

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

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 **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: M&A Rewired: STOP Buying Growth. START Building It
Leandro Gaspar, I&A Director – GCI & Analytics, **Reckitt**
Chirag Sharma, Associate Director, **Nicholas Hall Group of Companies**
- 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 Ziegelmayr, 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: 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**
& Member of the General Council of the Polish
Association of Self Medication Industry (**PASMI**)
- 15:15: **Networking and Coffee Break**
- 16:00: Case Study: Longevity and the Role of Biotics
Mary Farrell, Scientific Affairs Manager, **Probi**
- 16:30: Health Inclusivity Index: New Research Reveals How Prioritising Health
Inclusivity Strengthens Economies
Sarah McDonald, VP Sustainability, **Haleon**
- 19:00 -10:00: Marketing Awards Dinner

Don't forget!
Welcome Drinks
15 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: Fireside Chat: The Human Side of Acceleration
Martina Gripp, Senior Associate, **XPotential** & **The CHC Training Academy**
Joysree Reinelt, Co-Founder and Business Humanizer, **Innate Motion**
- 10:30: **Networking and Coffee Break**
- 11:00: Panel Discussion: From Product to Experience:
Designing for the Modern Healthcare Consumer
- 11:10: Clear, Simple, Confident: How Clarity Empowers Consumer's
Health & Wellness Choices
Beverley Law, Founder, **ALL Creative** & **Salutis Consulting**
- 11:30: Meeting the New Expectation: From Products to Holistic Health Experiences
Martin Schwarz, Managing Director, **Sarticon** & **OTC Cube**
- 11:50: Insights x Creativity: Multiplying the Impact of Consumer Health Advertising
Praful Akali, Founder and MD, **Medulla Communications**
- 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 TrendsFacilitator: **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 OrganizationFacilitator: **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
Member of the General Council
PASMI



Joysshree Reinelt
Co-Founder and Business Humanizer
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Martin Schwarz
Managing Director
Sarticon & OTC Cube



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Member of the General Council
PASMI



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



Steve Sowerby
Founder
XPotential

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. _____

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

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Job title _____
Email _____
Country _____

Delegate Three Mr/Mrs/Ms/Dr

Full name _____
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**

For more information please contact - elizabeth.bernos@nicholashall.com
www.nicholashall.com



BOOKING

