



ADVERTISING AND PROMOTION OF MEDICINES

TRAINING

LIFE SCIENCES



Key takeaways

- Know the main regulatory texts to be implemented
- Understand ANSM's drug communication expectations.
- Design advertising materials in compliance with regulations



Audience

- In-house legal counsel
- Sales - Purchase - Logistic R&D managers
- Directors



Methodology

- Course materials
- Alternating theoretical and practical approaches
- Role plays
- Discussions with attendees



Prerequisites

- Prior knowledges of contractual law



Your trainer

Me **Philippe LUCET**, partner

DURATION 1 DAY

PRICE 400 € (excl.VAT)/Attendee

E-learning : on quotation

Intracompany : on quotation

Program

- Introduction :
Main principles regarding advertising
 - Legal basis
 - Definition of Advertising of medicines
 - Liability
- Control of drug advertising
 - Advertising to the Public
 - Advertising to qualified persons
- Comparative drug advertising
 - Advertising to the Public
 - Advertising to qualified persons
- Special forms of promotion
 - Advertising on the Internet
 - Medical sales representatives
 - Professional samples
 - Gifts, inducements and other benefits
 - Trade advertisements
- Advertising of medical devices (optional)
 - Introduction
 - Legal basis



REGISTRATION & INFORMATION

contact@pegase-avocat.fr - Tél. : 09 50 30 65 90