



International
Federation of
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IFPMA Code Compliance Network (CCN)

IFPMA Code Workshop Flyer

IFPMA Code Workshop: Hands-on Compliance Training 19 & 20 May 2010 - Berlin, Germany

Code Workshop Registration at: www.ifpma.org/ccn/workshop

IFPMA Code Workshop: Hands-on Compliance Training will take place on 19 & 20 May 2010 in Berlin, Germany.

The IFPMA Code Workshop is organized in conjunction with the PCF 4th International Pharmaceutical Regulatory & Compliance Congress and Best Practices Forum, 17-19 May 2010, Berlin, Germany.

<http://www.internationalpharmacongress.com/>

The objective of the IFPMA Code Workshop is to expose compliance professionals to hands-on and pragmatic cases, towards building their skills and competencies in handling real cases in a variety of contexts and within a complex environment. It will also identify workshop techniques that may be adapted and utilized in training colleagues on compliance with codes. The workshop will be based on the global IFPMA Code of Pharmaceutical Marketing Practices which forms the basis for national codes of practice world-wide.

Workshop Date & Time: 19 May (15H30-19H00) & 20 May (09H00-15H30)

Workshop Aims

It has been designed to provide “business case” exposure to

- those responsible for day-to-day commissioning and creation of promotional material and to those writing and approving copy and artwork
- those responsible for determining promotional methods including professional representation, hospitality to doctors and the use of audio-visual and related communications technology
- those responsible of organizing international educational events

Who Should Attend:

- Representatives from IFPMA Member Companies and Member Associations, and those non-member companies which have undertaken to comply with Code of Practices. Personnel responsible for the certification of promotional material,
- Product managers and medical department, sales and advertising, marketing and advertising agency account executives
- Other interested persons including legal advisors, agencies specializing in sales and marketing compliance and government executives.

Conference Fee

- In effort to cover organizational expenses IFPMA is charging a fee of **€ 200** for workshop participation

Online Registration Platform

- Online registration now open
- Early registration deadline: **Friday, 2 April 2010** (since workshop capacity is limited, we encourage early registration to secure a spot)
- Workshop details and registration are available on the IFPMA web at: www.ifpma.org/ccn/workshop

IFPMA Code Workshop: Hands-on Compliance Training

TENTATIVE AGENDA

19 May 2010, 15H30-19H00

- 15H30-16H00 **Registration**
- 16H00-16H05 **Welcome**
Roeland van Aelst, Johnson&Johnson
- 16H05-16H30 **Setting the Scene: The Expanding Role of the Compliance Officer - Key Competencies & Functional Expertise**
Lead: Carlos Tessi, Merck Sharp & Dohme
- 16H30-17H30 **Promotional Flyer**
Lead: Paul Woods, AstraZeneca
- 17H30-18H30 **Advisory Board: Fee for Service**
Lead: Dominique Laymand, BMS
- 18H30-18H55 **Interactive Discussion and Q&A**
- 18H55-19H00 **Conclusions & Intro to Day 2**
Roeland van Aelst, Johnson&Johnson

19 May, 19H30 Networking Group Dinner

20 May 2010, 09H00-15H30

- 09H00-09H05 **Welcome & Recap from Day 1**
Roeland van Aelst, Johnson&Johnson
- 09H05-11H15 **Business Simulation Compliance Game**
Lead: Mark Merckx, ISMS
- 11H15-12H00 **Congress Organisations: How to Interact & Practical Cases**
Lead: Jose Zamarrigo, Farmaindustria, Spain
- 12H00-13H00 Networking Lunch*
- 13H00-13H45 **Third Party Management Cases**
Lead: Gabor Danielfy, J&J
- 13H45-14H45 **Thermometer Exercise**
Lead: Paul Woods, AstraZeneca
- 14H45-15H25 **Interactive Discussion and Q&A**
- 15H25-15H30 **Conclusions – Close of Workshop**
Roeland van Aelst, Johnson&Johnson

Please circulate this document to any interested industry representatives and organizations

For questions and inquiries please contact Tamara Music
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IFPMA: 30 March 2010