

NICHOLAS HALL'S 34TH CHC EUROPEAN CONFERENCE
& CHC TRAINING ACADEMY WORKSHOP



CHC - The Search for Growth

How to survive & prosper in a confused market!

17-19 April 2024 • Rome

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For more information please contact
elizabeth.bernos@NicholasHall.com
#NHEU24

Winning in Consumer Healthcare ePharmacy

To build essential skills for Consumer Healthcare Manufacturers to 'Win in Consumer ePharmacy', aligning all key departments and individuals with tips, techniques, and pragmatic tools. The approach is highly practical with data, how-to's and information on the ePharmacy industry.

Deliverables:

1. 100 slides of ePharmacy Data, How To's & Tips
2. KPIs for ePharmacy Digital Shelf
3. List of 20 types of ePharmacy promotions

Agenda

- 08:30: Welcome, Objectives, Agenda and Ways of Working, Introductions
- 08:45: Global and Regional ePharmacy Market Overview
- 09:15: Differences between physical & online Pharmacy Shopper and Shopper Journey
- 09:45: Differences in categories and products between physical & online Pharmacy
- 10:15: **Coffee Break**
- 10:35: Data & Technology for CHC brands in ePharmacy
- 11:15: Group Work: For the Case Study; develop the promotion strategy and execution in ePharmacies and physical Pharmacy

- 12:00: Digital Shelf Content: The zero moment of truth
- 12:30: **Lunch**
- 13:30: Group Work: For the Case Study Develop the 'Visibility (Digital Shelf Content) strategy and tactics and KPI's for e.pharmacy
- 14:30: Governance & Legislation in CHC brands for eCommerce
- 15:30: Coffee Break
- 15:45: From cross-border to marketplaces: The "headaches" of ePharmacy
- 16:15: The Omnichannel Future of Pharmacy (ePharmacies & physical pharmacy) for CHC brands
- 16:45: Gamified Q&A: All-things- ePharmacy (Competition between the Groups)
- 17:00: **Key Learnings and Wrap Up**



Panayotis Gezerlis

Panayotis is the founder & President of Convert Group. He has been managing projects and firms across various industries and geographies with a focus on eCommerce, Data & Technology.

Today, with his team at Convert Group, they are on a journey to bring data visibility and actionable insights to Consumer Healthcare Manufacturers and ePharmacies across the globe. Panayotis is also the chair of the global ePharmacy Summit (epharmacysummit.com) and the editor of the epharmacynews.com weekly newsletter.



Steve Sowerby

Steve Sowerby is the founder of XPotential and co-founder of **The Consumer Healthcare Training Academy**.

Steve has a strong background in Consumer Healthcare and is a highly experienced Marketer and General Manager with over thirty years of global corporate and agency experience across fast-moving consumer goods, pharmaceuticals, health care, skin care, retailing, media and non-profit organisations.

He has been invited to train companies around the world across multiple industries.

Speakers



Nicholas Hall

Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies

Nicholas is **Executive Chairman & Creative Solutions Director** of the Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the consumer healthcare industry since 1978.

After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, Nicholas set up his own company, which has remained resolutely independent as it has expanded and flourished. Throughout that time Nicholas has managed the company's consultancy practice, which has among its clients many blue chip OTC companies, as well as some of the leading local laboratories in Europe, Asia, Middle East and Latin America.

He has more than four decades of experience in the healthcare industry and has chaired and moderated over 300 conferences and seminars in 58 countries.



Richard Learwood

Operating Partner
bd-capital Private Equity

Operating Partner at bd-capital Private Equity- London, Amsterdam, Madrid. Non- Executive Director Symprove UK Ltd (Probiotics) Non Executive

Director Bonusan Vitamins- The Netherlands Advisory Board Member- Fit For Me – post bariatric surgery supplements- The Netherlands. Founder of Brand Asset Maximization Sàrl- Switzerland- a Marketing Strategy and Innovation Consultancy for SMEs in CHC Former Vice President Marketing and Innovation P&G Consumer Healthcare International. Commercial lead in the set up of P&G Teva and Swisse Wellness JVs and Commercial Due Diligence and Integration Leader on £4.2 Billion Merck acquisition in 2018.



Aquil Harjivan

R&D Head Digital Health
Bayer

Aquil is a scientist by training and has been in the FMCG and the consumer healthcare industries for all his career across P&G, Unilever, GSK and now Bayer.

Passionate about people and technology, he's spent his career across innovation and product roles understanding what drives human behaviour in healthcare and how science and technology can be leveraged to solve for health problems and promote relevant behaviours surrounding it. Since joining Bayer in 2021, Aquil has led the digital health strategy and is now leading the Precision Health business unit announced earlier this year to develop and deliver new products and services that expand the role of the Bayer brands across the healthcare journey.



Sara Jones

Business Director & Co-founder
Free The Birds

Sara is a design and branding specialist with over 25 years' experience delivering exceptional creative work that continually redefines what clients and their design partners can achieve together.

Sara has developed a particular focus in the beauty, healthcare and wellness sectors working on some of the largest consumer healthcare brands in the world.



Yotam Hod

Operating Partner
Gynica

Gynica a clinical-stage biotech company dedicated to developing safe and effective intra-vaginal solutions for Endometriosis. Gynica harnesses the therapeutic potential of cannabinoids in their formulations, recognizing their promising role in the treatment of women's health and gynecological conditions. Previously, Yotam was the CEO & Co-Founder of Lumir Lab, a global leading cannabis research & development laboratory, aimed to provide evidence-based cannabis solutions. Both companies are subsidiaries of Asana Bio Group, a holding company specializing in scientific advancements in the field of cannabis, which Yotam serves as its CEO.



Anna Matassova

Global Strategic Marketing
Sanofi

Anna has over 19 years' experience in marketing and sales within the Consumer Health Care industry. For the past four years, Anna has been managing the cough and cold portfolio on a global scale for Sanofi, which has included the formulation and successful implementation of the global strategy for the leading cough brands Mucosolvan and Bisolvon.



Martin Winter

Founder & CEO
Lab Automation Network

Martin Winter is founder and CEO of Lab Automation Network since 2008. Martin is passionate about providing outstanding technological solutions to life science companies with his alliance of leading lab automation and digitalization partners. Driving the technological transformation in pharma, biotech and diagnostics industries will significantly improve medical research and individual healthcare.

Martin pursued his chemistry studies in Aachen and Constance before earning his PhD in organic chemistry from the University of Tübingen in 2001. With a professional journey beginning in 1998, he has held various co-founding and managerial positions in biotech and life science technology companies. Martin resides in Tübingen, Germany.

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

	Early Bird Rate (Offer ends 22 Dec)	Full Price (From 2 March)
<input type="checkbox"/> Workshop Only - 17 April	GB£800	GB£850
<input type="checkbox"/> Conference Only - 18-19 April	GB£1300	GB£1450
<input type="checkbox"/> Workshop + Conference (17-19 April)	GB£1900	GB£2100

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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

