

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: 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: 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: 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*
- 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**
Joyshree Reinelt, *CEO & Co-Founder, 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, Sarlicon* & **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 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



Mary Farrell
Scientific Affairs Manager
Probi



Joyshree Reinelt
CEO & Co-Founder
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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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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

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