



CHC | THE CONSUMER HEALTHCARE
TRAINING ACADEMY



Winning in Consumer Healthcare 18 -19 November 2019

Stockholm, Hilton Stockholm Slussen

For more information, please contact Elizabeth.Bernos@NicholasHall.com.

DAY ONE: 18 NOVEMBER 2019
GLOBAL & LOCAL TRENDS



Led by Steve Sowerby and Anne-Marie Hall Henriksen

Time Topic

08:30 Welcome, Objectives, Agenda and Ways of Working, Introductions

09:15: The Winning in Consumer Healthcare

- To understand the importance of Insights for our Strategy
- How to develop Insights through focusing on key elements and key stakeholders: Category, Brand and Competitors, Customers, Consumers and Trends.
"How to approach" - discussion

10:15: Coffee Break

10:45: An Overview of Global Trends

- A review of Global Trends, based on the recently published "New Paradigms for CHC 2019:Over the Horizon" Nicholas Hall report.
- A review of Local Trends, presented by Anne-Marie Hall Henriksen of Amazing Hall
"How to approach" - discussion

13:00: Lunch

13:30: Deeper dive into Health and Wellness

- A review on the current Health and Wellness Trends
- Let's be the weapon in our hero's Self Care story -
How our brands support Consumers in their Self Care Journeys
"How to approach" - discussion

15:30: Coffee Break

15:45: A Deeper Dive into Ageing and Digital

- To discuss the insights of the Ageing Consumers to inspire them to better Self Care and build stronger Health Care Brands
- The Implications for Empowering, Informing and Inspiring our 'Golden Age' Individuals to Access and Live Better Self Care through Digital

17:15: Summary & Conclusions, which will lead off Day 2.

DAY TWO: 19 NOVEMBER 2019
DIGITAL TRANSFORMATION WITH NEW LIFE BUILDERS



Led by Trevor Gore & Shayne Garcia

Time Topic

09:00: Welcome, Introductions and Review of Day 1 with the Winning in Consumer Healthcare Process

09:30: Understanding the Opportunity

- "Rethinking the Ageing opportunity" ... Finding the new ways to look at our ageing populations as growth markets, why we should not think "old" but "New Life Builders", the role of ageing people as targets and of their care-givers as targets, growth numbers, access and use to digital tools

11:00: Coffee Break

11:15: How to Transform your Business with Digital Solutions

1. How to React: Technology, Data, People
2. Defining your Digital Maturity Model for dealing with Ageing Populations
3. Discovering the Role of Digital for your Brand in Targeting Older Audiences

12:45: Lunch

13:45: Solidifying your Digital Strategy

- How to use the Pyramid and the loop method to strengthen your strategy

14:45: Building Benchmarks

1. What are the tools available to measure Success from major digital platforms
2. How to decide on what benchmarks, feedback and interaction with other messaging formats should be

15:15: Working Coffee Break

15:30: Building Benchmarks continued

16:20: Changing your brand ecosystem to grow the NLB opportunity

1. Moving from traditional to integrated omni-channel thinking
2. Quick checklist to encourage teams to re-think opportunities

17:00: Case Study Completion

17:30: Presentation of Cases & Key Learnings

OBJECTIVES

To build essential skills for teams to 'Win in Consumer Healthcare' through a Brand Building approach, aligning all key departments and individuals with tips, techniques and pragmatic tools

- ✓ Introduction to global trends as in inspiration to the Nordic market
- ✓ Creating winning opportunities in pharmacies in the Nordics
- ✓ Building OTC brands in the Nordics



DELIVERABLES



Understanding the culture, role and perspective of key stakeholders (customers, HCPs, consumers and competitors)



Development of Brand initiatives leading to sales opportunities and tailored solutions



Finding inspiration to create the greatest competitive advantage for your brand

Steve Sowerby



The Founder of XPotential and Co-Founder of The CHC Training Academy, Steve is a highly experienced Marketer and General Manager with over 30 years of corporate and agency experience. Steve has an in-depth knowledge in Strategy, Positioning, Branding and Team Building as well as being an experienced trainer and facilitator.

Originating in OTC Pharmacy and Prescription Drugs, Steve's knowledge and experience spans globally in areas of FMCG, Pharmaceuticals, Healthcare, Skincare, Retailing, Media and Non-Profit Organisations.

Shayne Garcia-Madamba



Chief Digital Officer, Havas

Shayne has over 18 years in the media and advertising industry and is experienced in both traditional and digital channels, from planning, buying, content and strategy, spanning across business development and digital transformation consultancy. She has worked on diverse industries locally and globally throughout her career. Her expertise includes consumer insighting, integrated communications planning, programmatic media, strategic optimization and digital campaign pivots for ROI, developing client benchmarks, and performance marketing. True to her media craft, Shayne is also a multi-awarded digital practitioner – two of which include Campaign Asia Digital Agency of the Year Award 2017 and '40 under 40' individuals in APAC also by Campaign Asia in 2016.

Anne-Marie Hall Henriksen



CEO & Founder of Amazing Hall
am@amazinghall.com

Anne-Marie founded Amazing Hall in September 2017 with the goal of taking branding and marketing to the next level on an international basis. With several strategic marketing positions in the leading pharma and medico businesses such as GN Resound, Cook Medical, GSK and Novartis, Anne-Marie has gathered over 15 years of experience within Healthcare.

Trevor Gore



Trevor Gore was the Global Healthcare Training Manager at RB (formerly Reckitt Benckiser) where he has worked in a number of Pharmacy education roles for over 20 years. He was awarded honorary membership of the Royal Pharmaceutical Society of Great Britain for his service to pharmacy education in 2011 and in 2016, he was presented with a lifetime achievement award for 'Outstanding contribution to the OTC Industry'.

Over the years he has given talks at many national and international conferences. Trevor has delivered training for the leading UK pharmacy retailers including Boots (Walgreens Alliance), Lloyds (McKesson) and Tesco.

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

	Early Bird Rate (Offer ends 19 October)	Full Price (From 20 October)
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- | | | | |
|--------------------------|---|-------|-------|
| <input type="checkbox"/> | Day One - 18 November: Trends in the Industry | €750 | €850 |
| <input type="checkbox"/> | Day Two - 19 November: Winning in Consumer Healthcare | €750 | €850 |
| <input type="checkbox"/> | I would like to attend both days (18-19 November) | €1400 | €1500 |

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Accommodation

At The Hilton Stockholm Slussen, you will find picture-perfect views of Stockholm City Old Town - centuries-old skyline. From business brunches to pre-dinner drinks and everything in between, the options at Hilton are catered especially for you.

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If you have any questions about this event, please contact Elizabeth-
E: Elizabeth.Bernos@NicholasHall.com