

OTC Action Workshop in Sydney: New Thinking to Create New Opportunities



After successful meetings in 2007 and 2008, I'm returning to Sydney for a high-powered one-day workshop in which I will share my latest research findings, together with insights gained in almost 40 years of working with top OTC players around the globe.

The emphasis will be on understanding what makes a successful OTC brand, taking a look at the most innovative new products from around the world, and exploring key success factors such as Pharmacy Point-of-Care, umbrella branding, the use of new technologies, and new media, as well as key learnings from the global OTC market.

This workshop is a must for all players in the local OTC market, and will provide a guide to building successful and profitable OTC brands.

Nicholas Hall

Session 1: Winners and Losers

- OTC – a fast-growing market
- Global review and emerging trends
- Key learnings for Australia
- "100 Market Movers" – the fastest-growing OTC brands of 2010...
- ... and who fell off the cliff!

Session 2: New Product Development

- Switch, innovation and new technology
- Identifying opportunities
- In and out-licensing
- Complementary medicine
- Adapting technologies from food, cosmetics and clinical products

Session 3: What Makes a Successful Brand?

- Engaging with real consumer needs
- Line extensions and umbrella branding
- Giving OTCs a Visible Point of Difference
- Pricing and Value – high or low?
- 10 of the most successful new OTC brands

Session 4: Successful Strategies

- Does the FMCG rule book work for OTC?
- From the US – the mass market way
- OTx in Europe – detailing doctors and pharmacists
- Reaching the consumer in new ways – internet, social media and KOLs
- New trends in distribution and retailing

Action Workshop Sydney • Friday 19th November 2010

Nicholas Hall & Company is a global marketing consultancy and business intelligence company, specialising in consumer healthcare, which works for all the leading OTC players. Nicholas Hall has chaired and moderated over 300 OTC conferences and seminars in a total of 58 countries.

**You can also see Nicholas Hall at the ASMI Conference on 18th November
at Australian Technology Park, Sydney.**

For further information: <http://www.asmi.com.au/events/default.aspx>

**For further details and bookings contact
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T: + 44 (0) 1702 220 224
E: info@NicholasHall.com**

**Book 3 places and get a 4th place
free of charge! Pay by credit card
and receive a 5% discount**

REGISTRATION FORM

OTC ACTION WORKSHOP

Friday 19th November 2010

For bookings and information, please contact Melissa Archer, Nicholas Hall Asia-Pacific,
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FAX THIS FORM TO +44 (0)1702 220 241 TO BOOK YOUR PLACE

Please make a reservation for _____ places at:

Action Workshop Sydney at the discounted rate of **A\$1,250** per place (standard rate **A\$1,500** per place)

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

(Discounted price available until 31st August 2010)

Mr/Mrs/Ms/Dr. First name _____ Surname _____

Job title _____

Company/Org _____

Address _____

City _____ Postcode _____ Country _____

Tel _____

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CONDITIONS: Delegate fee includes attendance at the workshop, full supporting documentation, lunch and refreshments. Full payment must be received before the workshop. The fee does not include accommodation, for which delegates must make

their own arrangements. Cancellations must be made in writing, but no refund will be made for cancellations after 19th October 2010. Bookings may be transferred in writing to a colleague at no extra charge.