & June Forum: 'Understanding our market'

**BIG AGM to be held on Tuesday 8th June 2010 at 6.00pm,
Followed by the BIG Forum meeting at 6.30pm**

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

Trevor Wilkinson, current chairman of BIG, will be leading discussion at the final Forum of the season on the business-to-business research market.

There is currently a dearth of robust data on the market, making it difficult for practitioners to evaluate their own performance, identify opportunities and threats and plan for the future. If you're a research buyer it is also important to understand the market you're operating within so that you can ensure that the market best serves your needs.

The June Forum will attempt to pool the knowledge and experience of BIG members to address questions such as:

- ***How should we define the b2b research market – is b2b a specialism or is it increasingly indistinguishable from consumer research?***
- ***How big is the b2b research market?***
- ***Who are the main players (clients and suppliers)?***
- ***What are the market trends?***
- ***What techniques are being employed for b2b research?***
- ***What is the market likely to look like in 5-10 years time?***

This will be done through a classic Delphi approach, by which Trevor will briefly present what we do know about the b2b research market along with some hypotheses, so that the Forum can discuss and form a consensus on the size and nature of the market and likely future trends.

Join us for a glass of wine from 5.30pm prior to the BIG AGM at 6.00pm and the Forum meeting immediately afterwards. And if you need more (alcoholic) encouragement, after the meeting BIG will be buying the first round in the Red Lion.

The BIG Forum is part of the Business Intelligence Group (BIG) and exists to provide b2b researchers with an opportunity to meet and exchange views with their colleagues in an 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 there is no need to pre-book. Just turn up on the night and feel free to bring a colleague (or two).

For more information please contact Trevor Wilkinson – telephone 020 8359 1220 or email Trevor@purplemr.co.uk. Also see our website www.b2bresearch.org for further details on our programme and more information on BIG activities and how to join BIG.