

OTC **Toolbox** Presents

2021 **BD** CONSUMER **& i** HEALTHCARE **BD&I EVENT**

Programme & Booking Form

VIRTUAL EVENT

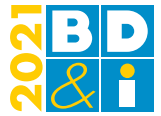
25-26 February 2021



Supported by



VIRTUAL CONFERENCE & NETWORKING BUSINESS DEVELOPMENT & INNOVATION



The **OTC**Toolbox**** Consumer Healthcare BD&I Event is an annual global event focusing exclusively on business development and innovation for companies within the consumer healthcare/OTC industry.

Due to COVID-19, the 2021 event will be virtual. An online partnering and video system will allow you to connect with potential business partners around the world, while the conference will give you a deep understanding of the complex and changing business environment.

CONFERENCE

- Understand the complex and changing business environment
- A programme of highly-respected speakers will cover key topics in business development and innovation
- Confirmed Presentations from Google, IQVIA Consumer Health, Euromonitor International, EMR-NamNews, ECHO Brand Design, **OTC**Toolbox****. Additional presentations will be confirmed shortly

NETWORKING

- Connect with potential business partners around the world for both days
- Formal video networking allows you to have one-to-one meetings
- Meeting slots from 06.00 GMT until 20.00 GMT both days
- Online partnering system allows you to pre-arrange meetings. The system opens on 25 January 2021
- SourceOTC Licensing Hub gives you the opportunity to showcase products and technologies for licensing

Winners of the **OTC**Toolbox**** Consumer Healthcare Industry (CHI) Awards for business development and innovation will be announced during the event.

Deborah Wilkes
Founder and Editor & Publisher
OTCToolbox****

THE VIRTUAL PLACE TO DO BUSINESS



OTCToolbox****

[Click to visit the event website](#)

The 2021 Consumer Healthcare BD&I Event is organised by **OTC**Toolbox****.

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Email: enquiries@otctoolbox.com

[www.OTC**Toolbox**.com](http://www.OTCToolbox.com)

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[Speaker Programme on the next page](#)

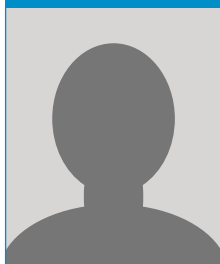
ONLINE NETWORKING

06.00-10.00 GMT

CONFERENCE SESSION 1 – Company Strategies

10.15-10.45
GMT

KEYNOTE PRESENTATION
Speaker to be confirmed



10.45-11.15
GMT

Transaction Trends in Consumer Healthcare
Deborah Wilkes
Founder and Editor & Publisher
OTCToolbox



Deborah Wilkes is the Founder and Editor & Publisher of the **OTCToolbox** website, which provides publications and events that enable business developers, innovators and marketers in the consumer healthcare/OTC industry worldwide make well-informed decisions. Before she created **OTCToolbox** in 2012, Deborah spent more than two decades writing about the global OTC industry and developing new businesses. She co-founded the *OTC bulletin* and *Generics bulletin* newsletters and created the OTC Marketing Awards.

ONLINE NETWORKING

11.30-15.00 GMT

ONLINE NETWORKING

11.30-15.00 GMT

CONFERENCE SESSION 2 – Market Trends

15.15-15.45
GMT

Trends and Opportunities – Winning in the Post COVID Environment

Amit Shukla

Global Head – Consulting Services and Thought Leadership
IQVIA Consumer Health



Amit Shukla is Global Head – Consulting Services and Thought Leadership at IQVIA Consumer Health. Amit has extensive experience of the consumer healthcare industry worldwide. Before joining IQVIA in 2019, he spent nine years at GlaxoSmithKline Consumer Healthcare, rising to the position of Executive Vice President Online Networking Commercial Strategy & Innovation for Emerging Markets. He has also worked for Novartis Consumer Health and Procter & Gamble. In addition to Emerging Markets, Amit has experience of North America, Russia and the Commonwealth of Independent States, and Turkey.

15.45-16.15
GMT

Surviving and Succeeding in the New Retail World

Brian Moore

Chief Executive Officer
EMR-NamNews



Brian Moore is Chief Executive Officer of EMR-NamNews. The business publishes NamNews, the daily and monthly news bulletins and implications for the health and beauty industry. It also provides consultancy and training in optimising radical change for suppliers and retailers, as well as practical, finance-based and hands-on ways of optimising radical change. The services cover the UK, European Union and global.

ONLINE NETWORKING

16.30-20.00 GMT

Programme Day Two on next page

ONLINE NETWORKING

06.00-10.00 GMT

CONFERENCE SESSION 3 – Adapting Consumers

10.15-10.45
GMT

Thriving in the New Digital Landscape

Hugo Soul
Global Client Lead
Google



Hugo Soul is a Global Client Lead for consumer healthcare at Google, leading worldwide partnerships with the OTC industry across digital media, marketing technology and enterprise data solutions. Based in London, he is focused on growing digital capability to enable clients to thrive in the face of a rapidly-changing consumer and technology landscape.

