

MEN'S CORE & WELLNESS SUMMIT

GLOBAL ONLINE EVENT | OCT 14TH - 15TH | TIMEZONE: PST

DRIVING INNOVATION IN CONSUMER HEALTH FOR THE IMPROVED
MENTAL, PHYSICAL & EMOTIONAL WELLBEING OF MEN

20+ LEADING SPEAKER FACULTY:



Joe Spector
Co-Founder & SVP of
Strategic Initiatives
HIMS

hims&hers



Adrian Richardson
Senior Health &
Wellness Specialist
Fitbit



John Milligan
VP of Product
Development
Dollar Shave Club



Jeff Bennett
Founder & CEO
Morari Medical



Lisa Kolodny Johnson
VP of Marketing
Ro



Vik Panda
Managing Director, NA
Dreem



Michel Brousset
Founder
Waldencast

waldencast



Josh Levine
Co-Founder
Asystem

ASYSTEM

KEY TAKEAWAYS



Expand your market share and product potential by discovering innovative products & technology.



Seize the opportunity of a lucrative, yet under-served consumer market, to become industry leaders.



Tackle 'taboo' topics and learn from industry leaders how to **penetrate the market** and distribute to the male consumer.



Increase your chance of investment by understanding investors priorities and focuses in this space.

WHO ATTENDS?

- ✓ Men's Grooming, Beauty & Personal Care Brands
- ✓ Multinational Personal Care Brands
- ✓ Multinational Consumer Health & Wellness Companies
- ✓ Sleep Aids & Technology Companies
- ✓ Mental Wellbeing Apps & Brands
- ✓ Investors in Consumer & Technology
- ✓ Health & Wellness Brands
- ✓ Creative & Digital Marketing Agencies

WELCOME TO THE FIRST MEN'S CARE & WELLNESS SUMMIT

“Women have largely driven the wellness boom... but now the industry is waking up to **men as their market** as well... with venture-capital funds throwing **hundreds of millions of dollars** at start-ups like HIMS”

BUSINESS OF FASHION, 2019

The Men's Care & Wellness Summit, is the virtual destination driving innovation between companies that intersect across consumer health, including: beauty, grooming, sleep, sexual health and mental wellbeing.

Join industry leaders, including Fitbit, DREEM and HIMS, to explore the merging industries that now encapsulate 'Consumer Health & Wellness' and how continued partnering is driving this shift in consumer lifestyle.

GET AN ENHANCED VIEW OF THE INNOVATION'S IN THESE CATEGORIES AND TUNE IN TO EXPLORE:

- ✓ What industries 'men's wellness' encompasses, and what the opportunities for growth and increased market share within these merging categories are
- ✓ The role of technology as a tool for improving wellbeing, and it's use when targeting and reaching a male demographic.
- ✓ The rapidly growing role of telehealth and the medical advisor in supporting men's wellbeing and de-stigmatizing once 'taboo topics'.
- ✓ Identify new opportunities for retail and distribution for the male consumer.
- ✓ Challenges and differences when marketing to a male audience: what does a successful campaign look like?
- ✓ Holistic partnering & investment opportunities across consumer verticals

TOP 10 BENEFITS OF DIGITAL



TAILOR YOUR
AGENDA



ON DEMAND
CONTENT



INCREASE AUDIENCE
PARTICIPATION



MORE AUDIENCE
VISIBILITY



INSIGHTS



MORE
NETWORKING



HIGH QUALITY
SPEAKERS



INTERNATIONAL
REACH



INCREASED
CONTENT



ON DEMAND
CONTENT

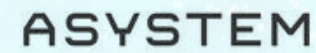
LOOK WHO'S TALKING...



Joe Spector
Co-Founder & SVP of Strategic Initiatives
HIMS



Josh Levine
Co-Founder
Asystem



Koh Kim
Founder & CEO
EvenPrime



Adrian Richardson
Senior Health & Wellness Specialist
Fitbit



Paul Johnson
Founder & CEO
LemonAid



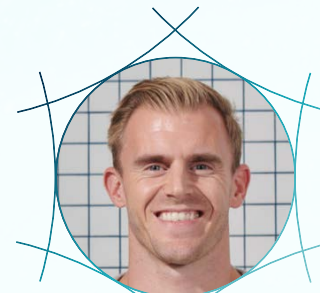
Sunny Dhillon
Partner
Signia Venture Partners



John Milligan
VP of Product Development
Dollar Shave Club



Lynne Goldberg
Co-Founder
Breethe



Matt Mullenax
Founder
Huron



Jeff Bennett
Founder & CEO
Morari Medical



Oliver Walsh
Co-Founder
Asystem



Drishay Menon
Co-Founder & CEO
BottleCode



Lisa Kolodny
VP of Marketing
Ro



Samuel Cheney
Director
BEAST



Dr M. Grandner
Director of the Sleep and Health
Research Program
University of Arizona



