

WORKSHOP FORMAT

All workshops are facilitated using a combination of presentations and case studies. There are plenty of opportunities for interaction and questions. Delegates also receive a pack of materials to take away with them, including copies of the presentations and practical examples.

WORKSHOP DATES

Typically, the OTC Medicines Advertising Workshop is held on a monthly basis, while the Food Supplement and Pack Design Workshops are held at least once a year, more often if there is demand.

A full list of the scheduled dates can be found on the PAGB website at:

www.pagb.co.uk/advertising/workshops.html



WHAT PREVIOUS DELEGATES SAY...

As I was working with OTC Medicines for the first time, the PAGB workshop was extremely helpful in gaining an understanding of the advertising codes. The workshop invited us to learn by thinking about real life past examples, rather than just watching someone take us through a PowerPoint presentation. It was a dynamic, two-way session, and one that I would recommend to anyone newly introduced to PAGB's Advertising Codes.

James Hall, Johnson & Johnson Ltd

The advertising workshops have provided Seven Seas with the right level of knowledge to improve our marketing, but crucially they have assisted other departments outside of Marketing in improving their understanding of the everyday regulations faced.

Paul Ferron, Digital Marketing Manager, Seven Seas

HOW TO BOOK

To book, your company needs to complete and return the booking form (downloadable at:

www.pagb.co.uk/advertising/workshops.html

Workshops are held at the PAGB offices in London from 10am to 4pm. Lunch and refreshments are included in the price of the workshops.

FURTHER INFORMATION

For further information about how to book and workshop availability please contact PAGB on **020 7242 8331** or at info@pagb.co.uk

For further information about the workshop content please contact PAGB's copy clearance team on **020 7421 9306** or at copyclearance@pagb.co.uk



PAGB WORKSHOPS

WANT TO GET YOUR ADVERTISING RIGHT FIRST TIME?

Gain the knowledge you need to create medicines and food supplement advertising and packaging that stays within the rules by attending a one-day PAGB workshop.

The OTC Medicines Advertising Workshop is designed to give you a thorough grounding of how the advertising and promotion of OTC medicines is controlled and how the rules are interpreted, saving you valuable time when using the PAGB copy clearance system and showing that effective advertising is still possible in a very complex regulatory framework.

From the workshop, you will gain an understanding of the PAGB Medicines Advertising Codes, the system of self-regulation in operation in the UK and the PAGB copy clearance system, with lots of practical examples. It will also help you if



you are taking the PAGB Diploma in OTC Healthcare, which includes a compulsory module on the 'Advertising & Promotion of OTC Medicines'. PAGB also runs specialist food supplement workshops that cover both advertising and labelling, as well as workshops on pack design for OTC medicines.

The workshops are aimed at all those involved with the advertising and promotion of OTC medicines and food supplements, particularly marketing and regulatory professionals, and the agencies they work with.

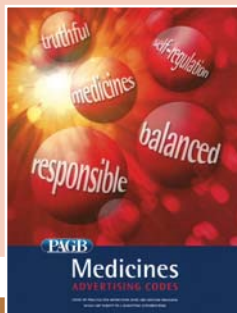
A survey of past delegates found that 100% would recommend the workshop to a colleague.



WHO IS IT FOR?

The workshops are ideal for those who want to find out more about how the advertising and promotion of OTC medicines and food supplements is controlled, particularly those who use the PAGB copy clearance system and work in the following areas:

- Marketing and communications
- Regulatory
- Advertising and design agencies that support OTC and food supplement manufacturers



WHAT DO THE WORKSHOPS COVER?

OTC Medicines Advertising Workshop

PAGB has operated a pre-publication approval system for its member companies' advertising since 1919, and it is a condition of PAGB membership that companies ensure that all over-the-counter medicines advertising, aimed at both consumers and trade, complies with the PAGB Medicines Advertising Codes.

To learn what is required for your advertising and promotional materials to comply with the Codes, this workshop includes:

- The PAGB Consumer Code for advertising of OTC medicines to the general public
- Consumer promotions
- PAGB's copy clearance system
- The regulatory and self-regulatory control of medicines advertising to consumers
- The PAGB Professional Code for the advertising of OTC medicines to persons qualified to prescribe or supply, including health professionals and retailers

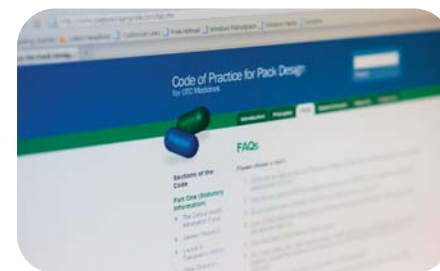


Food Supplement Workshop

The way in which food supplement advertising is regulated has changed enormously over the last few years.

This workshop covers both advertising and labelling and includes:

- The food supplements regulatory framework and relevant legislation
- The Nutrition and Health Claims Regulation
- The regulatory and self-regulatory control of food supplement advertising to consumers
- The differences between health claims and medicinal claims
- Food labelling regulations



Pack Design Workshop

This workshop will equip you with the knowledge to work confidently and proficiently when submitting pack changes to PAGB for pre-approval, prior to MHRA submission. It includes:

- The principles of the Code of Practice for Pack Design for OTC Medicines, including the statutory and non-statutory information
- Guidance and practical advice to manufacturers designing or amending the packaging of OTC medicines
- PAGB's pre-approval process for packs

WHAT PREVIOUS DELEGATES SAY...

The PAGB training was extremely useful. Not only did it give me all the essential advertising information I need but also gave me tips for different projects I am working on. I think that this training is a must have for any marketer working on pharmaceutical products.

Juliette Holmes, Junior Brand Manager, Church & Dwight

The flexible, interactive nature of the training ensured that I got the most possible out of the day. I found it to be extremely informative.

Joanne Storer, Nicorette, Johnson & Johnson Ltd

The training course offered by the PAGB is a one stop shop for all you need to know about advertising OTC products, and the informal and fun way it is presented, using examples and case studies of the best (and the worst!) makes what could be a dull topic much more engaging!

Anne Murray, Senior Brand Manager, Lemsip

Provides all the practice and materials you need to be able to get approval right first time.

Sam Phillips, Commercial Executive, Nurofen