

Be part of the 'First' in the series with



THE POWER OF INSIGHTS

MAPPING THE JOURNEY FROM DATA TO A GREAT FUTURE

An opportunity to look at data, not just as data but as fuel to unlock powerful insights for developing winning strategies and inspiring ideas

In all of our companies today, we have never been so data-rich, but on the other hand, been so insight-poor. We spend very little time in deeply understanding the data and coming up with real insights that will make a difference to our communities.

Through 'The Power of Insights' Workshop, we will learn to develop our core skills in developing insights using a real case study, enabling us to apply to powerful strategies, campaigns, messages and promotions that connects not just with the minds but the hearts of individuals in our communities.

The **Consumer Healthcare Training Academy**, a partnership between **Nicholas Hall** and **XPotential**, is a unique team, grounded in data but inspiring through insights. As **Global and Local Experts in Consumer Healthcare**, we have inspired positive change in the way the industry develops into the future. We have developed thousands of individuals across the world to build stronger brands with millions of individuals to better manage their self care.

The Journey from data to insight will empower you and your teams to change the future for yourself and your Brands.



Objective of 'The Power of Insights' Deliverables of 'The Power of Insights'

- To understand how to identify data and the different sources to use to find it
- To understand how to move from fact to emotion, to connect with our future consumers
- To develop the tools to mine the data, to create great insights and Win Win Win opportunities
- To understand the areas of insight territories and how to prioritise them
- To empower teams to know, understand, believe in the importance of real insight and act to use them to strengthen the future of Consumer Healthcare

Novotel Ambassador Seoul Gangnam • 12 June 2019

YOUR LEAD TEAM



Steve Sowerby
Founder of XPotential and
Co-Founder of The CHC Training Academy

Over 35 years of corporate and agency experience, including with 3M and Reckitt Benckiser. Steve is now one of the most requested trainers and moderators in Consumer Healthcare.



Jacky Chae
Founder of BML(Bio Marketing Lab)

Over 20 years of experience in healthcare industry with strong proven record of success in Novartis, Pfizer, and Eli Lilly. She holds MBA degree from Yonsei Univ. and PhD candidate of pharmacy in SKK Univ. She founded BML in 2017 with vision of being a trusted leader in changing the practice of marketing and adding value to the business management. Her mission is to inspire and develop global talents in the Healthcare industry.

The Overall Series

Module 1: The Power of Insights • 12 June 2019

Module 2: Smart Execution (November date TBC)

Module 3: Measuring your output and Keeping your strategy on Track (May 2020 date TBC)

To find out more, contact elizabeth.bernos@NicholasHall.com

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Early Bird Rate	Full Rate	Secure your seat for the 3 workshops and enjoy discounted rate at US\$ 3,300
Ends 11 April 2019	From 12 April 2019	
US\$ 1,350	US\$ 1,500	

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N.B: Nicholas Hall Group of Companies is not liable for any incident or injury, which may occur during the course of the meeting or any of the functions, including the drinks reception.

The appropriate fee covers attendance at the workshop, event documentation, lunch and coffee breaks during the meetings on 12 June 2019. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 31 January 2019, fees will be refunded in full, less an administration charge of £100. There will be no refund for cancellations received after 12 May 2019 or cancellations where no written notice of cancellation is received.

If you have any questions about this event, please contact Mary:

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