

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**<sup>®</sup>  
Biotics Reimagined  
**Catalent**<sup>®</sup>

 **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 Ziegelmayer**, *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  
**Serra Bicak**, *Senior VP, Reckitt Consumer Health/ Self Care*
- 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: M&A Outcomes in CHC: Winners, Losers, or Shared Growth  
**Leandro Gaspar**, *I&A Director - GCI & Analytics, Reckitt*  
**Chirag Sharma**, *Associate Director, Nicholas Hall Group of Companies*
- 10:30: **Networking and Coffee Break**
- 11:00: Panel Discussion: From Product to Experience: Designing for the Modern Healthcare Consumer
- 11:10: Insights x Creativity: Multiplying the Impact of Consumer Health Advertising  
**Praful Akali**, *Founder and MD, Medulla Communications*
- 11:30: Meeting the New Expectation: From Products to Holistic Health Experiences  
**Martin Schwarz**, *Managing Director, Sarticon*
- 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**



**Martina Gripp**  
Senior Associate  
**XPotential &  
The CHC Training Academy**



**Leandro Gaspar**  
I&A Director - GCI & Analytics  
**Reckitt**



**Sarah McDonald**  
VP Sustainability  
**Haleon**



**Joyshree Reinelt**  
CEO & Co-Founder  
**Innate Motion**



**Chirag Sharma**  
Associate Director  
**Nicholas Hall Group of Companies**



**Dr. Dominique Ziegelmayr**  
Founder and CEO  
**DatamedIQ GmbH**



**Ekaterina Panteleeva**  
VP, Global Head of Strategy  
Consulting & CIMA  
**Nicholas Hall Group of Companies**



**Praful Akali**  
Founder & MD  
**Medulla Communications**



**Stavroula Chasapoglidou**  
Director of OTC  
**ELPEN**



**Ralph Ahrbeck**  
Founder & CEO  
**Argus Advisory**



**Martin Schwarz**  
Managing Director  
**Sarticon**



**Aleksandra Czok**  
Director of Strategic  
Marketing Department  
**Adamed Pharma**



**Steve Sowerby**  
Founder  
**XPotential**



**Karol Skoczylas**  
Director of Consumer Health  
**Polpharma**



**Serra Bicak**  
Senior VP  
**Reckitt Consumer Health  
and Self Care**





I would like to book \_\_\_\_\_ place/s to attend:

☐ Conference • 16 - 17 April

Price  
GB£1,650

Payment Details

☐ Please invoice my company quoting the Ref / Order no. \_\_\_\_\_

Mr/Mrs/Ms/Dr Full Name \_\_\_\_\_ Job Title \_\_\_\_\_  
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Address \_\_\_\_\_  
City \_\_\_\_\_ Country \_\_\_\_\_ Postcode \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

If booking two or more places please provide contact details below:

<b>Delegate Two</b> Mr/Mrs/Ms/Dr	<b>Delegate Three</b> Mr/Mrs/Ms/Dr	<b>Delegate Four</b> Mr/Mrs/Ms/Dr
Full name _____	Full name _____	Full name _____
Job title _____	Job title _____	Job title _____
Email _____	Email _____	Email _____
Country _____	Country _____	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**

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