



**THE CONSUMER
HEALTHCARE INSTITUTE**
Investing in People, Building the Future



Workshop Series:

Workshop 1: Winning in Consumer Healthcare 2025 Workshop 2: Windows on the World

This inaugural series of workshops is an opportunity to acquire a better understanding of two of the hottest topics currently in the CHC industry in the North American setting. The first workshop will be taking place on 24 September, and will address the topic of “Winning in Consumer Healthcare 2025.” The second workshop on 25 September will be going deep into the “Windows on the World” as an aid in the preparations for the potential changes in the North American market.

24 & 25 September 2018
Hyatt Regency Morristown
at Headquarters Plaza, Morristown



Winning in Consumer Healthcare 2025

Day 1: 24 September 2018

Creating powerful brands is the only way to ensure success for our consumer healthcare industry. Powerful brands by definition have a strong and sustainable relationship with our consumers and that only comes with a deep, profound understanding of their behaviours, attitudes and beliefs not only today but also in the future. **The CHC Training Academy** offers a unique opportunity to 'Win with Consumer Healthcare' in the USA by going "under the skin" of our future consumers, with practical tools and techniques that can be applied easily back in the business.

We will be working on a case study based on an existing brand so that you have the opportunity to practice the tools together with fellow participants.



OBJECTIVES:

- To establish a practical **Consumer-Centric** Strategy approach to gain a deep understanding of the behaviours and attitudes of our target consumers and shoppers in a US Consumer Healthcare environment in the future
- To agree the implications of the approach on individuals, functions and markets and how to bring them to life

DELIVERABLES:

- Provide the tools for a deeper understanding of our target consumer, their attitudes, behaviours and beliefs in the future:
 - To acknowledge Market Structure and trends and understand how they affect our consumers, our customers and our brands
 - To understand how the USA Regulation will develop in the future to support Health Literacy and Adherence
 - To define and understand the revolution of the 2025 Pharmacy & Drugstores and how we can connect with them to create opportunity for customer and brand
 - To understand how technology will drive self care in our empowered consumers
- A *Framework* for developing solutions that keep the Consumer at the heart of the Strategy whilst also meeting the needs of our Brands and Our Customers
- *Aligned Teams* that know, understand, believe and act to deliver a change of mind-set and behaviours across the business



WHO SHOULD ATTEND:

- Sales
- Shopper
- Customer marketing
- Marketing



FACULTY:



Steve Sowerby

The Founder of XPotential and Co-Founder of The Consumer Healthcare 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.



Trevor Gore

Trevor Gore was the Global Healthcare Training Manager at RB where he has worked in a number of pharmacy education roles for over 20 years. In 2011 he was awarded honorary membership of the Royal Pharmaceutical Society of Great Britain for his service to pharmacy education. He started his career working in retail pharmacy before moving into sales and marketing roles in a number of pharma companies. Having gained a BSc. Hons. in Behavioural Psychology he focused his time on pharmacy training and has delivered training to preregistration pharmacists and pharmacists in soft skills, such as communication, team building, negotiating, leadership, engagement and motivation, as well as shopper psychology.

Windows on the World

Day 2: 25 September 2018

Please come join us for a day of looking outside the US and hearing from people who operate in the consumer healthcare space sometimes under very different circumstances. The lessons learned could help you prepare for coming change in the US or at a minimum open up new ways to achieve growth in export markets near and far.



OBJECTIVES:

- An overview of the global consumer healthcare market: size, trade structure, key players and other important facts
- A deeper dive into the US's two closest markets: Canada and Mexico. You will hear from front-line executives from those countries who will provide a real-time "Here's our present reality." It will include live case studies
- A look at "What If" and examine a different market structure that allows for Pharmacists to prescribe a range of Rx products. You will hear from someone who operates in a major market where the "third option" is a reality
- And lastly, what does the Innovation Pipeline look like outside the US? We will present a global review of New Product Development. It might just include information about your next competitor or your next product



DELIVERABLES:

- A sharp, focused picture of the global market dynamics. Where is there growth? Where is consumer healthcare stalled?
- The ins and outs of doing business in Canada and Mexico
- What would happen in a world that includes the third leg of Pharmacist Rx?
- How is the rest of the world innovating? Where is global consumer healthcare growth coming from?



WHO SHOULD ATTEND:

- Senior executives looking for growth
- Business development
- International department leaders
- New product development / Innovation leaders



FACULTY:



Ed Rowland

Ed, Founder and Managing Partner of Rowland Global LLC, has over 30 years of international and domestic experience in running businesses in the OTC and CPG world including over 5 years living and working in Europe. A keen observer of the global OTC landscape, he is a regular contributor to the leading US OTC trade journal, Drug Store News, and a frequent conference speaker, including at the US CHPA Annual Executive Conference and the UK's Health & Beauty Association. Ed's career includes Fortune 50 powerhouses, Pfizer Consumer Healthcare, Kraft, PepsiCo, Mars and McDonald's, as well as boutique firm consulting; he combines big company training with small company agility.



Nicholas Hall

Executive Chairman & Creative Solutions Director of NHC and Co-Founder of The Consumer Healthcare Academy, Nicholas is widely recognised as a global authority on CHC, Rx-to-OTC switch and the Retail Healthcare sector, with 40+ years of continuous service in the industry. Following extensive Marketing and General Management experience at Procter & Gamble, Vicks and GD Searle (Pfizer), Nicholas set up his own consultancy in 1978. Nicholas Hall has chaired and moderated over 300 OTC conferences and seminars around the world.

Please tick the box of the workshop you would like to attend:

	Early Bird Rate (Offer ends 10 August)	Full Rate (From 11 August)
<input type="checkbox"/> Workshop One: Winning in Consumer Healthcare 2025	USD 950	USD 1,050
<input type="checkbox"/> Workshop Two: Windows on the World	USD 950	USD 1,050
<input type="checkbox"/> I would like to attend both workshops	USD 1,600	USD 1,700
<input type="checkbox"/> Please tick if you do not want your email published on our delegate list (only for meeting attendees)		

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 _____

Please tick if you do not want your email published on our delegate list

Please tick if you do not want your email published on our delegate list

Please tick if you do not want your email published on our delegate list

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

This conference is being held by Coigne International Ltd, but for bookings, information and other details please contact our managing agents:

Nicholas Hall Asia-Pacific Pte Ltd, Singapore Land Tower, 37th Floor, 50 Raffles Place, Singapore, 048623

N.B: Nicholas Hall Group of Companies is not liable for any incident or injury, which may occur during the course of the meeting or any of the functions, including the drinks reception.

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 24 August 2018, fees will be refunded in full, less an administration charge of £100. There will be no refund for cancellations received after 25 August 2018, or cancellations where no written notice of cancellation is received.

If you have any questions about this event, please contact Elizabeth:
 T: +65 6829 7132 or E: elizabeth.bernos@NicholasHall.com