



Nicholas Hall's
OTC INSIGHT

28TH EUROPEAN CONFERENCE & ACTION WORKSHOP

5-7 April 2017 Munich, Germany

Consumer Health: Making the Most of New Technology



Networking Hours Sponsors

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WELCOME!

NICHOLAS HALL

Chairman & CEO

Nicholas Hall Group of Companies

We invite you to join us for the 28th Nicholas Hall's OTC INSIGHT European Conference & Action Workshop, which is being held in Munich, Germany on 5-7 April 2017. With Germany being the fourth-largest OTC market globally after USA, China and Japan – and therefore the largest European market – it is appropriate that we invite you to join us in this pharmacy-dominated country, which leads the way for other European players in OTC.

Germany represents an attractive investment opportunity, evident through the mix of domestic and multinational players vying for share. A number of categories are highly genericised, with local brands such as Hexal (Novartis) and Ratiopharm (PGT) proving to be very popular, while private labels are increasing in prominence, which creates a somewhat challenging environment for branded marketers.

Innovation right across Europe, a healthy switch environment and a strong relationship with HCPs are essential in a pharmacy-led market, the size of which means that rewards for successful investment are significant. In addition to the dominant position of pharmacy, technology is a major source of innovation and growth across the global OTC landscape, which is why this timely event will provide OTC stakeholders in Europe and beyond with the skills needed to tackle these new technologies.

The meeting opens with a pre-conference Action Workshop, which will explore key topics surrounding the main theme, such as wearable devices and social media. As well as inviting participants to learn about the possibilities and opportunities available through the use of new technology, delegates can participate in brainstorming sessions, and both review and debate new innovations in wearable devices.

During the main conference I will be joined by eminent speakers and key opinion leaders, reviewing topics including the use of business partnerships as a strategy to accelerate growth, and the impact on everyday consumer and shopper behaviour from technological breakthroughs.

We will be offering two dedicated Networking Sessions, enabling you to pre-book meetings in advance with other delegates of particular interest to you and your company from among an international group of 200+. You will also have the opportunity to network at our Awards Dinner.

I look forward to greeting you in Munich!

Nicholas Hall.

Hotel Vier Jahreszeiten Kempinski Munich

Maximilianstrasse 17, 80539, Munich, Germany
T: +49 89 2125 0 | W: www.kempinski.com/en/munich

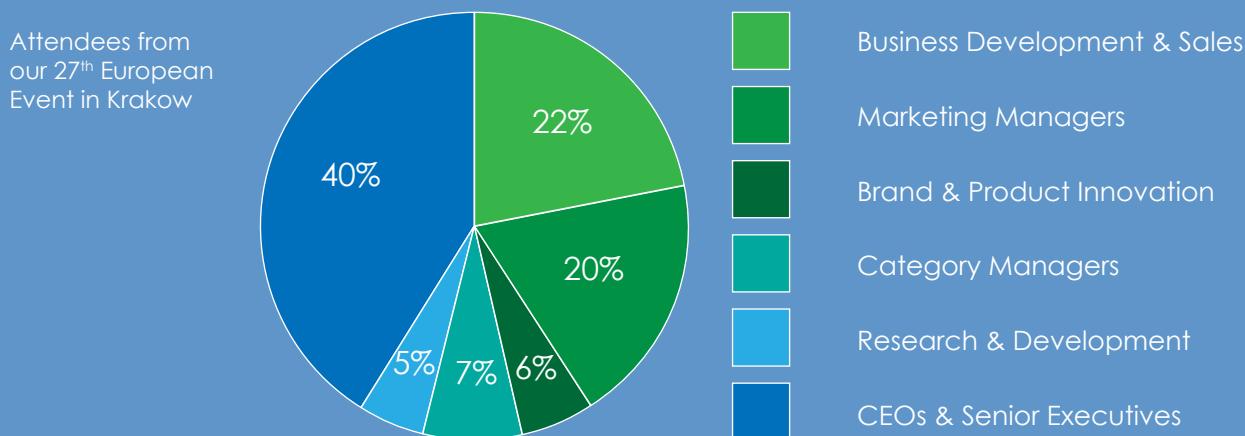


Set in the city centre, this luxury hotel is a 7 minute walk from Lehel U-Bahn station. It's also 7 minutes from Marienplatz public square and 7 km from Nymphenburg Palace.

