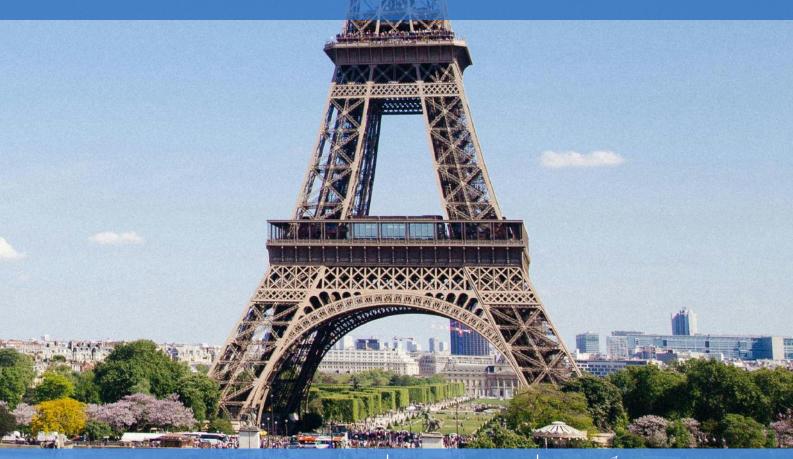
NICHOLAS HALL'S 35TH CHC EUROPEAN CONFERENCE & CHC TRAINING ACADEMY WORKSHOP

# 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



## Workshop - 2 April

#### FOCUSING ON 'WHAT MATTERS TO PEOPLE' IS THE SECRET TO BETTER SELF CARE.

What if we could focus on "what matters to people".. to overcome marketing communication challenges, to support people to better health outcomes no matter what your healthcare product or service.

Decades of experience supporting healthcare and lifestyle brands to grow across the world have taught us that people at different lifestages have different needs. We have found that understanding life stages, from "childhood", to "building careers" to "family building" to "those last years" is critical to determining messaging styles, brand focus and product messaging style & content. Plus, with self-care now the hottest issue in the health and wellness world, understanding and being able to action messaging against the shifting needs of lifestages has never been more important.

In this pioneering workshop, we are so lucky to bring together 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, to guide you to understand Health needs and Self Care through the 7 lifestages.

Join us in Paris to discover how to identify which stages and messaging should be at the focus of your Brands and how to apply those insights to an integrated communication campaign. Our experts will guide you in applying these learnings on a practical case study designed around Women's Health and Self Care across their Life stages. This way we can understand how, together, we will create stronger, emotional relationship and inspire better self care with our Brands and the people we serve.

## Better, More Successful, Brand Messaging Focused on What Matters to People

#### **Agenda Topic**

**Workshop Start and Welcome** 

**Introductions and Ways of Working** 

#### Health Care Trends & The 7 Pillars of Self-Care

Knowledge and Health Literacy, Mental Wellbeing, Self-awareness and Agency, Physical Activity, Healthy Eating, Risk Avoidance, Good Hygiene and Rational use of Products and Services. Examples and case studies. Plenary Discussions

#### **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, and the implications with examples, case studies for each life stage.

#### Applying our learnings to Real Life

Business Case Study - Women's Health & Self-Care

#### **Defining our Digital Strategy for our Life Stages**

**Group Work** 

**Strategy Presentations and Group Discussions** 

Wrap up



## **AGENDA**

# DAY ONE - 3 April 2025

9:00	Trends Presentation Q&A Session Nicholas Hall Executive Chairman & Creative Solutions Director Nicholas Hall Group of Companie	14:30	The CHC French Market Outlook: Key Learnings and Lessons for Growth Nicolas Grelaud General Manager Open Health
10:00	Haleon's Case-Study Presentation <b>Tamara Rogers</b> <i>Global Chief Marketing Officer</i> Haleon	15:00	Congestion in Decongestant Category  Joško Brkić, Head of CHC Business Unit, JGL  Maša Margan Vunić, Global Brand Manager, JGL
10:30	Coffee Break	15:30	Coffee Break
10.50	Conce break	16:00	Case Study: Turning Market Challenges into
11:00	Navigating The Digital & eCommerce Shift: Leveraging Regulations as Catalyst for Change Ana-Maria Boncu		Opportunities Adapting to Consumer Needs, Leveraging Innovation, and Expanding Reach
	Head of Regulatory eCommerce, Policy and Growth Acceleration (Europe & ANZ)	16:30	TBC
	Reckitt	17:00	End of Day 1
11:30	Innovation Case Study	19:00	Marketing Awards Dinner
12:00	Presentation of the Global Digital Marketing Awards		
12:30	Lunch break		
14:00	Presentation of the Collin Borg European  Marketing Awards		

# DAY TWO - 4 April 2025

9:00	A Comprehensive Review of Consumer Trends: Evidence-Based Insights from Real-World Data	11:00	<ul> <li>Panel Discussion:</li> <li>Revolutionizing Consumer Health:</li> <li>Turning Today's Challenges into Tomorrow's Success</li> <li>Addressing key barriers in consumer health care (CHC) and identifying growth opportunities.</li> <li>How brands can adapt to evolving consumer expectations and needs.</li> <li>Strategies for embracing innovation and championing health literacy to create a competitive edge.</li> <li>Collaborative approaches to foster trust and build lasting consumer relationships.</li> </ul>
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	12:30 13:00 -	Closing and Summary Nicholas Hall  15:00 Networking Lunch
10:30	Coffee Break		



## **SPEAKERS**



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



Tamara Rogers Global Chief Marketing Officer Haleon



Jean Claude Bacos Head of Europe Nuritas



Ellie Adams CEO QIVA Global



Nicolas Grelaud General Manager Open Health Company



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



Maša Margan Vunić Global Brand Manage



Joško Brkić Head of CHC Business Unit JGL

### **PRICING**

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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.					
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