



# Winning in Consumer Healthcare Pharmacy

**Media Rotana Dubai • 5 November 2018**

**Time Topic**

- 08:30: Welcome, Objectives, Agenda and Ways of Working, Introductions
- 08:45: Global and Regional Market Overview
- 09:15: Introducing Winning in Consumer Healthcare Pharmacy Process
- 09:45: Case Study Presentation

**10.15: Coffee Break**

- 10:35: Presentation – Developing Understanding: Brand, Category and Competitors
- 11:30: Group Work: Understanding Consumers and Shoppers
- 12:00: Groups: Present back for Alignment & Builds

**12.30: Lunch**

- 13:30: Presentation – Identify Opportunities
- 14:00: Group Work: Creating ‘Win Win Win’ Opportunities
- 14:30: Groups: Present back for Alignment & Builds

**15.30: Coffee Break**

- 15:45: Presentation and Group Work: Communication
- 16:15: Groups: Present back for Alignment & Builds
- 16:45: Presentation: Implementation with Excellence
- 17:15: Key Learning and Wrap Up



**OBJECTIVE**

To build essential skills for teams to ‘Win in OTC Pharmacy’ through a Brand Building approach, aligning all key departments and individuals with tips, techniques and pragmatic tools

**DELIVERABLES**

1. Participants to develop understanding of key stakeholders (customers, healthcare professionals, consumers, brand and competitors)
2. How to develop sales opportunities and solutions in a consistent and consultative way, that will add greatest competitive advantage for your brand

**ATTENDEES**

Sales, Shopper, Customer Marketing, Marketing



**Steve Sowerby**

The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team

Building as well as being an experienced trainer and facilitator. Originating in OTC Pharmacy and Prescription Drugs, Steve’s knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.



**Maya Itani**

Maya Itani is an award-winning marketing consultant specialized in brand development and strategy and the Managing Director of Itani & Company Marketing Consultants. With over 10 years of experience in multinational brand management and entrepreneurship,

Maya capitalizes on her experience working with both large brands and SMEs to help companies of all sizes detangle the complex world of marketing. By combining a deep knowledge of the Middle East consumer with extensive brand building experience, she and her team help regional companies harness the power of brands to create real business impact.



**TICKET  
PRICES:**

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T: +65 6829 7132 or E: elizabeth.bernos@NicholasHall.com

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The appropriate fee covers attendance at the workshop, event documentation, lunch and coffee breaks during the meetings on 5 November 2018. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 5 September 2018, fees will be refunded in full, less an administration charge of £100. There will be no refund for cancellations received after 6 September 2018, or cancellations where no written notice of cancellation is received.

If you have any questions about this event, please contact Mary:  
T: +65 6829 7132 or E: maricar.montero@nicholashall.com