

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

AGENDA

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



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, 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, **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 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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Sarah McDonald
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**XPotential &
The CHC Training Academy**



Steve Sowerby
Founder
XPotential

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Conference • 16 - 17 April

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GB£1,650

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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

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BOOKING

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 **Nicholas Hall's**
CHC EVENTS