

Winning in OTC Pharmacy

Two day Open Workshop • 22 - 23 September 2016
Sofitel Heathrow, London

OBJECTIVE

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

ATTENDEES

Sales, Shopper & Customer Marketing, Detailing

DELIVERABLES

- Participants to understand how to develop understanding of key stakeholders (customer, healthcare professionals, consumers, brand and competitors)
- How to develop sales opportunities and solutions in a consistent and consultative way, that will add greatest competitive advantage for your brands

Winning in the Pharmacy Flow

1. Understanding the Pharmacy

2. Building the Strategy

3. Planning to Win

4. Measure

9.00 Welcome

- 9.15 Introducing the Winning in Pharmacy Process
- 9.30 Defining the Pharmacy Business Challenge
- 10.00 Drafting the Challenge

10.30 Break

- 10.45 Developing Understanding: Our Brand and Competitors
- 11.00 Brand and Competitors SWOT's and Implications

12.30 Lunch

- 13.30 Developing Understanding: High Priority Customers
- 14.00 Understanding Customer Strategy and Implications

15.30 Break

- 15.45 Developing Understanding: Our Patient / Consumer and Shopper
- 16.15 Understanding Target Patient / Consumer and Shopper Needs and Implications

17.30 Day one close

AGENDA DAY ONE

9.00 Welcome back

- 9.15 Building Opportunity
- 9.30 Identifying Areas of Alignment across Stakeholders and Opportunity

10.15 Break

- 10.30 Identifying Areas of Alignment across Stakeholders and Opportunity
- 11.00 Prioritising and Planning the Activity
- 12.30 Selecting Activations to Deliver our Priority Opportunities

13.00 Lunch

- 14.00 Implementing with Excellence
- 14.30 Developing and Presenting your Plan

15.15 Break

- 15.30 Developing and Presenting your Plan
- 16.45 Next Steps and Action Planning
- 17.15 Review of workshop

17.45 Day two close

AGENDA DAY TWO

For further information please contact:
inna.chilik@NicholasHall.com

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

<input type="checkbox"/> Winning in OTC Pharmacy	Bookings on / before 31st May 16 GB£1,000 + VAT	Bookings on /before 30th June 16 GB£1,250 + VAT	Full Rate from 1st July 16 GB£1,500 + VAT
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Please tick if you do not want your email published on our delegate list (only for meeting attendees)
Please advise if you have any dietary requirements:

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 _____
Job title _____
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 advise if you have any dietary requirements:

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I accept the terms and conditions below and understand that Nicholas Hall Group of Companies & XPotential reserves the right to amend the agenda.

Signature _____ Date DD / MM / YYYY

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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 22 June, fees will be refunded in full, less an administration charge of £100. If received by 22 July there will be a 50% refund. There will be no refund for cancellations received after 22nd July, or cancellations where no written notice of cancellation is received.

If you have any questions about this conference, please contact Inna Chilik:
E: inna.chilik@NicholasHall.com

