

**WORKSHOP ON OTC MEDICINES ADVERTISING
TO CONSUMERS AND PROFESSIONALS**

Programme

Facilitator: Lucy Rochford, Advertising Services Manager

The workshop will start at 10.00am

Section 1 – Advertising to Consumers

- The PAGB Consumer Code for the advertising of OTC medicines to the general public

Coffee Break

- Consumer promotions
- PAGB's copy clearance system

Lunch Break

- The regulatory and self-regulatory control of medicines advertising to consumers

Section 2 – Advertising to Professionals

- The PAGB Professional Code for the advertising of OTC medicines to the to professionals and retailers

Close approximately 3.30pm