

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
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#NHEU25



Nicholas Hall's
CHC EVENTS

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 Companies
- 10:00 Haleon's Case-Study Presentation
Tamara Rogers
Global Chief Marketing Officer
Haleon
- 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 Innovation Case Study
- 12:00 Presentation of the Global Digital Marketing Awards
- 12:30 Lunch break
- 14:00 Presentation of the Collin Borg European Marketing Awards
- 14:30 The CHC French Market Outlook:
Key Learnings and Lessons for Growth
Nicolas Grelaud
General Manager
Open Health
- 15:00 Congestion in Decongestant Category
Joško Brkić, *Head of CHC Business Unit, JGL*
Maša Margan Vunić, *Global Brand Manager, JGL*
- 15:30 Coffee Break
- 16:00 Case Study: Turning Market Challenges into Opportunities Adapting to Consumer Needs, Leveraging Innovation, and Expanding Reach
- 16:30 TBC
- 17:00 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
- 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:**
Revolutionizing 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.
- 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



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 Manager
JGL



Joško Brkić
*Head of CHC Business
Unit*
JGL

PRICING

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

- | | |
|--|---------|
| <input type="checkbox"/> Workshop Only • 2 April | GB£950 |
| <input type="checkbox"/> Conference Only • 3 - 4 April | GB£1550 |
| <input type="checkbox"/> Workshop + Conference • 2 - 4 April | GB£2200 |

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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