Vik Panda
Managing Director, NA
Dreem



Marshall Milliken
Partner
Simon Equity Partners



Michel Brousset
Founder
Waldencast



Claire Chang
Founding Partner
igniteXL



MEN'S CORE & WELLNESS SUMMIT

OCTOBER 14-15, 2020
VIRTUAL EVENT

Driving Innovation in
Consumer Health for the
Improved Mental,
Physical & Emotional
Wellbeing of Men



www.menscaresummit.com



+44 (0)20 3696 2920



events@kisacoresearch.com

DAY ONE | WEDS | 14 OCT

NOTE: ALL TIMINGS ARE IN PST

8:00am Kick Off Concierge: How to Get the Most Out of A Virtual Event

8:05am Transition Break

8:10am Executive Panel: The Male Wellness Spectrum

+ AUDIENCE LIVE Q&A

As an underserved market within wellness, this panel will explore the untapped opportunity of the male wellness consumer, and the innovation within the industries that serve it.

- What are the opportunities for growth and partnerships within this space for established and emerging companies?
- Male wellness encompasses a huge amount of products and services, where are we seeing substantial growth and what can we expect in the next 5 years?
- How does male wellness differ and intersect with health?

Joe Spector, Co-Founder & SVP of Strategic Initiatives, [HIMS](#)
Adrian Richardson, Digital Wellness Content, [Fitbit](#)
John Milligan, VP of Product Development, [Dollar Shave Club](#)
Lisa Kolodny Johnson, VP of Marketing, [Ro](#)

8:55am Transition Break

9:00am Fireside Chat: Increasing your Market Share & Adoption Rates
with a Holistic Brand

+ AUDIENCE LIVE Q&A

Founder's of Asystem will discuss how to build a wellness brand with men in mind, considering the opportunities and differences when creating products tailored to men and their needs. This discussion will explore:

- The advantages of building a male community for brand longevity and optimal engagement.
- Increasing your market share with a holistic approach, incorporating both topical & ingestible SKEWS.
- How to build a scalable brand with fast adoption rates?

Josh Levine, Co-Founder, [Asystem](#)
Oliver Walsh, Co-Founder, [Asystem](#)

9:30am Power Break

9:45am Presentation: Dollar Shave Club - Innovating to a Changing Consumer
+ AUDIENCE LIVE Q&A

John Milligan, VP of Product Development, [Dollar Shave Club](#)

10:05am Transition Break

10:10am Panel Discussion: An Investors Perspective

+ AUDIENCE LIVE Q&A

Hear from seasoned investors about the M&A activity of the space, both pre- and during COVID-19. Understand their detailed view on how these once distinct industries are intersecting, and how to be smart about partnering, acquiring and investing.

Michel Brousset, Founder & CEO, [Waldencast](#)
Claire Chang, Founding Partner, [igniteXL Ventures](#)
Marshall Milliken, Partner, [Simon Equity Partners](#)
Sunny Dhillon, Partner, [Signia Venture Capital](#)

10:55am Day One Content Finished

10:55am 1-2-1 Networking & Meetings OPEN

- Schedule meetings through our platform, ahead of the event dates
- Have meaningful conversations with decision makers from across the industry
- Browse through our full 'attendee list' to connect with the right person, first time

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DAY TWO | THUR | 15 OCT

NOTE: ALL TIMINGS ARE IN PST

8:00am Panel Discussion: Sleep as a Central Facet to Wellness

+ AUDIENCE LIVE Q&A

Previously a neglected part of the 'wellness' conversation, this panel discusses the rise of importance of 'good' sleep as part of a holistic approach to wellbeing and the opportunities for collaboration to drive a holistic approach to health.

- How does sleep impact other areas such as mental health and personal care?
- How is sleep tech aiding a crisis of insomnia?
- Where is there still room for development and collaboration between brands to solve these issues?
- What does holistically solving sleep look like?
- Are men more susceptible to trying technology and devices to resolve these issues? If so, why?

Vik Panda, MD North America, [Dreem](#)
Adrian Richardson, Digital Wellness Content, [Fitbit](#)
Lynne Goldberg, Co-Founder, [Breethe](#)
Dr M. Grandner, Director of the Sleep and Health Research Program, [University of Arizona](#)

8:45am Transition Break

8:50am Destigmatizing Sexual Health: The Connection to Mental Health

+ AUDIENCE LIVE Q&A

A neglected part of the health and wellness conversation, this panel will discuss; innovation in devices and personal care, the intrinsic link between sexual wellbeing and mental health, as well as the difficulties in marketing and breaking stigma in these topics. There will be particular focus in how innovative technology and partnerships are driving this important conversation forward.

