

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

The Future Resumed

19-21 April 2023

Leonardo Royal London City

RSVP upon Registration:

April 19 Welcome drinks - Hotel - 6pm

April 20 Marketing Awards dinner (Thames River Cruise) 6:30pm to 10pm - (Seats are limited)

April 21 Networking lunch - 12:30pm to 2:30pm

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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Day 1: 20 April - Conference

- 8:30 Registration and Welcome Coffee
- 9:00 European Trends Presentation
Nicholas Hall, Executive Chairman and Creative Solutions Director,
Nicholas Hall Group of Companies
- 9:45 Why everyday health must become more sustainable and inclusive
Sarah McDonald, VP Sustainability, **Haleon**
- 10:15 The Colin Borg Creative Awards Presentation
- 10:40 **Coffee Break**
- 11:10 What's Next: Anticipating what the next planning horizons may hold – 2025, 2027 & 2030
Regan Leggett, Executive Director, Thought and Leadership Foresight, **Nielsen**
- 11:40 The role of advertising in empowering consumers in promoting self-care
Rodney Collins
EVP, Global Head of Human Sciences
McCann
- 12:10 **Lunch Break**
- 1:10 European New Product of the Year Awards Presentation
- 1:40 Nutraceuticals as a revenue opportunity for pharma companies
Jernej Klopčič
Business Development Director
PharmaLinea Ltd
- 2:10 Perrigo Case Study Presentation
Svend Andersen, Executive Vice President,
Perrigo Consumer Self Café International
- 2:40 Coffee break
- 3:10 Creating Impactful Consumer Brands that Changed the Game
Matt Banks-Crompton, Managing Director,
Vector Consumer
- 3:40 Worldwide Marketing Awards Presentation
- 4:05 Building Global Business From Small
Subodh Marwah, CEO, **Strides Consumer**
- 4:35 Building start-up: success and failures, do's and don'ts
Ralph Arhbeck, Founder & CEO, **Arqus Advisory**

6:45 - 10:00
River Cruise Awards
Dinner on board – RSVP



Day 2 – 21 April - Conference

- 9:00 Ensuring a stable regulatory environment post Brexit
Michelle Riddalls, CEO
The Consumer Healthcare Association (PAGB)
- 9:30 Selfcare, The Consumer in a New Era
Grigoris Karelos
Country Director, Greece, Balkans & Israel, **J&J**
Vice-President, **Greek Association of Selfcare (EFEX)**
Member of the Board,
Efficient Consumer Response Greece (ECR)
- 10:00 The role of e-commerce in transforming your company from Local to European
Oriol Segarra, CEO, **Uriach**
- 10:30 **Coffee Break**
- 11:00 Best practice experience of the biggest and most advanced online pharmacy in Sweden
Björn Thorngren, CEO and co-founder, **MEDS**
- 11:30 e-Commerce platform development in CHC
Panayotis Gezerlis, Founder & President,
Convert Group
- 12:00 Panel Discussion: ePharmacies: Challenges for CHC Manufacturers
Panelists:
Michelle Riddalls, CEO, **PAGB**
Grigoris Karelos
Country Director, Greece, Balkans & Israel, **J&J**
Vice-President, **Greek Association of Selfcare (EFEX)**
Member of the Board,
Efficient Consumer Response Greece (ECR)
Oriol Segarra, CEO, **Uriach**
Bjorn Thorngren, CEO, **MEDS**
Moderator:
Panayotis Gezerlis, Founder & President,
Convert Group
- 12:30 Closing and Summary
Nicholas Hall

12:50 - 3:00
Networking Lunch



SPEAKERS



Regan Leggett
Executive Director
Thought Leadership & Foresight
Nielsen

Regan Leggett drives foresight work for NielsenIQ's Global markets. He has a Post Graduate Diploma in

Strategic Foresight and worked as a Foresight consultant with a number of Fortune 500 companies prior to joining NielsenIQ. He is passionate about encouraging forward focused conversations with clients and colleagues. Regan is a member of NielsenIQ's thought leadership council and spends a great deal of time understanding emerging change and implications to consumers, consumer behaviour and the broader business environment. He has lived and worked in the Pacific, Europe, North America and Asia.



Jernej Klopčič
Business Development Director
PharmaLinea Ltd

Jernej Klopčič built his academic path by upgrading his background in science & engineering with an additional international business

education, completed with honors and awards for special achievement. Applying his multidisciplinary knowledge, he developed his professional path from product development to product marketing and eventually business development. As business development director at PharmaLinea Ltd., Klopčič utilizes his experience from managing roles in market-leading consumer product corporations and delivers excellence rooted in his understanding of both consumer and client needs.



Rodney Collins
EVP, Global Head of Human Sciences
McCann

As an anthropologist, Rodney promotes an appreciation of human practice-in-context and holds a strong commitment to the principles of immersive participant-observation to discover deeper truths.

