Nicholas Hall's CHC EVENTS

NICHOLAS HALL'S 37TH EUROPEAN CHC CONFERENCE & MARKETING AWARDS

GROWING BEYOND THE BOUNDARIES



#NHEU27

22-23 April 2027

Sofitel Warsaw Victoria

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NICHOLAS HALL'S 37TH EUROPEAN CHC CONFERENCE & MARKETING AWARDS 22-23 APRIL 2027

Your Invitation to Warsaw from Nicholas Hall



We are delighted to be bringing our Annual European conference series to Warsaw in April 2027, marking the 37th year of our European conference series.

Against a backdrop of evolving consumer expectations, changing market dynamics, shifting growth opportunities and accelerating innovation, the need for fresh perspectives, informed debate and meaningful industry collaboration has never been greater. Our conference provides a unique opportunity to step back from the day-to-day, challenge conventional thinking and explore what the future holds for consumer healthcare across Europe.

Delegates who joined us in Berlin in April 2026 described the conference as "a strong pulse-check on where the industry is heading" and "a space where meaningful European conversations can really happen". We look forward to building on that momentum in Warsaw, bringing together leaders, experts and innovators from across the industry to share insights, debate the challenges and identify the opportunities that will shape the next chapter of CHC.

I am delighted to be joined on stage by an outstanding group of industry thought leaders and experts, and grateful to our sponsors, Catalent, for their support and partnership in bringing this important meeting together.

Over two days, we will explore the issues, ideas and strategies that matter most to our industry, alongside valuable opportunities to connect with peers, exchange perspectives and celebrate marketing excellence through our CHC Marketing Awards.

I look forward to welcoming you to Warsaw for two days of insight, inspiration and conversation, and to continuing to shape the future of consumer healthcare together.

Nicholas Hall.

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Agenda Day 1: 22 April

09:00 Welcome & Open

09:10 Keynote and Trends Presentation plus Q&A
Nicholas Hall
Executive Chairman &
Creative Solutions Director
Nicholas Hall Group

10:10 The Role of Innovation & Premiumisation In Creating Incremental Growth Rather than Simply Taking Share

10:50 Networking Coffee Break

11:30 Presentation of Global Integrated Marketing Awards

12:30 Building the Next Generation of OTC Growth
Mauro Carbone
Senior Director OTC
Recordati

13:10 Networking Lunch & Pre-Arranged Business Meetings

14:50 Presentation of European Digital Marketing Awards

15:00 The Making of a Global Heritage Brand: Successes, Challenges & Lessons Along the Way

15:40 Networking Coffee Break

16:25 Consumer Health Through the Public Market Lens: What Investors Want from the Sector?
Warren Ackerman
MD & Head of EU Consumer Staples Research
Victor Tramier
Associate,
Consumer Staples Research
Barclays Investment Bank

17:05 The blurring lines between consumer health, wellness, beauty, nutrition, and medical care

17:45 Close of Day 1

19:30-22:00
Marketing Awards Dinner

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Agenda Day 2: 23 April

09:00 Open

09:10 The Regulatory Horizon: What's Changing in European Consumer Health?

09:50 The Longevity Revolution: How Aging Science Is Transforming Consumer Healthcare
Jennifer Cooper
Chief Science Officer
Lead Point Solutions

10:30 Networking Coffee Break

11:15 Windows to the World brings together perspectives from diverse global markets to explore how consumer health and self-care are evolving around the world. The session will highlight emerging trends, innovations and changing consumer behaviours, exploring which ideas and approaches could inspire new opportunities and growth in European markets.

11:20 From Asia to Europe: AI, Media & the Seikatsusha Revolution
Shayne Madamba
Managing Director
IXM Hakuhodo Philippines

11:50 Self-Care Revolution: Insights for a Changing European Market
Sangeeta Barde
Healthcare & Consumer Health Strategist
NHC Network Partner India

12:20 North American Perspective

12:40 Moderated Q&A Session

13:25 Networking Lunch & Breakout Table Discussions

15:20 Group Discussion with a moderated Q&A session and review of key event take-aways from each table

16:20 CHC Awards 2026 Learning from European's Finest Work

17:00 Closing Remarks
Nicholas Hall

Speakers



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Executive Chairman &
Creative Solutions Director
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Senior Director OTC
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NHC Network Partner, India

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I would like to book ____ place (s) for the following event:

	Early Bird Rate (before 4 January)	Standard Rate (after 5 January)
☐ Conference (22-23 April)	☐ GB£1,450 *(excluding VAT)**	☐ GB£1,650 *(excluding VAT)**

* *Nicholas Hall Conferences are subject to the VAT rules of the country where the conference takes place*

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FOR MORE INFORMATION OR GROUP BOOKING RATES, PLEASE CONTACT ELIZABETH.BERNOS@NICHOLASHALL.COM

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