



Putting the B2B customer at the heart of everything we do

Jonathan Wibberley, Head of Customer and Market Insight, BT Business
Judith Staig, Associate Director, GfK NOP

BIG Forum meeting to be held on Tuesday 30th September 2008 at 6.30pm

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

Please join us for the first BIG Forum event of the new season, when Jonathan and Judith will take you through this fascinating paper, which was presented at the BIG Conference in May, and which won the Award for Best Paper.

The paper reports on the challenges of selling ethnography into B2B client organisations, and the challenges of conducting ethnography with B2B respondents. Jonathan and Judith also address the issues relating to delivering and demonstrating return-on-investment in a project that is not clearly linked to a tactical measurable output. Finally, they explore the realities of working with – and within – a large client organisation such as BT where finding the right stakeholders to take action on insight can be more challenging than the research itself.

Jonathan has worked for BT, in a variety of guises, for the past five years. In December 2006, he took-up the role of Head of Customer and Market Insight for the SME market. In this position he is responsible for both the quality and relevance of Customer Insight delivered to BT Business. Judith is an Associate Director in the Business and Technology Division of GfK NOP. She spends her time working to integrate qualitative and quantitative insights to make sense of the B2B IT and telecoms market.

We look forward to seeing you there.

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 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 Sonya Graneek at GfK NOP, telephone 020 7890 9217, email : sonya.graneek@gfk.com

Our website www.b2bresearch.org is in the process of being redesigned.

BIG Limited

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