10.45-11.15
GMT

How Changing Consumer Behaviour Could Impact Consumer Health

Matthew Oster
Industry Manager, Consumer Health
Euromonitor International



Matthew Oster is Industry Manager, Consumer Health for Euromonitor International. Matthew oversees research and analysis for the consumer health industry, leading a team of experts in 100 markets worldwide. He provides insight on consumer trends, key markets, the competitive landscape and growth opportunities in the global consumer health space to help organisations make strategic business decisions.

Janaki Padmanabhan
Senior Research Manager, Health & Beauty
Euromonitor International



Janaki Padmanabhan is Senior Research Manager, Health & Beauty, at Euromonitor International. Janaki has over 10 years with Euromonitor, working in both India and the UK. In her current role, she oversees a team of analysts focusing on Consumer Health and Beauty and Personal Care research for Western Europe. One of her main responsibilities is to develop and grow Consumer Health specialisation across Euromonitor, while working closely with clients and Euromonitor's global network of Consumer Health analysts.

ONLINE NETWORKING

11.30-15.00 GMT

Programme Day Two continued on next page

ONLINE NETWORKING

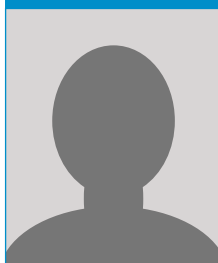
11.30-15.00 GMT

CONFERENCE SESSION 4 – Future Viewpoint

15.15-15.45
GMT

PRESENTATION

Speaker to be confirmed



15.45-16.15
GMT

How Do You Know What To Do Next If You Don't Know Where You Want To Be in the Future?

Nick Dormon

Founder and Managing Director
ECHO Brand Design



Nick Dormon is a Founder of ECHO, an independent innovation and design company founded in 2004 which aims to “create and develop brands that are compelling, useful, caring and environmentally responsible”. ECHO’s clients include HRA Pharma, Nestlé and Unilever.

ONLINE NETWORKING

16.30-20.00 GMT

[Go to Online Registration](#)

[Booking Form on the next page](#)

OTCToolbox 2021 Consumer Healthcare BD&I Event



VIRTUAL EVENT

25-26 February 2021

BOOKING FORM

BOOKING FEE

The booking fee covers attendance throughout the event on both days

Early Booking Rate £445 + VAT Bookings before 8 January 2021

Early Booking Rate (OTCToolbox Annual Subscription Holders) £395 + VAT Bookings before 8 January 2021

Standard Booking Rate £495 + VAT Bookings after 8 January 2021

Standard Booking Rate (OTCToolbox Annual Subscription Holders) £445 + VAT Bookings after 8 January 2021

I would like to book _____ place/s

PAYMENT METHODS

Bank Transfer

We will send you an invoice containing our bank details. Please supply a purchase order number if needed

Credit Card

We will contact you by phone to get your credit card details. We accept American Express, Maestro, MasterCard and Visa

Cheque

Please send a cheque made payable to Source Publishing Limited

DELEGATE DETAILS

[REGISTER ONLINE](#)

Delegate One

Full Name _____

Job Title _____

Company _____

Address _____

Post Code/State Code _____ Country _____

Email _____

Please specify any special requirements _____

Delegate Two

Full Name _____

Job Title _____

Company _____

Address _____

Post Code/State Code _____ Country _____

Email _____

Please specify any special requirements _____

Booking Form continued on the next page

DELEGATE DETAILS

Delegate Three

Full Name _____

Job Title _____

Company _____

Address _____

Post Code/State Code _____ Country _____

Email _____

Please specify any special requirements _____

Delegate Four

Full Name _____

Job Title _____

Company _____

Address _____

Post Code/State Code _____ Country _____

Email _____

Please specify any special requirements _____

CONTACT DETAILS

Please send your completed form to **OTCToolbox**

Email: deborah.wilkes@otctoolbox.com.

Post: **OTCToolbox**, Source Publishing Limited, 54 Creynolds Lane, Cheswick Green, Solihull B90 4ER, United Kingdom.

If you have questions, please contact Deborah Wilkes

Telephone: +44 121 314 8757

Email: deborah.wilkes@otctoolbox.com

BOOKING TERMS AND CONDITIONS

Payment: Payments must be made within 30 days of the invoice date.

All payments must be received prior to the start of the event on 25 February 2021.

Delegate Details: Details of all delegates will be included in the Online Partnering System and Programme & Delegate List.

Confirmation: Upon receiving your booking, Source Publishing Limited will issue confirmation details and the booking will then be officially confirmed.

Cancellation: All cancellations must be received by Source Publishing Ltd in writing and will be subject to an administration charge of £50. Cancellations received after 1 January 2021 will be subject to a 100% cancellation charge.

Substitutions: Delegate substitutions are welcome provided that Source Publishing Limited is advised prior to 25 February 2021.

Event: Please note that for reasons beyond the control of the organiser it may prove necessary to change or amend the content or timing of the programme without prior warning.