

Fieldwork Team of the Year

Awarded to the team demonstrating the best response to a Request for Proposal (RfP) for a hypothetical UK-based project

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"With a 20+ year history of tradition and innovation, Sermo's global HCP insights power healthcare advancement – and we know that speed is the name of the game! In this spirit, we're proud to sponsor the 2026 BOBI Award for Fieldwork Team of the Year, supporting and recognising the achievements of others in our industry."

3-Year Sponsor



Winning Entry:

Tamara Burke
Konovo

Simona Vilkaite
Konovo

Sarah Muir
Konovo

Océane Motteau
Konovo

Winners' Statement

"We loved the challenge of the brief. Working as a team to use our experience in fieldwork to meet tight timelines and achieve the clients' objectives. The ability to offer alternatives and recommendations in this ever-moving therapy area was exciting!"

The judges said:

"This year's winning team impressed the judges with a detailed and well-considered proposal that demonstrated a strong understanding of the brief and its key challenges. Their submission stood out for its thoughtful and practical approach, including well-judged decisions around moderator selection and a clear focus on respondent experience.

The integration of AI was particularly noteworthy, enhancing the moderator's role in a considered and effective way. Judges also highlighted the transparency and rigour of the compliance approach, alongside engaging elements that brought the proposal to life.

Overall, this was a thorough and well-executed entry that combined innovation with practical delivery, showcasing a high standard of fieldwork expertise."