We have negotiated a special guest room rate for delegates. Once we receive your registration form we will send you a link where you can book your room at this rate. Please note that this is subject to availability, so please book your room early.

Who should attend?

Over 200 delegates from consumer healthcare companies are expected to attend this meeting. At our 27th OTC Conference & Action Workshop in Krakow, we welcomed decision-makers from over 50 OTC / pharma companies, large and small. Our events are packed with thought-provoking presentations from a series of industry experts and provide a great platform for networking.



Previous attending companies have included:

- Abbott Laboratories
- Actavis
- Bayer
- Boehringer Ingelheim
- Capsugel
- Catalent
- Celesio
- DSM
- Fertin
- Galderma
- GSK
- HRA Pharma
- Johnson & Johnson
- Menarini
- Merck
- Pfizer
- Pierre Fabre
- RB
- Sanofi
- Takeda
- Tecnoquimicas
- Uriach
- USP
- Vemedia
- Weifa

OTC ACTION WORKSHOP • 5 APRIL 2017

The pre-conference Action Workshop will focus on the rising impact of digital marketing, wearable devices and other innovative new technologies, and what they can add to your OTC portfolio. Following last year's successful launch of The OTC Training Academy at the Action Workshop in Krakow, XPotential will again join us for a session in training your people to embrace these new technologies, and exploring the role that devices and other adjacencies can play in shaping both your OTC offering, and the wider OTC / consumer healthcare landscape across Europe and beyond.

We will also be joined by Orbital Media who will share with the group the latest innovations in the wearable devices market – delegates will have the opportunity to try these for

CONFERENCE DAY ONE • 6 APRIL 2017

8.00 Registration & Welcome Coffee

8.20 Welcome

**Filomena Pead, Senior Vice-President,
Nicholas Hall Group of Companies**

8.25 Opening Address & Annual Report

In his keynote speech, Nicholas Hall will review the current status of both the European and global OTC market, highlighting the most recent industry trends and developments. He will announce the latest OTC market data from the **DB6** Global OTC Database, and offer delegates his expert opinion and indications of future growth, as well as reviewing key factors affecting the market's biggest success and failure stories over the past year.

**Nicholas Hall, Chairman & CEO,
Nicholas Hall Group of Companies**

9.30 The Colin Borg Creative Award Voting

Sponsored by  **Nicholas Hall's
OTC DASHBOARD**

9.40 Accelerating Growth in Consumer Healthcare Through Partnership

Richard Learwood will explore business partnerships in which both sides respect and trust each other's areas of expertise as a strategy to accelerate growth that neither could achieve alone. Richard will review specific case studies from the successful PGT Healthcare partnership between Teva and P&G: the Vicks expansion into Central Europe and Latin America; the transformation and expansion of the Ratiopharm Company branded generic model, and the development of the partnership with Swisse Wellness from Australia, the world's fastest-growing VMS company.

Richard Learwood, Global Director Brand Strategy & Innovation, PGT Healthcare

10.20 Coffee

10.50 Winning in Pharmacy: A Partnership Role Model within the OTC Business

Andreas Arntzen will describe the unique role of Wort & Bild Verlag as a renowned partner of independent pharmacies and the OTC pharmaceutical industry in Germany. The successful strategy of this leading media house is connecting two key factors: promoting pharmacy with excellently reputed publications for their visitors serving as an enabler for a strong personal client relationship within pharmacy, and equally providing perfectly tailor made advertising channels for the OTC Pharmaceutical Industry. Andreas will highlight current and future chances for creative partnerships within

themselves and formulate test marketing strategies for them as part of the interactive group session.

Join us for this one-day Action Workshop where debate and discussion are actively encouraged. We understand the importance of networking and our workshop is designed to give ample time for attendees to meet peers from right across the OTC world.

To close the Workshop and open the main two-day Conference, we would like to invite you to our Welcome Drinks reception held at the hotel from 18.30. This is another great opportunity for informal networking.



the triangle of pharmacies, the OTC pharmaceutical industry and the readers of publications. He will also explain the mediating function of Wort & Bild Verlag in this eco-system, while strongly representing the interests of pharmacies.