Rodney has field experience in Europe, North & Central Africa, the Middle East, and North & Central America. With expertise in semiotic, cultural, and psychoanalytic analysis, his work has offered transformative insights into a wide spectrum of practices: from idleness and masculinity, to air fresheners and habit change, to public health policy and design innovation.



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.



Grigoris Karelos
Managing Director, South-East Europe
J&J
Vice-President, Greek Association of Selfcare (EFEX)
Member of the Board
Efficient Consumer Response Greece (ECR)

Grigoris is the Area Managing Director for South-East Europe at Johnson & Johnson New Planned Consumer Health Kenvue, the Vice-President of the Greek Association of Selfcare (EFEX) and Member of the Board of Efficient Consumer Response Greece (ECR).

He manages a business that spans across 14 markets in Greece, Balkans and Israel and contributing to the health and wellness of a 70M population, everyday. Grigoris has a broad experience in Marketing, Commercial and General Management roles in the personal health and FMCG businesses, in both developed and emerging markets.



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.

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Sarah McDonald
VP Sustainability
Haleon

Sarah McDonald joined Haleon as VP Sustainability in order to step change action on sustainability as a mission critical part of delivering on the company purpose: to deliver Better everyday health with humanity. In her role Sarah has launched a full sustainability strategy with the inclusion of a social agenda focused on health inclusivity, integrated work on brand purpose and delivered significant progress against the company's environmental goals. Prior to joining Haleon, Sarah worked at Unilever where she was part of a small team who developed the Unilever Sustainable Living Plan and then drove the actions needed to deliver on its goals with a particular focus on Brand Purpose, Health and Wellbeing and the Beauty and Personal Care Division.



Michelle Riddalls
CEO
The Consumer Healthcare Association (PAGB)

Michelle Riddalls is CEO of PAGB, the consumer healthcare association, which represents the manufacturers of branded OTC medicines, self-care medical devices and food supplements in the UK. As CEO of PAGB, Michelle has played a leading role in providing stability to the OTC sector in the wake of the UK's decision to leave the EU.

Michelle has worked in consumer healthcare for over two decades and has received awards from TOPRA for her work in prescription only medicine (POM) to over-the-counter reclassifications. Prior to joining PAGB in June 2019, she was Director of Regulatory Affairs for the Northern European Cluster for Pfizer Consumer Healthcare. In this role, she was integral in the highly successful POM to GSL reclassification of Nexium Control and, more recently, the Viagra Connect POM to pharmacy (P) switch.



Svend Andersen
President CSCI & Executive Vice President
Perrigo

Svend is a senior leader with extensive international pharmaceutical leadership experience with 30+ years combined experience in Pharmaceutical, OTC and medical device businesses in retail, hospital, homecare and drug store channels with Ferrosan (Novo Nordisk), Teva, Hospira which is now Pfizer and most recent with Perrigo.

Now serves as the EVP and President of CSCI (consumer selfcare international)



Panayotis Gezerlis
Founder & President
Convert Group

Panayotis is the CEO of Convert Group, a data-driven consultancy based in Europe and operations in Spain, Romania, Poland, Italy, Spain, Luxembourg, Turkey and Greece. With his team they specialise on eCommerce Strategy and eCommerce Market Shares for the Online Pharmacy, Online Grocery and Online Beauty sectors. Some brands that have been leveraging Panayotis' team consulting services and eCommerce Intelligence tools include L'Oreal, RB, APIVITA, P&G, Nestle, GSK, Ales Groupe, Pierre Fabre, Beiersdorf, INGLOT, Oriflame, Henkel, J&J, Perrigo and also omnichannel retailers in the pharmacy & grocery sectors.



Oriol Segarra
CEO
Uriach

Oriol Segarra is a leadership and change management expert with over 20 years of business experience in multinational pharmaceutical firms. As Uriach's Chief Executive Officer, he oversaw the pharmaceutical company's development from a traditional pharmaceutical company to a successful transnational corporation focused on natural consumer healthcare.

Oriol was born in Barcelona in 1971 and he is the father of two children. Oriol defines himself as an inquisitive, restless, and ambitious individual who is always looking for new reasons, challenges, and learning opportunities in order to improve professionally and personally. He studied in ESADE, Harvard, Stanford, Singularity University, and IMD, among other business institutions. Throughout his career, he has held positions in finance, corporate services and general management, healthcare, and fast-moving consumer products.



Subodh Marwah
CEO
Strides Consumer

Subodh is the CEO of start-up Strides Consumer who a strong business leader focused on strategy building & execution with brand building expertise in FMCG, beverages, small appliances, information services and consumer healthcare industry across multiple global regions – Asia, Australia, Middle East, Africa, Europe and North America. In the past he has scaled businesses in P&G, Gillette, Carlsberg & Sun Pharma.



Bjorn Thorngren
CEO
MEDS

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