

## EUROPEAN MARKETING CODES & COMPLIANCE TRAINING

**9:00am**      **Registration**

**9:30am**      **Welcome and Introduction**

### **General Overview**

- Basis of Regulation and Self-regulation
- Basic principles of the European Codes
- National difference between European countries

### **Coffee / Tea Break**

### **Company Organised Meetings**

Key issues in organizing meetings in European countries

- Promotional meetings
  - Educational content
  - Speaks
  - Hospitality
- Advisory Boards
  - Selection of advisors – consultants KOL / PO / payers
  - Content
- Hospitality

**12:30pm**      **Lunch**

### **Attendance at International Conferences**

Key issues when preparing for attending congresses in Europe, including what is allowed pre-licence

- Booths
  - Panels and promotional materials
  - Gifts and promotional aids
  - Reprints and posters
- Satellite symposia
  - Payment for speakers
  - Speakers slides
  - Invitations to symposia
- Hospitality
  - Travel and accommodation
  - Meals invitations and venues
- The EFPIA European Meetings Evaluation Tool

### **Workshops**

### **Coffee / Tea Break**

### **Feedback from Workshops**

### **Digital Communications**

**5:00pm**      **Close**