Andreas Arntzen, CEO, Wort & Bild

11.30 A Critical Review of the OTC Industry's Ability to Innovate

In this essential presentation, renowned industry figure Manfred Scheske will explore classical drivers of innovation and explore new sources for growth and change. With Switch no longer a viable option for innovation in many cases, the newly mega-merged consumer healthcare companies, as well as mid-cap and smaller, nimble players, need to explore new routes to innovation in order to unlock the growth potential within our ageing population.

Manfred Scheske, CEO, Infirst+ Healthcare

12.10 Lunch

13.10 Raising Digital Excellence in the OTC Market

In our increasingly digitalised world, how can we best use digital communications and shopping channels to address changing consumer behaviours and expectations? In her presentation, Alison Hartley will share examples of how they are doing this in Boehringer Ingelheim and give her perspective on the future potential of digital to reach consumers in OTC.

Alison Hartley, Head of Consumer Healthcare, Boehringer Ingelheim Germany

13.50 Technology: Pokemon or Pokemonster?

Everyday life and behaviour of our consumers and shoppers have already been dramatically changed by most recent technological breakthroughs. What could we as an industry learn from these changes? How should we react? And most importantly, what other tectonic shifts should we anticipate in order to stay in the game? These interesting questions and other insights will be addressed in a provocative way by Nick Melnyk in this unmissable presentation, so fasten your seatbelts and get ready!

Nick Melnyk, Country Chair & General Manager Consumer Healthcare, Sanofi

14.30 Networking Hour

**WORT
&
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15.30 What Effect has Technology had on our Behaviour?

In this humourous, but thought-provoking presentation, Trevor Gore will look at the conditions needed to successfully implement behavioural change and ask, "Does technology help or hinder?" With the recent revelation about fitness trackers showing users did not increase their activity levels enough to improve health, Trevor will look at why we often fail to understand what technology can and cannot do. New technology has the potential to improve our interactions with HCPs and patient outcomes, but only if we understand how people use it in the real world. How's the expensive iPad detailing system working for you? Trevor will also show you how to pour the perfect pint of beer!

Trevor Gore, Director, Maestro Consulting

16.10 What is the Role of Direct-to-Consumer in a Multichannel World

Stuart Heffernan's presentation will focus on how GSK inherited an e-commerce brand that started out as an internet-only business and how over time it has embraced the e-commerce challenge and created a truly multichannel offering with its Maximuscle brand.

**Stuart Heffernan, E-commerce Controller,
GSK Consumer Healthcare**

16.50 WebMD "Path to Purchase Abstract"

Caryn Kavovit will share a deep understanding of the OTC shopper journey. This proprietary market research examines the attitudinal, behavioural and transactional path to purchase for a number of acute-care conditions, like cold / flu, pain, digestive health and more. These findings were derived from a behavioural panel and research survey conducted by Millward Brown, combined with transaction data provided by Kantar's Shopcom. The insights will provide a new view into the influence and impact of the resources and channels supporting OTC shopper decisions, from the moment they start investigating what is happening with their health, through to purchase.

Caryn Kavovit, Head of Sales & Strategic Partnerships, WebMD

17.30 Day One Meeting Close**19.00 Delegates to meet in
the hotel lobby for transfer to
Münchner Künstlerhaus****19.30 Nicholas Hall's OTC Marketing Awards Dinner**

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CONFERENCE DAY TWO • 7 APRIL 2017**08.00 Coffee****8.30 The US OTC Marketplace 2016-2017: Key Drivers and Dynamics**

The US OTC marketplace is still the largest in the world and impacts European and other important global markets. There are many dynamics driving growth, innovation, and market conditions including but not limited to retailer and wholesaler consolidation, e-commerce, continued M&A activity, the topsy-turvy political / economic climate and many more. In this presentation Ed Rowland will attempt to touch upon the broad factors that challenge the US OTC market.

Ed Rowland, Founder, Rowland Global LLC

9.10 Consolidation and Increasing Attractiveness of the Consumer Healthcare Industry – Corporate and Investor Perspectives

In his session, Jesús Carrasco will present his views on the changing industry landscape, underlying consolidation drivers and different strategies in consumer healthcare. Given its attractive growth prospects, the consumer health space has seen a number of players actively looking to increase scale and, in this context, M&A activity has increased. The market has been dominated by big pharma companies, which continue to commit significant resources to their CH business in order to diversify their portfolios. Additionally, there is a growing interest in consumer health by traditional consumer companies. Jesús will explore the M&A landscape of our industry from both the corporate and investor perspectives in this fascinating insight into the transactions that have been keeping the OTC industry busy over recent years.

