



## 1st EphMRA Half-Day Forecasting Forum Meeting, 11th October 2019 Dinner, 10th October

Convenors: Erik Holzinger, groupH and Ben Collins, Boehringer Ingelheim



**Location:** Boehringer Ingelheim Campus, Ingelheim am Rhein, Germany

**Registration:** via the web site here:

<https://www.ephmra.org/about-us/committees/forecasting-forum/forum-meeting-11th-october-2019/>

**Guest speaker:** Prof. Paul Goodwin, University of Bath

Paul Goodwin is the author of 'Decision Analysis for Management Judgement' and 'Forewarned - A Sceptics Guide to Prediction' among other publications.

**Event sponsors and organisers:** Boehringer Ingelheim, groupH

**Participant fee:** free for current Forecasting Forum members and colleagues. However please bear in mind that there are limited places available at the event.

**Event format:** EphMRA Forecasting Forum members

**Draft Agenda and Timetable:**

Thursday 10th October:	
20.00	Informal dinner
Friday 11th October:	
11.00 - 11.30	Registration
11.30 - 12.15	Lunch in BI Guest Casino
12.15 - 12.30	Welcome
12.30 - 13.10	1st Topic: Management Judgement in Forecasting + Q&A (Prof. Paul Goodwin)
13.10 - 13.50	2nd Topic: Behavioural Science in Primary Market Research + Q&A (Prof. Paul Goodwin)
13.50 - 14.05	Coffee and Comfort Break
14.05 - 15.06	3rd Topic: META Analysis Project, Introduction, Objectives and Process, Break-Out Sessions for Refinement and Next Steps (Erik Holzinger, Ben Collins, Prof. Simone Wies)
15.05 - 15.15	Short Break
15.15 - 16.15	4th Topic: Forecasting Clinic, Topics put forward by Forum Participants on the day
16.15	Close

## How to get there

Boehringer Ingelheim Campus, Ingelheim am Rhein, Germany

We are excited to have you participate in the upcoming EphMRA Forecasting Forum in Ingelheim on 11th October. The meeting will take place at the Boehringer Ingelheim Campus in Ingelheim:

Boehringer Ingelheim International GmbH  
Binger Strasse 173  
55216 Ingelheim

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There are regular trains to Ingelheim from Frankfurt and Mainz. Ingelheim is approximately one hour from Frankfurt main train station and around 50 minutes from Frankfurt airport by train. Ingelheim is also around 45 minutes taxi ride from Frankfurt airport.

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The meeting location on the BI campus is within walking distance of the IBB hotel in Ingelheim as well as the Ingelheim Hbf train station. If you arrive in the morning by taxi please ask the driver to bring you to gate 2 (Tor 2) where you will be registered as a visitor.

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A map of Boehringer Ingelheim campus, including location of gate 2 (Tor 2) is available on this link:

[https://www.boehringer-ingelheim.de/sites/de/files/unternehmensprofil/anfahrtsplan\\_ingelheim.pdf](https://www.boehringer-ingelheim.de/sites/de/files/unternehmensprofil/anfahrtsplan_ingelheim.pdf)

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### Hotel accommodation

Our hotel recommendation is the IBB Hotel in Ingelheim (<http://www.ibbhotelingelheim.de/en/>). Alternative hotels are available in the nearby city of Mainz. Mainz is 20 minutes from Ingelheim by train or taxi.

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For organisational questions and logistics please contact: Marion Krollman, e-mail: [marion.krollmann-henrich@boehringer-ingelheim.com](mailto:marion.krollmann-henrich@boehringer-ingelheim.com)

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For agenda and topic related queries please contact: Erik Holzinger, e-mail: [erik.holzinger@grouph.com](mailto:erik.holzinger@grouph.com) or Ben Collins, e-mail: [ben.collins@boehringer-ingelheim.com](mailto:ben.collins@boehringer-ingelheim.com)

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For Forecasting Forum membership inquiries please contact: Bernadette Rogers, e-mail: [generalmanager@ephmra.org](mailto:generalmanager@ephmra.org)

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