



Jack Hayhurst Award

Tom De Ruyck from Insites Consulting wins the JH Award 2017

EphMRA is delighted to announce the winner of the Jack Hayhurst (JH) Award for Best Paper at Conference in June.

Tom De Ruyck from Insites Consulting won the award for his outstanding paper at the conference entitled The memification of insights, so we wish to congratulate him on winning this highly prestigious award.

It was a very closely fought contest for 2nd and 3rd place, so EphMRA is also very pleased to announce that we have joint runners up for this award! Joint runners up are Nick Wain and Hannah Brown from M3 Global Research for their paper entitled Sampling – leveraging compliance to motivate response rates and build confidence in business intelligence and Thomas Laufen from Roche Pharma with Barbara Lang from Point-Blank International for their paper entitled Design thinking in the pharma world. The idea manufactory. Congratulations to our joint winners.

There were 15 papers eligible for the JH Award in 2017 - that is, papers which were presented by speakers which had gone through a rigorous selection process by the Programme Committee in the Autumn 2016 and Spring 2017.

This year, these papers were judged by members of the Programme Committee, who attended all the sessions and used a strict set of criteria to evaluate each paper. These criteria covered the delivery of the presentation itself; the overall value provided by the paper to delegates and an overall score for the presentation. In addition, delegates were asked to rate papers they attended and these scores, along with the post conference evaluations and the judges evaluations were all amalgamated to reach the final decision.

There will be more information about our winners in the December EphMRA News and on the EphMRA website but EphMRA would like to congratulate our winners on their achievement.