

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

11:10: Worldwide Digital Awards Presentation



11:40: iNova – Creating New Avenues to Unlock Growth
Filomena Maiese
Executive Director - Portfolio Strategy & Innovation
iNova



12:10: The Future of Chinese eCommerce – Opportunities and Challenges
Rui Hu
Client Operational Lead
QIVA Global

12:40: Lunch

13:40: APAC Marketing Awards Presentation



14:05: More Influencers in CHC Marketing = More Growth Opportunities
Praful Akali
Founder & MD
Medulla Communications



14:35: How Innovations can be Distinctive by Embracing Consumer Insights and Digital Tools
Deepapriya Velumani, Head
Himalaya Global Research Centre

15:05 Coffee Break



16:05: Consumer Centricity to Drive Category Growth
Aditya Gupta
Senior Brand Director, Consumer Health
Procter & Gamble



16:35: Only the Consumer Will Ultimately Drive Growth – Get Intimate with Them
Ralph Ahrbeck
CEO/Founder
Arqus Advisory

16:55: Focusing on What Matters to People is the Secret to Growth
Steve Sowerby
Dave McCaughan

17:15: Closing and Summary, Nicholas Hall

17:40 - 19:00: Networking Drinks

19:00: Gala Dinner/ Marketing Awards

WORKSHOP | 21 NOVEMBER

RETHINKING LIFESTAGES: THE SECRET TO BETTER TARGETING AND MESSAGING TO YOUR AUDIENCES

Focusing on “what matters to people” is the secret to marketing and marketing communication success no matter what your healthcare product or service.

What really matters changes as we pass through the 7 stages of life? Do you know what they are and how they change our life focus, our needs, our health and lifestyles?

Decades of experience supporting healthcare and lifestyle brands to grow across Asia Pacific have taught us that people at different lifestages have different needs. We have found that by 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, renowned consumer healthcare marketing experts, Steve Sowerby and Dave McCaughan will guide you to understand the 7 lifestages, how to identify which stage are your brands focus, how to create messaging relevant to what matters to people in each stage and how to apply that to the digital and traditional media that each stage holds relevant. We will be applying our learnings on a practical case study designed around Life Stages and Womens’ Health to understand how we can create stronger, more meaningful, emotional relationships with people.



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.

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.



Dr. Deepa Maharaj

ASEA Science Hub Head
Sanofi CHC

Deepa is a passionate health care professional with 18 years pharmaceutical industry experience mainly with health and wellness products and leading

science teams across continents for a few multi-national companies. She has authored several peer reviewed articles during her academic career.

In her current position, as the ASEA Science Hub Head for the Southeast Asia zone (including Taiwan, South Korea and Hong Kong), Deepa has been able to successfully champion the Health in your hands vision and co-lead the setup of an HCP engagement platform across the zone. Her primary purpose is to represent Health Products in the Sanofi CHC portfolio seeking alignment, co-ordination, and agreement on, inter alia, matters related to the development of policy, legislation and principles affecting applications, registration, control, medical engagement and enforcement of Health Products, amongst key stakeholders.



Katherine Mendoza

Consumer Science & Product Experience (CSPX)
Global COP Lead
Haleon

Over 20 years of experience in Science and R&D Innovation and Consumer Research across FMCG/FMCH/ Nutrition industries. As CSPX lead, she enables the design of superior product experiences and drives consumer empathy and centricity in Haleon. Prior to Haleon, Kathy worked at Johnson & Johnson Consumer and Unilever.

Kathy has led teams, set up facilities and established capabilities on consumer and sensory science driving pivotal consumer researches, insight to innovation programs, and the development and launches of consumer winning products.



Filomena Maiese

Executive Director -
Portfolio Strategy & Innovation
iNova

Filomena is iNova's Global head of portfolio strategy and innovation. She brings with her more than 25 years of experience in leadership roles across multinational consumer healthcare organisations including Pfizer Consumer and Johnson & Johnson Consumer (Kenvue). Filomena has a track record of success in building iconic brands and product pipeline across markets for major brands such as Diffiam, Durotuss, Zyrtec, Benadryl, Sudafed, Codral, Listerine and Nicorette. She is an innovative outcome-driven leader, who has a passion for unlocking growth through consumer insight-led strategy, harnessing the power of brands and enterprise-wide innovation.



Rui Hu

Client Operational Lead
QIVA Global

Rui is the Client Operational Lead at QIVA Global; an end-to-end services partner to consumer brands in China. Following studies in Australia, Rui was recruited to build out the cross-border eCommerce function within the Chengdu free-trade zone. In this capacity, she was responsible for supporting international companies launch and scale their operations in China through platforms like Alibaba, TikTok and Jing Dong. Rui joined QIVA in 2024 to provide support to clients and work closely with QIVA operational teams in delivering sales, supply chain and marketing solutions in China.



Aditya Gupta

Senior Brand Director, Consumer Health
Procter & Gamble

With more than a decade of experience across Brand Building, Analytics and Insights, Aditya has been instrumental in driving Consumer Centred Category and Share Growth for P&G Consumer Health across Multiple Categories. Aditya leads a cross functional passionate and talented team of brand builders, trade marketeers, research & business analysts, and designers, all working together with a shared vision of empowering Consumers live healthier and more vibrant lives.

Outside of work he is passionate about fitness, travel and volunteering to give back to the society.



Praful Akali

Founder & MD
Medulla Communications

Praful is among the most awarded healthcare advertising professionals globally since 2015 – close to 50 shortlists and over 20 awards including a Grand Prix at the leading awards like the Lions Health, Clio, Global, LIA, and Spikes. As one of the few creatively renowned professionals that has worked as a marketing head, last at Pfizer's Consumer Healthcare business, Praful demonstrates how creativity and effectiveness work together. In fact, in 2016, the Last Words campaign was published in the Gunn Report as one of only 15 campaigns globally that won a gold at the Lions as well as a marketing effectiveness awards show like the Effies. And the feat was repeated in 2017 with Last Laugh which won a Grand at Clio and two Gold at the APAC Effies.

Booking Form:

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

- | | |
|---|----------|
| <input type="checkbox"/> Conference with Gala Dinner - 20 Nov | SG\$1750 |
| <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 |

I would like to take the following sponsorship package (please tick):

- Networking Drinks Sponsor Presentation Sponsor Exhibitor Sponsor

Payment Details

- Please send me a secure link so I can pay using a credit card
- Please invoice my company quoting the Ref / Order no. _____

Mr/Mrs/Ms/Dr Full Name _____

Job Title _____

Company _____

Tel _____

Email _____

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