

NICHOLAS HALL'S 35TH
CHC EUROPEAN CONFERENCE
& CHC TRAINING ACADEMY
WORKSHOP

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**THE NEED FOR CHANGE IN CHC:
TRANSFORMING CHALLENGES INTO OPPORTUNITIES**

PULLMAN EIFFEL TOWER HOTEL • PARIS • 2-4 APRIL 2025

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

#NHEU25



Nicholas Hall's
CHC EVENTS

Workshop - 2 April

Shocking Disconnect: 87% of Companies Claim Excellent Customer Centricity, But Only 11% of Customers Agree!

The question for you and your team is "Do you know if you are really focusing on the right people, at the right time, with the right message, in the way they prefer?"

Customer Centricity is about what really matters to the people we serve, our consumers and patients. Connecting with them on a deeper level so that we can add value throughout their journey whilst making our brands more relevant.

On the 2nd of April (9am to 5pm), join us in Paris for an insightful workshop to tackle the gap between how we, as a healthcare community, perceive our customers/ consumers/ patients and discover how they actually feel, as opposed to what they often tell us in the research, what they value and what they actually need throughout their lives.

As the saying goes, stop chasing results and start looking at the behaviours that cause the results. That means not only our customers and consumers behaviour, but our own as well. We will explore how to better connect with our customers, consumers, or patients by truly understanding what they value. Additionally, we will examine how, as an industry, we can more effectively meet their evolving needs and adapt to changing expectations and circumstances, ultimately fostering a more meaningful connection.

Our two renowned consumer healthcare marketing experts; Award Winning Market Researcher and Communications Expert **Dave McCaughan** and Global Self-Care Expert and Pharmacist/ Pharmacy Trainer **Trevor Gore**, will challenge your thinking, give you real life stories and case studies, and partner with you to help you evolve yourself, and your brands.



Trevor Gore

Founder and Director - **Maestro Consulting**
Senior Associate - **The Consumer Healthcare Training Academy**

Endlessly curious and passionate about the evolution of the healthcare industry, Trevor Gore has spent over 35 years striving to connect health and wellness brands with their customers and consumers. An impressive communicator and self-starter, Trevor, who is Founder and Director of **Maestro Consulting**, as well as Senior Associate at **The Consumer Healthcare Training Academy**, has established an excellent reputation in the industry, borne out of his skills as a natural leader and trainer, creating real change in the people he interacts with.



Dave McCaughan

Chief Storyteller - **Bibliosexual**
Senior Associate - **The Consumer Healthcare Training Academy**

Currently based in Bangkok, Dave has spent the last three decades working across Asia-Pacific leading strategy planning and in senior management roles with McCann, before starting his own consultancy, Bibliosexual in 2015 and becoming a partner in Ai.agency in August 2016.

In 2015 Dave initiated Bibliosexual, a consultancy that brings together his long term passion for understanding the interaction of people and media with brands and stories.

Workshop - 2 April

Focusing on “What matters to people” is the secret to better self care.

Agenda Outline

Session 1: Health Care Trends & The 7 Pillars of Self-Care

- Key topics:
 - Knowledge and Health Literacy
 - Mental Wellbeing
 - Self-awareness and Agency
 - Physical Activity
 - Healthy Eating
 - Risk Avoidance
 - Good Hygiene and Rational Use of Products/Services
- Interactive examples and case studies
- **Plenary Discussions**

Session 2: Understanding People and their Journeys through Life Stages

Understanding the Attitudes, Behaviours and Digital Journeys through different Life stages;

- Identity Builders
 - Career Builders
 - Extended 20s
 - Family Builders and New Life Builders
- Examples and case studies for each life stage
 - group discussions on implications for consumer healthcare

Session 3: Applying Our Learnings to Real Life

- **Business Case Study:** Women's Health and Self-Care
- Analysis and group discussions

Session 4: Defining Communication Strategies for Life Stages

- **Group activity:** Develop targeted communication strategies for different life stages
- Collaborative group work

Session 5: Strategy Presentations and Group Discussions

- Group presentations
- Feedback and reflections

Wrap Up

Join us for Welcome Drinks on 2 April 18:00 - 20:00
All Delegates are invited!



