

**NICHOLAS HALL'S 33RD CHC EUROPEAN CONFERENCE
& CHC TRAINING ACADEMY WORKSHOP**

The Future Resumed

19-21 April 2023

Leonardo Royal London City



For more information please contact elizabeth.bernos@NicholasHall.com

Transforming your Business –

A guide to dramatically changing your healthcare business

We are going through seismic changes in consumer needs, retail customers, health systems and the roles of healthcare professionals. All this has resulted in the blurring and merging of the traditional segments of our markets. This means that we cannot continue to pigeonhole individuals as Consumers or Patients for wellness, CHC or the medical industries. We have to rethink, reorganise and act with purpose in the most optimum ways to meet their needs along their journey to better health outcomes, whatever that means to each individual. This pressure for change in CHC has never been greater, not only for innovation in our products, but also in how we transform our organisations and business models to best serve our communities.

Transforming your Business is a pivotal event from the CHC Training Academy. It is designed to guide the audience in how to 'explode' the boundaries of our classic CHC business models and to transform organisations that are built on purpose and focussed, not on how we add value to shareholders, but how we serve individuals with inspiring solutions and so build our brands and reputations in the communities we serve.

A dynamic full-day workshop in typical CHC Training Academy style, designed to deliver information, solutions and inspiration for leaders to propose change in their individual companies.

The programme will be divided into 5 parts:

1. Introduction: Why we have to transform to survive in CHC.
Designing the brands / organisation / culture to meet consumer / patient needs and our vision for the future
2. Case Study: A fictitious case of a small to medium-sized company, inspired by an anonymous but real example that has lost direction and is forced to 'transform' to grow. The participants are to act as the 'internal consultants' and to propose a number of solutions to bring the business 'back to growth'
3. Exploding out of our Box: Maximum 30 minutes presentation from a recognised expert in the particular topic, followed by Q&A
 - By M&A and Licensing: Expert who has experience working in M&A, in-licensing and out-licensing
 - By Collaboration: Expert who has worked in a collaborative role in big companies
 - By Innovation in our existing Products and Services: Expert with experience of Superclaiming or similar
 - By Transforming Culture, People and Processes: Expert in building culture in big companies, curating a transformed, high performing and sustainable organisation
4. Group Work: Recommendations for the future strategy, culture and organisation for the Case Study
5. Summary and Next Steps

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Nicholas Hall

Nicholas is **Executive Chairman & Creative Solutions Director** of the Nicholas Hall Group of Companies, an elite

consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978.

After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas set up his own company, which has remained resolutely independent as it has expanded and flourished. Throughout that time Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Europe, Asia, Middle East and Latin America.

He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 conferences and seminars in 58 countries.



Steve Sowerby

Steve Sowerby is the founder of XPotential and co-founder of **The Consumer Healthcare Training Academy**.

Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations.

He has been invited to train companies around the world across multiple industries.

Primary Target Audience:

Mid to senior level leaders; General Management, Strategy, Finance, Marketing, HR and Business Development

Secondary Target Audience:

Investment Companies, Banks and Distributors

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Regan Leggett
Executive Director
Thought Leadership & Foresight
Nielsen

Regan James Leggett is Executive Director, Thought Leadership and Foresight, Global Markets. Regan has over 10 years experience in the Strategic foresight domain working on future focused projects in automotive, banking, government, technology and FMCG. He is part of Nielsen's thought leadership council and often a guest speaker at conferences and Universities. He leads Thought leadership and regional reporting for Nielsen's Global markets.



Ralph Ahrbeck
Founder / CEO
Arqus Advisory

Ralph is the Founder & CEO of Arqus Advisory, a consumer-focused, brand marketing and strategic consultancy that helps businesses build cutting-edge, consumer-centric global brands, forge new innovative business models and establish market leadership using an insight-led, brand development philosophy.

Last year, he also took over as CEO of Unilab GmbH, a German start-up CHC business that launched its first probiotic brand in May 2022, Multilac Darmsynbiotikum. After living in 8 countries across 3 continents, he considers himself a multilingual, global citizen with +35 years' experience in start-ups and turnarounds with Kraft Foods, Roche Pharma, Alliance Boots and Shiseido.



Harjot Singh
Global Chief
Strategy Officer
McCann

Harjot joined the global strategy team at McCann Worldgroup in New York, in January 2011. He was subsequently promoted and transferred to the EMEA headquarters in London in January 2015. As Chief Strategy Officer of Europe and UK, Harjot leads strategy teams in 21 countries across all McCann Worldgroup disciplines.



Matt Banks-Crompton
Managing Director
Vector Consumer

Matt is an international business developer, brand builder, multi-sector B2C-B2B-D2C sales, communicator, collaborator and team leader covering Consumer Healthcare, Lifestyle and Sporting Goods.

Proven at leading and delivering growth through strategy, innovation, brand and new product development, multi-channel strategies, international expansion, strategic partnerships, export sales, digital go-to-market solutions and cross border eCommerce.



Grigoris Karelos
Managing Director,
South-East Europe
J&J

Grigoris is a high-calibre professional with proven track record in OTC marketing management, including consumer, shopper and healthcare professional activation. With experience across different countries & geographies including Greece, Balkans, Israel, Spain, Italy, Portugal.

*More speakers to be added to the agenda soon!

THE NICHOLAS HALL CHC MARKETING AWARDS 2023

21 April 2023

The Selection Process

Nicholas Hall, Chairman & Creative Solutions Director of Nicholas Hall Group of Companies, and a judging panel, with decades of experience of how to launch and advertise in the self-medication industry, will analyse the entrants' ability to disrupt the market through offering a unique health solution, look at the media selection and promotion process, question consumer awareness of the products, HCP backing, and much more.

From a select list of campaigns, delegates will have the chance to rate your favourite campaign, based on memorability, humour, provocation, clarity and any other factor you feel makes or breaks an advertising campaign.

Results for all three awards will be announced during the conference in April 2023.



Awards Categories

WORLDWIDE MARKETING AWARD

This award will be given for the most innovative new marketing campaign for any CHC brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 Feb 2022 and March 10 2023.

EUROPEAN NEW PRODUCT OF THE YEAR AWARD

This award will be given for the most innovative and successful product launch or Rx-to-OTC switch in any European country between 1 Feb 2022 and March 10 2023.

THE COLIN BORG CREATIVE AWARD

Voted for by delegates, this award will be given for the most outstanding example of creativity in CHC advertising that has appeared on TV, Social Media or on outdoor media between 1 Feb 2022 and March 10 2023

Entry deadline: 10 March 2023

Send entries to elizabeth.bernos@NicholasHall.com

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I would like to book _____ place/s to attend:

- ☐ Workshop Only - 19 April
- ☐ Conference only - 20-21 April
- ☐ Workshop + Conference (19-21 April)

Early Bird Rate
(Offer ends 18 January)

Full Price
(From 19 January)

GB£800
GB£1300
GB£1900

GB£850
GB£1450
GB£2100

Payment Details

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

Mr/Mrs/Ms/Dr Full Name _____ Job Title _____

Company _____

Address _____

City _____ Country _____ Postcode _____

Tel _____ Fax _____ Email _____

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

Delegate Two Mr/Mrs/Ms/Dr

Full name _____

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 / YY

