



Consumer Healthcare Workshop • 4-5 March 2019
Tel Aviv, Israel • Ritz-Carlton, Herzliya



DAY ONE: 4 MARCH 2019
TRENDS IN THE INDUSTRY



REGISTRATION & WELCOME COFFEE

GLOBAL TRENDS

Nicholas Hall, Executive Chairman & Creative Solutions Director, Nicholas Hall Group of Companies

- How to shape new Business Strategies to reflect a weakening economy
- Judging the significance of OTC Adjacencies
- Putting the Innovation back into New Product Development
- Strengthening Branding: line extensions and umbrella branding
- Going Digital

LUNCH & NETWORKING

BRAINSTORMING: OPPORTUNITIES AND STRATEGIES

- Group brainstorming / interactive session looking at all the points discussed throughout the conference
- Draft headlines of a White Paper that can be the basis of promoting the benefits of self-medication to all stakeholders
- Interactive Discussion Group led by Nicholas Hall and representatives of the local stakeholders including Regulatory, Commercial and Distribution.
- Conference re-cap led by Nicholas Hall

COMPANIES THAT HAVE ATTENDED PREVIOUS WORKSHOPS INCLUDE:



"I look forward to returning to Tel Aviv to discuss the latest challenges impacting the local CHC market, exploring how marketers in Israel can learn from outside the region and look to global trends beyond the typical OTC definition for future growth."

Nicholas Hall



At The Ritz-Carlton, Herzliya you will find fine dining at a celebrated kosher and stunning views from waterfront rooms and suites. The excitement of Tel Aviv is just a short distance from the hotel, as is the rich history and culture of Jerusalem. Explore the incomparable majesty of Israel from this luxury location.

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DAY TWO: 5 MARCH 2019
WINNING IN CONSUMER HEALTHCARE

Time Topic

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

08:45: Global and Regional Market Overview

09:15: Introducing Winning in Consumer Healthcare Process

09:45: Case Study Presentation

10.15: Coffee Break

10:35: Presentation – Developing Understanding: Brand, Category and Competitors

11:30: Group Work: Understanding Consumers and Shoppers

12:00: Groups: Present back for Alignment & Builds

12.30: Lunch

13:30: Presentation – Identify Opportunities

14:00: Group Work: Creating ‘Win Win Win’ Opportunities

14:30: Groups: Present back for Alignment & Builds

15.30: Coffee Break

15:45: Presentation and Group Work: Communication

16:15: Groups: Present back for Alignment & Builds

16:45: Presentation: Implementation with Excellence

17:15: Key Learning and Wrap Up



OBJECTIVE

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



DELIVERABLES

1. Participants to develop understanding of key stakeholders (customers, healthcare professionals, consumers, brand and competitors)
2. How to develop sales opportunities and solutions in a consistent and consultative way, that will add 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.



Nicholas Hall

Executive Chairman & Creative Solutions Director of NHC and Co-Founder of the CHC Training Academy, Nicholas is widely recognised as a global authority on CHC, Rx-to-OTC switch and the Retail Healthcare sector, with 40+ years of continuous service in the industry. Following extensive Marketing and General Management experience at Procter & Gamble, Vicks and GD Searle (Pfizer), Nicholas set up his own consultancy in 1978. Nicholas Hall has chaired and moderated over 300 OTC conferences and seminars around the world.

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

	Early Bird Rate (Offer ends 20 January)	Full Price (From 21 January)
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- | | | |
|---|------------|------------|
| <input type="checkbox"/> Day One: Trends in the Industry on 4 March | GBP £750 | GBP £850 |
| <input type="checkbox"/> Day Two: Winning in Consumer Healthcare on 5 March | GBP £750 | GBP £850 |
| <input type="checkbox"/> I would like to attend both days (4-5 March) | GBP £1,000 | GBP £1,100 |

Please tick if you do not want your email published on our delegate list (only for meeting attendees)

Payment Details

Please invoice my company quoting the Ref / Order no. _____

Mr/Mrs/Ms/Dr Full Name _____ Job Title _____

Company _____

Address _____

City _____ Country _____ Postcode _____

Tel _____ Fax _____ Email _____

If booking two or more places please provide contact details below:

Delegate Two Mr/Mrs/Ms/Dr

Full name _____

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Email _____

Country _____

Delegate Three Mr/Mrs/Ms/Dr

Full name _____

Job title _____

Email _____

Country _____

Delegate Four Mr/Mrs/Ms/Dr

Full name _____

Job title _____

Email _____

Country _____

Please tick if you do not want your email published on our delegate list

Please tick if you do not want your email published on our delegate list

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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



Terms & Conditions

This conference is being held by Coigne International Ltd, but for bookings, information and other details please contact our managing agents: Nicholas Hall Asia-Pacific Pte Ltd, Singapore Land Tower, 37th Floor, 50 Raffles Place, Singapore, 048623. 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 4-5 March 2019. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

Pictures and / or videos taken during the event including during speaker presentations, networking breaks, drinks reception and evening events may be used for publicity or marketing purposes.

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 20 January 2019, fees will be refunded in full, less an administration charge of £100. There will be no refund for cancellations received after 21 January 2019, or cancellations where no written notice of cancellation is received.

If you have any questions about this event, please contact Antoinette: T: +65 6829 7132 or E: antoinette.stamaria@NicholasHall.com