

CHC - The Search for Growth: How to survive & prosper in a confused market!

20-21 November 2024

ParkRoyal Collection | Marina Bay | Singapore



Academy workshop
21 November

Rethinking Lifestages:
Focusing on what matters to people is the secret to growth



AGENDA | 20 NOVEMBER

8:30: Registration



9:00: Keynote Presentation
Nicholas Hall
Executive Chairman & Creative Solutions Director
Nicholas Hall Group of Companies



9:45: Regulatory landscape in APAC: Leveraging Compliance for Competitive Advantage
Dr. Deepa Maharaj
ASEA Science Hub Head
Sanofi CHC



10:15: Embracing Digital Transformation to Drive Superior Consumer Innovations
Katherine Mendoza
Consumer Science & Product Experience (CSPX) Global COP Lead
Haleon

10:45: Coffee Break

11:15: Worldwide Digital Awards Presentation



11:45: iNova – Creating New Avenues to Unlock Growth
Filomena Maiese
Executive Director - Portfolio Strategy & Innovation
iNova



12:15: The Future of Chinese eCommerce – Opportunities and Challenges
Rui Hu
Client Operational Lead
QIVA Global

12:45: Lunch

13:45: APAC Marketing Awards Presentation



14:15: How innovations can be distinctive embracing consumer insights and digital tools.
Deepapriya Velumani
Head - Himalaya Global Research Centre



14:45: Consumer Centricity to Drive Category Growth
Aditya Gupta
Senior Brand Director, Consumer Health
Procter & Gamble

15:15 Coffee Break

15:45: TBC



16:15: More Influencers in CHC Marketing = More Growth Opportunities
Praful Akali
Founder & MD
Medulla Communications

16:45: Fireside Chat: Focusing on What Matters to People is the Secret to Growth
Steve Sowerby
Dave McCaughan

17:15: Closing and Summary, Nicholas Hall



Please click here for a full list of speaker biographies

<https://nicholashall.com/uploads/components/block/speakerbios-66c6f75cee8ff.pdf>

WORKSHOP | 21 NOVEMBER

RETHINKING LIFESTAGES:

Focusing on what matters to people is the secret to growth

The No.1 role of anyone building Healthcare brands to prosper is to understand the people they are trying to attract as customers, users, influencers and what matters in their lives that can be leveraged as building point for how we can support them in their Healthcare journey. Decades of experience and understanding research across markets and categories tells us that the key to understanding people is first to understand the lifestage they are living through. We have identified 6 lifestages from childhood to "family building" to "the last years"

Join presenters Dave McCaughan and Steve Sowerby as they unveil a groundbreaking new approach for Consumer Healthcare Brands. Discover how to pinpoint the most impactful strategies for your brand and see them in action through compelling case studies. Learn how these brands have thrived and how you can apply these insights to achieve remarkable growth in the consumer healthcare space. Don't miss this opportunity to transform your brand's potential!



Dave McCaughan
Chief Storyteller - Bibliosexual
Senior Associate -
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.



Steve Sowerby
Founder- XPotential
Co-Founder -
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.



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| <input type="checkbox"/> Workshop Only - 21 Nov | SG\$1500 |
| <input type="checkbox"/> Conference + Workshop - 20-21 Nov | SG\$2750 |
| <input type="checkbox"/> Gala Dinner only - 20 Nov | SG\$500 |

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**For more information or group booking rates,
please contact elizabeth.bernos@NicholasHall.com**