Jesús Carrasco Abad, Managing Director and Head of Healthcare, Société Générale

9.50 Networking Hour

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10.50 Stada OTC Brand Internationalisation

STADA Arzneimittel AG is a large multinational pharmaceutical business established over 120 years ago, with its "core" business over this period being in the generics market. In recent years it has been combining its interest in generics whilst building a significant presence in the branded OTC and niche speciality Rx sector. Dieno George will delve into the strategy employed and the progress made, with many examples and learnings.

Dieno George, Executive Vice President-Brands, STADA Arzneimittel AG

11.30 Nurofen - The Making of an Icon

As the No1 OTC analgesic in Europe, Nurofen has steadily built its user base from the days it was first launched as an OTC product in the UK by Boots Laboratories. Acquired in 2007 by RB, Nurofen has since grown dramatically, powered by RB's innovation & marketing engine. In this presentation Akhil Chandra traces the brand's journey over the years and highlights lessons for OTC marketers.

Akhil Chandra, Global Category Director for Analgesics and Cold & Flu, RB

12.10 Strategic Growth through Portfolio Management, Innovation and Business Development

In this presentation, Thorsten Umland will review some of the key strategic levers at the disposal of OTC companies to build a world-leading portfolio of brands. After significant acquisitions, the broadened brand portfolio has to be adequately resourced, but portfolio management across brands and geographies needs to ensure adequate prioritisation so that resources are deployed most effectively. The products then have to be supported with a continuous stream of innovation, both through in-house research & development as well as through in-licensing of cutting-edge technologies. Thorsten will highlight some fundamental principles and examples.

Thorsten Umland, Head of Innovation & Development Personal Care Bayer CH

12.50 Summary & Close

**Nicholas Hall, Chairman & CEO,
Nicholas Hall Group of Companies**

13.00 Lunch**14.15 Sightseeing tour****17.30 Delegates Return to Hotel**

SPEAKER BIOGRAPHIES



NICHOLAS HALL

Chairman & CEO

Nicholas Hall Group
of Companies

Nicholas Hall is the founder and CEO of the Nicholas Hall Group of Companies, an elite consulting, business intelligence and executive recruitment company primarily serving the OTC healthcare industry since 1978. After a career in marketing and general management with Procter & Gamble, Vicks and GD Searle, 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 Asia, Middle East and Latin America. He has more than three decades of experience in the healthcare industry and has chaired and moderated over 300 OTC conferences and seminars in 58 countries.



JESÚS CARRASCO ABAD

Managing Director and

Head of Healthcare

Société Générale



Jesús Carrasco is Managing Director and Global Head of Healthcare at Société Générale (SG). He has 20 years of experience in the healthcare industry. Jesús joined SG in 2012; prior to this, his career includes healthcare investment banking both at RBS and ABN AMRO, where he was responsible for the coverage of the pharmaceutical and healthcare services industries across EMEA. As an experienced investment banker focused on the healthcare industry, he has a long track record of completed healthcare transactions, with over 100 deals closed over his entire career. Previously, he worked for Accenture for 6 years as a strategy consultant to the pharmaceutical industry.



ANDREAS ARNTZEN

CEO

Wort & Bild



Andreas Arntzen is the Chief Executive Officer of Wort & Bild Verlag, a leading media house in the German health market with an outstanding market position. He is responsible for distribution, advertising, finance, human resources and marketing. Previously Andreas was a Member of the Executive Board of the Swiss Mediagroup NZZ in Switzerland. After his diploma as an economist, Andreas held different management positions in leading media houses, such as Managing Director of the ZEIT-Media Group, the Handelsblatt-Media Group and the Madsack-Media Group in Germany.



