

SCHEDULE AT-A-GLANCE

MONDAY, MARCH 18TH

11:00AM - 5:00PM

Registration

Talbot A-E Foyer

12:00PM - 4:00PM

Golf Tournament & Activities

Golf Course

2:00PM - 4:00PM

Joint Committee Meeting

(By invitation only)

Talbot F-H

5:30PM - 6:30PM

Women's Leadership Forum Reception

Santa Maria

7:00PM - 10:00PM

Opening Reception, Dinner & Entertainment

Ocean Front Lawn

TUESDAY, MARCH 19TH

7:00AM - 5:00PM

Registration

Talbot A-E Foyer

7:00AM - 8:00AM

Networking Breakfast

Talbot A-E Foyer

8:00AM - 9:15AM

Chair & President's Addresses and Ivan D. Combe Award Presentation

Talbot Ballroom A-E

9:15AM - 10:15 AM

Navigating Consumer Healthcare Trends: A Retrospective Look at 2023 and a Glimpse into 2024

Talbot Ballroom A-E

10:15AM - 10:30AM

Networking Break

Talbot A-E Foyer

10:30AM - 11:15AM

The Future of Science and Medicine with Dr. Scott Gottlieb

Talbot Ballroom A-E

11:15AM - 12:00PM

Consumer Healthcare Leadership Panel

Talbot Ballroom A-E

12:00PM - 1:00PM

Networking Lunch

Talbot A-E

1:00PM - 5:00PM

Business Appointments

1:00PM - 1:45PM

Learning Lab: Be BOLD with Your Science! Why It Matters and How to Use It in Consumer Marketing

Talbot H

LET THERE BE
healthcare video marketing

1:30PM - 4:30PM

CHPA Board of Directors Meeting

(CHPA Board Members Only)

Plaza Ballroom

2:00PM - 2:45PM

Learning Lab: Using Gen AI to Uncover Richer Consumer Insights in Vitamins, Minerals & Supplements

Talbot H



3:00PM - 3:45PM

Learning Lab: Strategic Partnerships for Brand Protection

Talbot H

eurofins | Supplement & OTC Testing

TUESDAY, MARCH 19TH

4:00PM - 4:45PM

Learning Lab: Case Studies in M&A in Consumer Healthcare

Talbot H

5:30PM - 7:00PM

Board of Directors Cocktails & Conversations Reception

Colonnade

7:00PM

Networking & Private Dinners on own

7:00PM - 10:00PM

Board of Directors Dinner

(By invitation only)

Salt

9:00PM - 11:00PM

After Hours Reception

Plaza Ballroom I

WEDNESDAY, MARCH 20TH

7:00AM - 11:30AM

Registration

Talbot A-E Foyer

7:00AM - 8:00AM

Health in Hand Foundation Fun Run & Walk

Beachfront

8:00AM - 10:00AM

Breakfast & Business Appointments

Talbot A-E Foyer

8:45AM - 9:15AM

PAC Coffee

(By invitation or interest only)

Talbot F

9:15AM - 9:30AM

Association Business

Talbot Ballroom A-E

9:30AM - 10:15AM

Consumer Healthcare M&A Update: An Industry in Transition

Talbot Ballroom A-E

10:15AM - 10:30AM

Networking Break

Talbot A-E Foyer

10:30AM - 11:15AM

Navigating the Future: The Evolving Retail Landscape

Talbot Ballroom A-E

11:15AM - 12:00PM

A Political Outlook with Jonathan Martin

Talbot Ballroom A-E

12:00PM - 1:00PM

Networking Lunch

Talbot A-E

1:00PM - 4:00PM

Business Appointments

1:00PM - 2:30PM

Presidents' Forum Meeting

(By invitation only)

Plaza I

1:00PM - 3:00PM

Health in Hand Foundation Board Meeting

(Foundation Board Members Only)

Plaza II

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