Jeff Bennett, Founder & CEO, [Morari Medical](#)

9:20am Power Break

9:35am Executive Panel: Telehealth and the Role of the Medical Expert

+ AUDIENCE LIVE Q&A

Telehealth has accelerated during COVID-19, but why is it such an essential tool for the male patient, and how can companies harness this opportunity?

- Opportunities for growth and partnerships for these companies?
- The ways in which telehealth and technology provide continuous engagement, and how this has long term benefits for the consumer?

- How has the role of the medical expert changed, and how must they continue to do-so to reach the male patient?
- How can technology be used as a tool to de-stigmatize and approach the male consumer to improve their health and wellbeing?

Paul Johnson, Founder & CEO, [Lemonaid](#)
Joe Spector, Co-Founder & SVP Strategic Initiatives, [HIMS](#) s?

10:20am Power Break

10:30am New Opportunities for Retail for the Male Wellness Consumer

+ AUDIENCE LIVE Q&A

There is extensive understanding that men shop differently to women who have previously been the core market for these industries. With that changing, what does your business need to know about targeting and reaching the male consumer successfully?

Sam Cheney, Director, [BEAST](#)
Kim Koh, Founder & CEO, [EvenPrime](#)
Matt Mullenax, Founder, [Huron](#)

11:00am Transition Break

11:20am The Importance of Personalizing the Approach to Men's Care & Wellness

+ AUDIENCE LIVE Q&A

Personalization is critical across the consumer spectrum, both to engage the customer and deliver on their needs, but what is true personalization and how can it be delivered?

- Roadmapping the path to personalization for men's needs
- How can we talk about personalization in consumer health?
- What are the difficulties of personalization when expanding internationally?

Lisa Kolodny Johnson, VP of Marketing, [Ro](#)

11:50am Day Two Content Finished

11:50am 1-2-1 Networking & Meetings

- Schedule meetings through our platform, ahead of the event dates
- Have meaningful conversations with decision makers from across the industry
- Browse through our full 'attendee list' to connect with the right person, first time

PARTNERSHIP OPPORTUNITIES

Based on your objectives, we can create bespoke packages designed specifically for you. You can partner with us showcase your brand and make valuable new connections. Opportunities predominantly lie in 3 main categories:

THOUGHT LEADERSHIP

🔍

Keynote

💻

Webinars

📅

Host the Innovation Showcase

🔗

Workshop

🗣️

Roundtable discussion

📺

Panels

📊

Customer insight sessions

🌐

Technology insight sessions

👤

Chair

BRANDING

📄

White papers

💻

Webinars and podcasts

💻

Online visibility

🔄

Marketing exchange

NETWORKING

🔔

Virtual Networking

🗣️

Boardroom Briefings

👥

One-to-One Meetings

Do you have an innovative wellness product that you'd like to showcase at Men's Care & Wellness Summit? Be one of 12 brands represented in our exclusive innovation hub. Enquire directly by emailing events@kisacoresearch.com

GET IN TOUCH TO HEAR ABOUT THE DIFFERENT WAYS YOU CAN GET INVOLVED.
Call: +44 (0)20 3696 2920 or Email: partner@kisacoresearch.com

PRICING

PASS TYPE	SUPER EARLY BIRD (ENDS 21 AUG)	EARLY BIRD (ENDS 18 SEPT)	STANDARD RATE
Start-ups/ independent brands/ Charities/Angel Investors	\$299	\$449	\$599
Multinational brands/ retailers/ investors/consultants/service	\$599	\$799	\$999
Innovation Hub Exhibitor Pass (Including virtual booth)	\$1250	\$1250	\$1250

BIG SAVINGS WITH BIG BOOKINGS

Book a Team of 3+ Save an Additional 10% Off
Book a Team of 5+ Save an Additional 15% Off
Get in touch to find out how you can save even more with a group pass.Email events@kisacoresearch.com for more information!

[REGISTER
HERE](#)

Industry Rates Only: Team discounts cannot be combined with any other discount or offer.
Team discounts are only valid on industry rates and not in conjunction with any other offer or promotion.
Payment Terms: Please note if you are a UK based company VAT will be added to your total payment. Please note that all prices are plus VAT and a \$79 processing fee will apply to any invoices requested. All Prices are in USD. All Early Bird discount prices, including Group Discounts, must be paid in full by deadlines provided above. No discount offers can be combined with any other offer. Please view our Cancellation Policy. **QUESTIONS?**
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