AKHIL CHANDRA

Global Category

Director for Analgesics

and Cold & Flu

RB



Akhil Chandra is the Global Category Director for Analgesics and Cold & Flu at RB, where he has overall responsibility for developing the strategic plans, innovation pipeline & global communication for RB's power brand Nurofen. Prior to his current role, Akhil was the Managing Director for RB's India operations, a role he took on in 2012 following a 22 year stint with GSK Consumer Healthcare where he performed a multitude of roles across marketing & general management, the last of which was as the Vice President & General Manager for GSK CH Asia. Having spent almost 25 years in the Consumer Healthcare & CPG sector across a diverse range of roles, Akhil is intimately familiar with the OTC landscape and is deeply involved with how it is evolving.



DIENO GEORGE

Executive Vice President
Brands

STADA Arzneimittel AG



Dieno George was until recently, the Chief Executive Officer of Thornton & Ross Ltd, whom he joined in 2001. Through a series of strategic acquisitions and organic growth, the company grew to become the largest independently owned OTC manufacturer in the UK. In 2013 T&R was acquired by STADA AG and Dieno led a further expansion programme during which the company turnover more than doubled. In August 2016, Dieno joined the STADA Executive in the new role of Executive Vice President of Brands, with the responsibility for the Group's branded business around the world. He has formerly worked for major internationals such as Unilever PLC, Stafford-Miller (now part of GSK), Reckitt & Colman (now RB) and SSL International.



TREVOR GORE

Director

Maestro Consulting



Trevor Gore was the Global Healthcare Training Manager at RB where he has worked in a number of pharmacy education roles for over 20 years. In 2011 he was awarded honorary membership of the Royal Pharmaceutical Society of Great Britain for his service to pharmacy education. He started his career working in retail pharmacy before moving into sales and marketing roles in a number of pharma companies. Having gained a BSc. Hons. in Behavioural Psychology he focused his time on pharmacy training and has delivered training to preregistration pharmacists and pharmacists in soft skills, such as communication, team building, negotiating, leadership, engagement and motivation, as well as shopper psychology.



ALISON HARTLEY

Head of Consumer

Healthcare

Boehringer Ingelheim



Alison Hartley has been Head of Consumer Healthcare for Boehringer Ingelheim Germany since 2014. Prior to that, she was Global Head of Marketing for Boehringer Ingelheim Consumer Healthcare Division, responsible for marketing strategy, communications and media across all BI categories and geographies. Alison's career has included broad experience across both FMCG and OTC marketing and general management, in both local and global roles. After graduating from Oxford, Alison began her career in FMCG marketing at Procter & Gamble, where she managed major brands in the UK, Germany, Spain and France. This was followed by a move into OTC with Boots Healthcare International, where she was General Manager for Spain and Portugal and then France.



STUART HEFFERNAN
E-commerce Controller

GSK



Stuart Heffernan is the E-commerce Controller for GSK Consumer Healthcare in GB&I, responsible for driving growth online across direct-to-consumer platforms, Pureplay and Omnichannel retailers. Stuart is also the UK lead on GSK's global e-commerce project. With 12 years experience in grocery e-commerce & FMCG digital marketing, Stuart has developed a broad skill set within online retailers, digital start-ups and FMCG manufacturers. This has lead to a high level of understanding of shopper's online behaviour, that enable brands to best communicate with online shoppers in order to drive conversation and share in grocery e-commerce.



CARYN KAVOVIT
Head of Sales &
Strategic Partnerships

WebMD



Caryn Kavovit is the Head of Sales & Strategic Partnerships for WebMD Global based in the UK. She has been in this role since 2010 and is responsible for all consumer and patient solutions across BootsWebMD – WebMD's flagship UK site as well on WebMD globally (outside the US). WebMD has ~154M consumers / patients globally and Caryn has over 20 years experience in the digital industry creating partnerships and developing relationships with top agencies and leading healthcare and FMCG clients.



RICHARD LEARWOOD
Global Director Brand
Strategy & Innovation

PGT Healthcare



Richard Learwood joined P&G in 1991 from the University of London and has held multiple positions across P&G from laundry detergent to healthcare to shampoos and pet food before he joined PGT Healthcare in 2011. During his P&G career Richard has held global, regional and local roles in marketing and general management. Today Richard heads up the Marketing, Market Research, Design and External Relations functions for PGT Healthcare and leads the New Brand Development organisation tasked with delivering PGT Healthcare's ambitious growth goals.

