

EUROPEAN MARKETING CODES & COMPLIANCE TRAINING

9:00am	Registration with bacon rolls and coffee
9:30am	Welcome and Introduction
	General Overview <ul style="list-style-type: none"> • Basis of European Regulation & Self-Regulation • Basic Principles of the European Codes • National differences between European countries
	Tea /Coffee Break
	General Overview (continued) <ul style="list-style-type: none"> • Transparency and Disclosures
	Company Organised Meetings Key issues in organizing meetings in European countries <ul style="list-style-type: none"> • Promotional meetings <ul style="list-style-type: none"> ○ Educational Content ○ Speakers ○ Hospitality • Advisory Boards <ul style="list-style-type: none"> ○ Selection of Advisors - Consultants KOL /PO/Payers ○ Content ○ Hospitality
12:30pm	Lunch
	Attendance at International Congresses Key issues when preparing for attending congresses in Europe, including what is allowed pre-licence <ul style="list-style-type: none"> • Booths <ul style="list-style-type: none"> ○ Panels and promotional materials ○ Gifts and Promotional aids ○ Reprints & Posters • Satellite symposia <ul style="list-style-type: none"> ○ Payment for speakers ○ Speakers slides ○ Invitations to symposia • Hospitality <ul style="list-style-type: none"> ○ Travel and accommodation ○ Meals invitations and venues • The EFPIA European Meetings Evaluation Tool
	Workshops
	Tea /Coffee Break
	Feedback from Workshops
	Digital Communications