



56TH AESGP Annual Meeting



SELF-CARE GENERATION

WHAT YOU NEED TO KNOW ABOUT THE NEXT GENERATION
SHAPING CONSUMER HEALTHCARE

26 – 28 May 2020 —————> Meliá Hotel, **Milan, Italy**

SELF-CARE GENERATION

In order to grow the Industry, it is necessary to put yourself out there and stay ahead of trends. A good way to achieve this is by attending the AESGP Annual Meeting. As the principle European conference on the self-care industry, the AESGP Annual Meeting allows industry leaders to build (new) valuable relationships, extend their influence and stay ahead of trends.

The 2020 AESGP Annual Meeting in Milan, Italy, invites industry leaders and representatives of partner organisations to explore how the lifestyles, expectations and perspectives of young people are changing the landscape of the self-care industry. Diverse sessions will discuss how technology extends into every aspect of young people's daily life, including health and wellbeing. We will look into whether eHealth literacy, which is inherent to the digital natives, improved and enhanced their health knowledge and behavior. Ultimately, we will aim to answer the question: are digital natives the self-care generation?

PROGRAMME OVERVIEW

Tuesday, 26 May 2020

19.00 Opening evening in Villa Necchi Campiglio

The opening evening of the 56th AESGP Annual meeting will take place in an iconic 30s villa housing sensational works of art in the heart of Milan.

Wednesday, 27 May 2020

09.00 – 10.30 SESSION 1: The Self-Care Generation

Generations XYZ have been consistently defined by their obsessions: avocado toasts, memes, etc... and self-care. Compared to previous generations, they spend much more time on self-care essentials such as workout regimens, diet plans, life coaching and apps to improve their personal wellbeing. Millennials are at the forefront of the self-care discussion. Are they the self-care generation?

11.00 – 12.30 SESSION 2: The digital self-care transformation

By using digital solutions, such as wearables and mHealth apps, people actively engage in health promotion and self-management of their health and wellbeing. Digital tools hold a great potential to disseminate scientific knowledge and information in an easily accessible form. This can improve access to and the quality of healthcare technologies and health services and, ultimately, people's health and wellbeing. This session will showcase some of the practical applications in this area.

14.00 – 15.30 SESSION 3: Self-care market trends and projections

In the self-care marketplace, speed and innovation are critical. Compared to the generations before, the self-care generation is interested in wellness and prevention. They are digital natives and, therefore, e-commerce is becoming ever important for the Industry. This session will look at European and global self-care market trends in terms of category and channel development, and will outline opportunities and challenges for the self-care Industry.

16.00 – 17.30 SESSION 4: The future of self-care

During the 55th AESGP Annual Meeting, the Global Self-Care Federation (GSCF) launched its new name and presented its strategic project 'The Future of Self-Care'. This initiative builds on a strategic analysis of current and potential future trends in self-care at a global level. This session will provide an update on the progress made in the three strategic areas: trust, sustainability and health data.

Thursday, 28 May 2020

09.00 — 10.30 SESSION 5: Communicating risk in the digital age

Risk communication is an integral part of the risk analysis exercise and is the interactive exchange of information about risks among regulatory agencies, Industry, news media, interested groups and the general public. Because of the rapid developments in communication technology and the digitalisation of information, the function of risk communication has recently undergone comprehensive changes. The way information is constituted, verified, legitimated and transmitted has become more instantaneous and diffuse. This session will explore effective ways in risk communication in the digital age and how it can be improved.

11.00 — 12.30 SESSION 6: Driving national self-care agenda

The session will showcase some of the national initiatives developed and implemented by AESGP member associations supporting the implementation of national self-care policies.

14.00 — 15.30 SESSION 7: Innovation that meets the needs of society

There are many forces driving the need for innovation in the consumer health and healthcare sector. The traditional provider-based care delivery model is challenged as a result of the growth in demand driven by retiring baby boomers and the rapidly increasing prevalence of chronic diseases. These factors, along with changing individual expectations and interest in the self-care sector from non-traditional players (e.g. digital companies, food industry, etc.), mandate a focus on innovation. This session will look into the latest individual centered self-care innovations.

16.00 — 17.00 SESSION 8: HOT TOPIC

17.00 Aperio Milanese

In Milan, the aperitif is a real must for the afternoon. It is an opportunity to meet people, while sipping a drink, accompanied by the finest Italian food. This tradition is part of the daily lives of 'Milanese' and dates back from the fifth century B.C., when the Greek physician Hippocrates prescribed to his patients, suffering from a lack of appetite, his own invention medicine: the 'Hippocraticum vinum' (white and sweet wine made with macerated flowers, wormwood and rue). Not surprisingly, we invite you to close the 56th AESGP Annual meeting over a drink and food among friends in the bar of Melia Hotel.

PRACTICAL INFORMATION



CONFERENCE VENUE

Meliá Milano Hotel

Via Masaccio, 19
20149 Milano (Italy)

HOTEL ROOM RATES

- RUN OF THE HOUSE, Double Use Single: € 247,95
- RUN OF THE HOUSE, Double or Twin Use: € 311,31
- RUN OF THE HOUSE, Triple Use: € 409,49

- THE LEVEL, Double Use Single: € 353,61
- THE LEVEL, Double or Twin Use: € 416,96
- THE LEVEL, Triple Use: € 515,15

Rates include breakfast, city tax and VAT.

Hotel rooms can be booked online via the AESGP website, on the event page.

REGISTRATION FEES

Conference participant: 1350 Euro (excluding VAT*)

This fee includes participation at the conference, luncheons, coffee breaks and evening events on 26 and 28 May 2020

Accompanying family member: 350 Euro (excluding VAT*)

This fee entitles participation at the evening events on 26 and 28 May 2020.

* AESGP Conferences are subject to the VAT rules of the country where the conference takes place.

HOW TO REGISTER?

Registration to the conference can be made online on the AESGP website.

Participants are encouraged to register by **1 May 2020**. For cancellations received after 1 May 2020, the whole fee is withheld.

CONFERENCE SECRETARIAT

For questions on participation and registration, please contact AESGP (info@aesgp.eu, www.aesgp.eu).

SAVE THE DATE!

57TH AESGP Annual Meeting

25 – 27 May 2021

Sheraton Hotels, Lisbon, Portugal



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