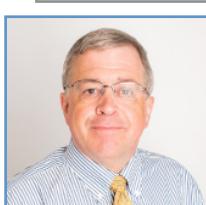


NICK MELNYK
Country Chair & General
Manager Consumer
Healthcare

Sanofi



Nick Melnyk holds a combined role at Sanofi: he is the General Manager of Consumer Healthcare business in Czech Republic & Slovakia, and simultaneously, Country Chair in Czech Republic. Nick started his career as a sales rep and successfully evolved through various sales, marketing and commercial roles, within country, region and global headquarters context, in both pharma and consumer health businesses. Nick is PharmD trained, additionally holding MSc in Clinical Pharmacy and Executive MBA specialised in sales and marketing.



ED ROWLAND
Founder & Managing
Partner

Rowland Global LLC



Ed Rowland, Founder and Managing Partner of Rowland Global LLC, has over 30 years of international and domestic experience in running businesses in the OTC and CPG world including over 5 years living and working in Europe. A keen observer of the global OTC landscape, he is a regular contributor to the leading US OTC trade journal, Drug Store News, and a frequent conference speaker, including at the US CHPA Annual Executive Conference and the UK's Health & Beauty Association. Ed's career includes Fortune 50 powerhouses, Pfizer Consumer Healthcare, Kraft, PepsiCo, Mars and McDonald's, as well as boutique firm consulting; he combines big company training with small company agility.



MANFRED SCHESKE
CEO

infirst+ Healthcare



Manfred Scheske is the Chief Executive Officer and co-founder of Infirst Healthcare, an innovation centric start-up with offices in UK and USA. Prior to starting Infirst, Manfred enjoyed a highly successful 25-year career with GlaxoSmithKline (GSK), where he latterly was President of the European Consumer Healthcare business and previously also President of GSK's North American Consumer business. During his time at GSK, Manfred was involved in numerous switch projects in the USA as well as in Europe, including the first ever centralised procedure switch in Europe (Orlistat). Manfred has served on the boards of CHPA and CTFA in the US and AESGP in Europe.



THORSTEN UMLAND
Head of Innovation &
Development Personal
Care

Bayer CH



Thorsten Umland is responsible for Innovation & Development for Personal Care at Bayer, which includes the sun care, skincare and footcare businesses. Prior to that, he was Head of Business Development & Licensing for the Consumer Health Division. In this role, he drove Bayer's recent acquisitions of Merck Consumer Health, Dihon Pharmaceuticals, and Steigerwald. Thorsten is a molecular biologist by training and started his career as a scientist in BASF's Pharma Division. He later transitioned into business development when he joined Schering AG, where he worked both at the company's research site in California, and at the company's US headquarters in New Jersey.

THE NICHOLAS HALL OTC MARKETING AWARDS 2017

BENCHMARKING OTC SUCCESS AROUND THE WORLD

**THE MOST INNOVATIVE
GLOBAL OTC MARKETING
CAMPAIGN 2017**

Sponsored by



This Award will be given for the most innovative new marketing campaign for any OTC brand. This could be a campaign or a launch from anywhere in the world, which has appeared for the first time globally between 1 February 2016 and 31 January 2017.

**THE COLIN BORG AWARD
FOR THE BEST EUROPEAN
OTC ADVERTISING 2017**

Sponsored by



This Award will go to the most outstanding example of creativity in OTC advertising which has appeared in film, TV, Internet or out-of-home media between 1 February 2016 and 31 January 2017. This Award will be voted for by delegates at the Conference.

**THE MOST INNOVATIVE
EUROPEAN NEW PRODUCT
OF THE YEAR 2017**

Sponsored by



This Award will be given for the most innovative and successful product launch or Rx-to-OTC switch in any European country between 1 February 2016 and 31 January 2017. Significant line extensions may be considered for this award.

For a chance to win a Nicholas Hall OTC Marketing Award, please contact Jennifer for details about how to enter.

E: jennifer.odonnell@NicholasHall.com
T: +44(0)1702 220 215

**NOT ATTENDING THE CONFERENCE, BUT
WOULD LIKE TO JOIN US FOR THE EVENING?**

Book to attend the OTC Awards Ceremony on the 6 April 2017.
Please contact Jennifer.

