EUROPEAN MARKETING CODES AND COMPLIANCE

14 & 15 June 2010, Conf. No. A6-4210 **W**

MANAGEMENT FORUM

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If you have NOT received confirmation seven days after registering, please contact Registration Department.

REGISTRATION INFORMATION

Dates
14 June 2010 Start: 09.30 – Finish: 17.00
15 June 2010 Start: 09.00 – Finish: 16.00

Registration & Coffee
14 June 2010 09.00

Venue
Harrington Hall Hotel, 5-25 Harrington Gardens, London SW7.

Directions
Nearest Underground station: Gloucester Road.
Map available on Website under Hotels and Venues.

Accommodation
A limited number of bedrooms have been reserved at the Harrington Hall Hotel, 5-25 Harrington Gardens, London SW7, at a special rate of £123.48 (single) inc. full English breakfast, £138.27 (double) inc. full English breakfast. All + VAT, only valid up to 14 days before the conference – subject to availability.
Hotel Tel: +44(0)20 7396 9696.
Hotel Fax: +44(0)20 7396 9090.
Email: book.london@nh-hotels.com
All bookings should be made directly with the hotel quoting Management Forum and your credit card number.

Fee
£1,200 + VAT. The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Conference No. A6-4210

Discounted Rates
Available on application for personnel from non-profit making organisations and registered charities.
Group discount available on request.

Cancellation Policy:
Over 14 days prior to the Seminar: Cancellation fee of £75. 7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee.
NB: Cancellations must be received in writing by lesley@management-forum.co.uk.

In the event of circumstances beyond its control, Management Forum reserves the right to alter the programme, the speakers, the date or the venue.

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MANAGEMENT FORUM

EUROPEAN MARKETING CODES AND COMPLIANCE

Are You Up to Date?

Topics to be covered include:-

- Overview of the EFPIA Code and its Impact on National Codes
- What to Consider when Planning Pan European Core Promotional Campaigns
- Attendance at International and European Congresses - what are the Key Issues
- Contacting the Public
- Public Relations Activities
- Company Organised Meetings
- US Legislation and PhRMA Code

Chairman:
Dr Judith Grice Director of PharmaCodes Medical Communications Ltd

Speaker:
Dr Paul Woods Global Compliance Policy and Assurance Director at AstraZeneca

PharmaCodes Medical Communications

CPD CERTIFIED The CPD Certification Service

14 & 15 June 2010
The Harrington Hall Hotel, London

WHY SHOULD YOU ATTEND?

A mixture of regulation and self-regulation governs the promotion of pharmaceuticals worldwide and the balance between the two differs from country to country. The detailed rules regarding promotional practices is often contained within the national self-regulatory codes of conduct of the pharmaceutical industry associations, which also vary across the world. This makes global, international or pan European marketing of medicines extremely complex.

This two-day seminar, has been designed to increase the knowledge and understanding of the rules governing the promotion of medicines in these different markets, with a particular focus on Europe. It will contain highly interactive workshops, with practical exercises aimed at equipping participants to meet business objectives of global or pan European marketing by raising awareness of local variability in compliance requirements.

FORTHCOMING EVENTS

For a full list of forthcoming conferences and seminars please visit our website at:
www.management-forum.co.uk
You may make a registration and request a brochure on-line.

IN-HOUSE TRAINING

If you would like to discuss running this or any other course on an in-house basis, please contact Sarah Spanswick at
sarah@management-forum.co.uk

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

CPD CERTIFIED
The CPD Certification Service

The CPD symbol indicates that this conference has been accredited as being suitable for 5.5 hours per day of continuing professional development by The CPD Certification Service. www.cpduk.co.uk.

WHO SHOULD ATTEND

This course will be relevant to anyone involved in the promotion of medicine, particularly anyone who has been marketing products at a national level but is new to the complexities of global, international or pan European marketing of medicines. This would include:

- Signatories in medical departments
- Signatories in regulatory departments
- Marketing managers
- Medical communications and advertising agency staff.

SPEAKERS

Dr Judith Grice Director of PharmaCodes Medical Communications Ltd gained her doctor of pharmacy for a thesis in promotional regulatory practices and is the author of "Global Pharmaceutical Marketing: A practical guide to Codes and Compliance" published by the Pharmaceutical Press. A UK registered pharmacist with a M.Sc. in clinical pharmacy she joined the pharmaceutical industry from the health service in 1994. During this time she has held various positions in medical affairs and medical communications where she has gained extensive experience in approving promotional materials. This included regulatory accountability for the compliance of international marketing campaigns for a major global company.

Paul Woods is Global Compliance Policy and Assurance Director at AstraZeneca, where he oversees AstraZeneca's policies and its assurance system. He has been involved with promotional standards for many years and contributed to recent revisions of the IFPMA (International Federation of Pharmaceutical Manufacturers & Associations) and EFPIA (European Federation of Pharmaceutical Industry & Associations) codes. Paul is also a member of the EFPIA Informed Patient Task Force and represents the company on the IFPMA Code Compliance Network. Paul is a pharmacist who has worked in medical information, clinical research and medical/marketing roles. He worked for Squibb, before joining ICI Pharmaceuticals which became Zeneca and then AstraZeneca. He has recently been awarded a Master of Arts degree in Medical Ethics and Law.

PROGRAMME

Day One

- **Introduction and Welcome**
- **Overview of the EFPIA Code**
  - Impact on the National Codes
  - National differences
  - Promotional self regulatory governance
    - Practical experiences from Industry
    - Working globally – the IFPMA Code
- **Pan European Core Promotional Campaigns**
- **What to Consider When Planning and Producing Promotional Campaigns?**
  - Standard of proof required to substantiate promotional claims
  - The rules for conducting market research
  - Is pre-approval required by the Department of Health
- **Contacting the Public**
  - Information to patients –update on European commission proposal
  - Disease awareness campaigns
- **Workshop Session One**
- **National Approaches**
  - Lessons learnt in 2009 - UK case reports
  - Possible future changes to ABPI Code
- **Public Relations Activities**
- **End of Day One**

Day Two

- **Attendance at International Congresses**
- **Key Issues when Preparing for Attending Congresses in European Countries**
  - Booths
    - Panels and promotional materials
    - Gifts and Promotional aids
    - Reprints & Posters
  - Satellite Symposia
    - Payment for Speakers
    - Speakers Slides
    - Invitations to Symposia
  - Hospitality
    - Travel and Accommodation
    - Meals, Invitations and Venues
- **Workshop Session Two**
- **Company Organised Meetings**
- **Key issues in organising meetings in European countries**
  - Promotional meetings
  - Advisory Boards
- **Workshop Session Three**
- **US Legislation and PhRMA Code**
  - FCPA, update of recent violations
  - The Physician Payment Sunshine Act
  - The PhRMA Code – possible effects on EFPIA
- **Final Questions and Close**