

EUROPEAN MARKETING CODES & COMPLIANCE TRAINING

DAY 1

9:00am **Registration**

9:30am **Welcome and Introduction**

General Overview

- Basis of regulation and self-regulation
- Basic principles of the European codes

Coffee / Tea Break

General Overview (continued)

- Main national differences between European countries
- Transparency and disclosures

Overview of the ABPI 2019 Code

- Main changes from the ABPI 2016 Code

12:30pm **Lunch**

Workshop 1: Pan-European Core Promotional Campaigns

Feedback from Workshop 1

Attendance at International Conferences

Key issues when preparing for attending congresses in Europe

- Satellite symposia
- Hospitality

The EFPIA European meetings evaluation tool

Coffee / Tea Break

Workshop 2: Multi-element

Feedback from Workshop 2

5.30pm **End of Day 1**

DAY 2

9:00am **Recap of Day 1**

Overview of main changes to IFPMA and EFPIA Codes (if applicable)

Company Organised Meetings

Key issues in organizing meetings in European countries

- Promotional meetings

Workshop 3: Meetings

12:30pm **Lunch**

Feedback from Workshop 3

Provision of Information to General Public and Patient Organisations

- Proactive
- Reactive
- Reference

Working with Patient Organisations (POs) in Europe

- The rules of “engagement”

Coffee / Tea Break

Workshop 4: Patient Engagement

Feedback from Workshop 4

5:30pm **End of Day 2 and Close**