One Place: £250 GBP | One Table of 10: £2,000 GBP

SPONSORSHIP OPPORTUNITIES

Please contact Lianne for more information E: lianne.hill@NicholasHall.com or T: +44(0)1702 220 217

Welcome Drinks Sponsor

- Two roll-up banners to be displayed at the Welcome Drinks Reception on 5 April
- Thank you announcement during the event
- Logos printed on napkins / drinks coasters (materials to be supplied by the sponsor)
- Promotional material displayed in drinks reception area (one table and linen provided, space permitting)
- Logo promotion on email campaign running up to conference
- One place to attend OTC Action Workshop & Conference on 5-7 April

Delegate Pack Sponsor



Networking Hour Sponsors



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NICHOLAS HALL'S OTC INSIGHT 28th EUROPEAN CONFERENCE & ACTION WORKSHOP

Kempinski Munich • 5-7 April 2017

BOOK 3 PLACES
& GET THE 4TH FREE OF CHARGE!

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

Bookings before
23 December 16

Bookings on / before
17 February 17

Full Rate
from 18 February 17

- Workshop only (5 April)
- Conference only (6-7 April)
- Conference & Workshop (5-7) April

£725 GBP
£1,150 GBP
£1,700 GBP

£800 GBP
£1,300 GBP
£1,900 GBP

£875 GBP
£1,450 GBP
£2,100 GBP

- Please tick if you do not want your email published on our delegate list (only for meeting attendees)
- Please tick if you wish to attend the welcome drinks (5 April at 18.30)
- Please tick if you wish to attend the evening awards dinner. Please advise if you have any dietary requirements:

- Please tick if you wish to attend the sightseeing tour (afternoon of 7 April)

Payment Details

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

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

Company _____

Address _____

City _____ Country _____ Postcode _____

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

Delegate Two 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 wish to attend the welcome drinks
- Please tick if you wish to attend the Awards dinner. If so, please advise if you have any dietary requirements:

- Please tick if you wish to attend the sightseeing tour (Afternoon of 7 April)

Delegate Three 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 wish to attend the welcome drinks
- Please tick if you wish to attend the Awards dinner. If so, please advise if you have any dietary requirements:

- Please tick if you wish to attend the sightseeing tour (Afternoon of 7 April)

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 wish to attend the welcome drinks
- Please tick if you wish to attend the Awards dinner. If so, please advise if you have any dietary requirements:

- Please tick if you wish to attend the sightseeing tour (Afternoon of 7 April)

I accept the terms and conditions below and understand that Nicholas Hall International Pte Ltd reserves the right to amend the agenda.

Signature _____

Date DD / MM / YYYY

This conference is being held by Nicholas Hall International Pte Ltd, but for bookings, information and other details please contact our managing agents: Nicholas Hall Europe Ltd, 35 Alexandra Street, Southend-on-Sea, Essex SS1 1BW, UK
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 Marketing Awards dinner and sightseeing tour.

The appropriate fee covers attendance at all sessions, conference documentation, lunches and coffee breaks during the meetings, and organised social functions from 5-7 April 2017. It does NOT include hotel accommodation or items charged to your room account, or transport to and from the conference.

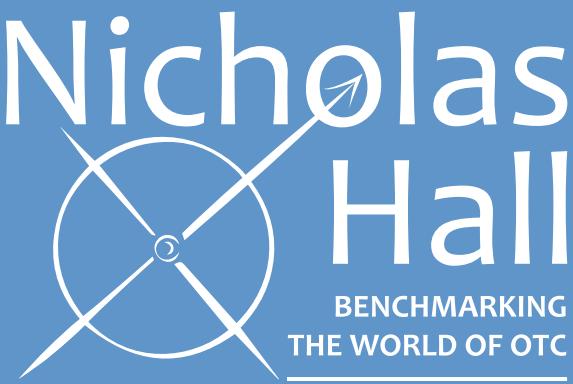
Bookings may be transferred to a colleague, at no extra charge. Notice of cancellations or transfers of bookings must be given in writing. For cancellations received by 23 December 2016, fees will be refunded in full, less an administration charge of £100. If received by 17 February 2017 there will be a 50% refund. There will be no refund for cancellations received after 18 February 2017, or cancellations where no written notice of cancellation is received.

If you have any questions about this conference, please contact Lianne Hill or Jennifer O'Donnell:

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