

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

 Nicholas Hall's  
CHC EVENTS

#NHEU25

The Need for Change in CHC:  
Transforming Challenges into Opportunities  
Pullman Eiffel Tower Hotel • Paris • 2-4 April 2025

Supporting Sponsors

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BUILDING DIGITAL LEADERS

## 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 Unlocking the Global Economic and Social Opportunities of Self-Care  
**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 Case-Study Presentation  
**Grigoris Karelos**  
*General Manager*  
SEE at Kenvue  
President of EFEX (Greece Selfcare Association)
- 16:45 Discover New Opportunities with Probi's Science-Backed Probiotic Solution for Metabolic Health  
**Dr. Caroline Montelius**  
*Department Manager, Global Scientific Affairs*  
Probi
- 17:15 End of Day 1
- 19:00 Marketing Awards Dinner

## DAY TWO - 4 April 2025

- 9:00 Queen Consumer: How to Make Our Brands More Attractive to the End-User  
**Nicholas Hall**  
*Executive Chairman & Creative Solutions Director*  
**Nicholas Micallef**, *Consultant – Consumer Expert*,  
Nicholas Hall Group of Companies
- 9:45 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
- 10:15 E-Commerce Revolution: Unlocking Global Growth and Profitability for CHC Brands  
**Ellie Adams**  
*CEO*  
QIVA Global
- 10:45 **Coffee Break**
- 11:30 **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.  
• Strategies for embracing innovation and championing health literacy to create a competitive edge.  
• Collaborative approaches to foster trust and build lasting consumer relationships.
- 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
- 12:45 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



**Jean Claude Bacos**  
Head of Europe  
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General Manager  
Open Health  
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**Yvan Vindevogel**  
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Health  
Chairman  
Vision Healthcare



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



**Grigoris Karelos**  
General Manager  
SEE at Kenvue  
President EFEX  
(Greece Selfcare  
Association)



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QIVA Global



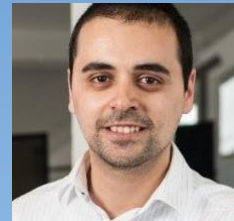
**Martina Gripp**  
Senior Associate  
XPotential &  
The CHC Training  
Academy



**Tamara Rogers**  
Global Chief  
Marketing Officer  
Haleon



**Dr. Caroline Montelius**  
Department Manager  
Global Scientific Affairs  
Probi



**Nicholas Micallef**  
Consultant –  
Consumer Expert  
Nicholas Hall Group  
of Companies

## PRICING

For booking enquiries contact [Elizabeth.Bernos@NicholasHall.com](mailto:Elizabeth.Bernos@NicholasHall.com)

- 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**

Please invoice my company quoting the Ref / Order no. \_\_\_\_\_

Mr/Mrs/Ms/Dr Full Name \_\_\_\_\_ Job Title \_\_\_\_\_

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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