AGENDA

DAY ONE - 3 April 2025

- 9:00 Trends Presentation
Q&A Session
Nicholas Hall
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies
- 10:00 The CHC French Market Outlook: Key Learnings and Lessons for Growth
Nicolas Grélaud
General Manager
Open Health Company
- 10:30 Coffee Break
- 11:00 Navigating The Digital & eCommerce Shift: Leveraging Regulations as Catalyst for Change
Ana-Maria Boncu
Head of Regulatory eCommerce, Policy and Growth Acceleration (Europe & ANZ)
Reckitt
- 11:30 Beyond the Basics: Advancing Women's Health Through Science & Innovation
Jennifer Cooper
Chief Scientific Officer
Leadpoint Solutions
- 12:00 Presentation of the Global Digital Marketing Awards
- 12:30 Lunch break
- 14:00 Haleon's Case-Study Presentation
Tamara Rogers
Global Chief Marketing Officer
Haleon
- 14:30 Congestion in Decongestant Category
Joško Brkić
Head of CHC Business Unit
JGL
Maša Margan Vunić
Global Brand Manager
JGL
- 15:00 Presentation of the Colin Borg European Marketing Awards
- 15:45 Coffee Break
- 16:15 **Grigoris Karelos**
General Manager
SEE at Kenvue
President of EFEX (Greece Selfcare Association)
- 16:45 Case Study Presentation
- 17:15 End of Day 1
- 19:00 Marketing Awards Dinner

DAY TWO - 4 April 2025

- 9:00 A Comprehensive Review of Consumer Trends: Evidence-Based Insights from Real-World Data
- Strategies for embracing innovation and championing health literacy to create a competitive edge.
 - Collaborative approaches to foster trust and build lasting consumer relationships.
- 9:30 A.I. a game-changing opportunity for Consumer Health: Unlocking a new generation of powerful and clinically proven ingredients
Jean Claude Bacos
Head of Europe
Nuritas
- 10:00 E-Commerce Revolution: Unlocking Global Growth and Profitability for CHC Brands
Ellie Adams
CEO
QIVA Global
- 10:30 **Coffee Break**
- 11:00 **Panel Discussion:**
Revolutionising Consumer Health: Turning Today's Challenges into Tomorrow's Success
- Addressing key barriers in consumer health care (CHC) and identifying growth opportunities.
 - How brands can adapt to evolving consumer expectations and needs.
- Panellists:**
Yvan Vindevogel
Chairman, Cooper Consumer Health
Chairman, Vision Healthcare
Benoit Brochet
Founder/CEO
Botani Brands
Martina Gripp
Senior Associate
XPotential & The CHC Training Academy
- 12:30 Closing and Summary
Nicholas Hall
- 13:00 - 15:00 Networking Lunch

SPEAKERS



Nicholas Hall
*Executive Chairman
& Creative Solutions
Director*
Nicholas Hall Group
of Companies



Joško Brkić
*Head of CHC Business
Unit*
JGL



Yvan Vindevogel
Chairman
Cooper Consumer
Health
Chairman
Vision Healthcare



Nicolas Grélaud
General Manager
Open Health
Company



Maša Margan Vunić
*Global Brand
Manager*
JGL



Benoit Brochet
Founder/CEO
Botani Brands



Ana-Maria Boncu
*Head of Regulatory
eCommerce Europe
& Global Capabilities*
Reckitt



Grigoris Karelos
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Tamara Rogers
*Global Chief
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Haleon



Jean Claude Bacos
Head of Europe
Nuritas

PRICING

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

Workshop Only • 2 April **GB£950**

Conference Only • 3 - 4 April **GB£1550**

Workshop + Conference • 2 - 4 April **GB£2200**

Payment Details

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

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Company _____

Address _____

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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