

NICHOLAS HALL'S 36TH
EUROPEAN CHC CONFERENCE

The Consumer at the Core: Rethinking Growth in Healthcare

16-17
APRIL 2026

JW Marriott Hotel
Berlin

#NHEU26

probi[®]
Biotics Reimagined
Catalent[®]

 **Nicholas** Hall's
CHC EVENTS

16 APRIL - CONFERENCE DAY 1

- 9:00: Keynote Presentation
Nicholas Hall, *Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies*
- 10:00: Health Inclusivity Index: New Research Reveals How Prioritising Health Inclusivity Strengthens Economies
Sarah McDonald, *VP Sustainability, Haleon*
- 10:30: **Presentation of the Global Colin Borg Creative Marketing Awards**
- 11:00: **Networking and Coffee Break**
- 11:45: Inside Germany's Digital Health Market: What's Driving E-Pharmacy Growth
Dr. Dominique Zieglmayer, *Founder and CEO, DatamedIQ GmbH*
- 12:15: **Presentation of European Digital Marketing Awards**
- 12:45: **Networking Lunch**
- 14:15: Healthcare Professionals as Brand Builders: The ELPEN Case and Herbal Drug Market
Stavroula Chasapoglidou, *Director of OTC, ELPEN*
- 14:45: 14:45 Self-Medication Nation: Lessons Europe Can't Afford to Miss
Aleksandra Czok, *Director of Strategic Marketing Department, Adamed Pharma* & Member of the General Council of the Polish Association of Self Medication Industry (**PASMI**)
Karol Skoczylas, *Director of Consumer Health, Polpharma*
- 15:15: **Networking and Coffee Break**
- 16:00: Case Study - **Probi**
- 16:30: Fireside Chat: The Human Side of Acceleration
Martina Gripp, *Senior Associate, XPotential* & **The CHC Training Academy**
Joyshree Reinelt, *CEO & Co-Founder, Innate Motion*
- 19:00 -10:00: Marketing Awards Dinner

Don't forget!
Welcome Drinks
16 April
6:00 – 7:30 pm



17 APRIL - CONFERENCE DAY 2

- 9:00: Designing Consumer-Centric OTC Journeys: Meeting Needs Across Digital, Pharmacy, and Home Environments – TBC
- 9:30: Human + AI: The New Model for Innovation
Ekaterina Panteleeva, *VP, Global Head of Strategy Consulting & CIMA*
Nicholas Hall Group of Companies
- 10:00: Education as a Growth Engine: How Retail Advice Shapes Self-Care Confidence
- 10:30: **Networking and Coffee Break**
- 11:00: Panel Discussion: From Product to Experience: Designing for the Modern Healthcare Consumer
- 11:10: Consumer Healthcare Brand Leader
- 11:30: Insights x Creativity: Multiplying the Impact of Consumer Health Advertising
Praful Akali, *Founder & MD, Medulla Communications*
- 11:50: Creative & Digital Health Expert
- 12:10: Group Discussion and Q&A (40 mins)
Moderator: **Ralph Ahrbeck**, *Founder & CEO, Arqus Advisory*
- 12:40: Conference Closing
- 12:55: Networking Lunch Break
- 14:00: Afternoon Workshop
Theme: **Catching the Pulse: Trends & Partnerships Driving Innovations**
 - Innovation Trends
 - Tracker information + a Tracker shoutout
 - M&A Trends & Understanding the Relative Underdevelopment of M&A In-Licensing Trends
Facilitator: **Nicholas Hall**,
- 14:40: Group Discussions / Q&A
- 15:30: Coffee Break
- 16:00: Theme: **Creating Growth-Minded and Agile Teams in CHC**
 - Key Success Factors from Best-in-Class Companies
 - Building a Growth-Minded Culture
 - Mobilizing the Organization
Facilitator: **Steve Sowerby**, *Founder, XPotential*
- 16:30 : Group Discussions / Q&A

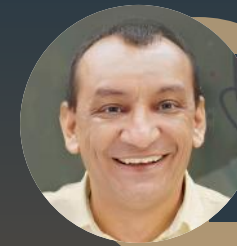
SPEAKERS



Nicholas Hall
Executive Chairman &
Creative Solutions Director
Nicholas Hall Group of Companies



Karol Skoczylas
Director of Consumer Health
Polpharma



Praful Akali
Founder & MD
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Aleksandra Czok
Director of Strategic
Marketing Department
Adamed Pharma



Ralph Ahrbeck
Founder & CEO
Arqus Advisory

I would like to book _____ place/s to attend:

Early Bird
(Before 3 Jan)

Normal Rate
(From 4 Jan)

☐ Conference • 16 - 17 April

GB£1,450

GB£1,650

Payment Details

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Country _____

Delegate Three Mr/Mrs/Ms/Dr

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Job title _____
Email _____
Country _____

Delegate Four Mr/Mrs/Ms/Dr

Full name _____
Job title _____
Email _____
Country _____

I accept the terms and conditions below and understand that Nicholas Hall Group of Companies reserves the right to amend the agenda.

Signature _____

Date DD / MM / YYYY



BOOKING

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