

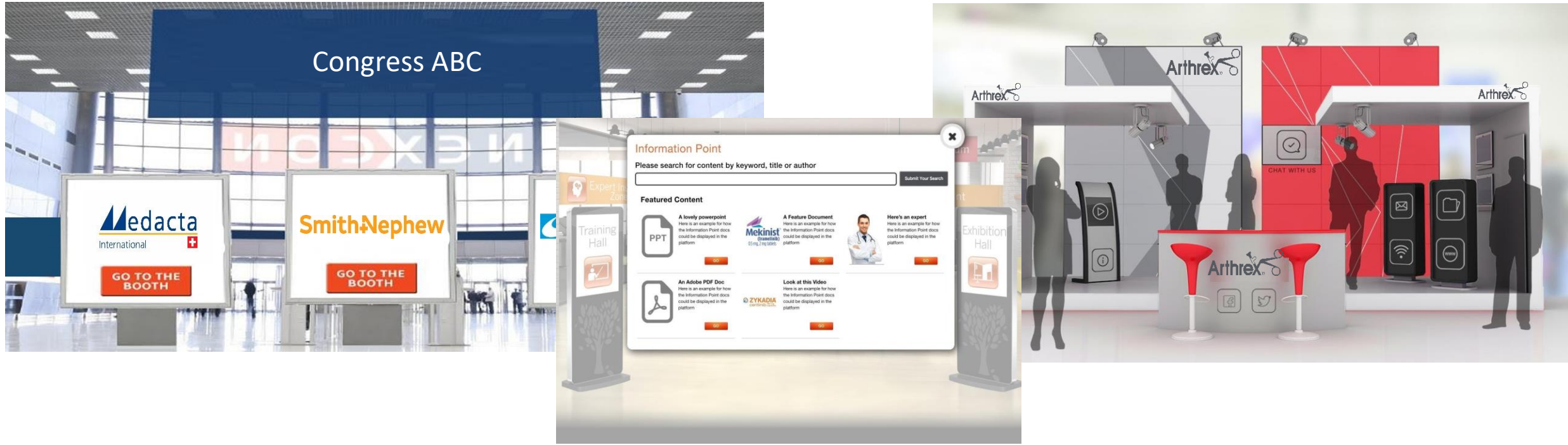


Compliance in a virtual environment

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Consider what you can offer?



Compliance applies in a digital environment

Compliance for companies can be a minefield within a virtual event and few 3rd party organisers build in functionality / sufficient checks that enable companies to keep safe

Extract of Clause 28 from ABPI UK Code

The Internet and other Digital Platforms 28.1 Promotional material about prescription only medicines directed to a UK audience which is provided on the Internet must comply with all relevant requirements of the Code. 28.2

Information or promotional material about medicines covered by Clause 28.1 which is placed on the Internet outside the UK will be regarded as coming within the scope of the Code, if:

- it was placed there by a UK company/with a UK company's authority, or
- it was placed there by an affiliate of a UK company, or with the authority of such a company and it makes specific reference to the availability or use of the medicine in the UK.

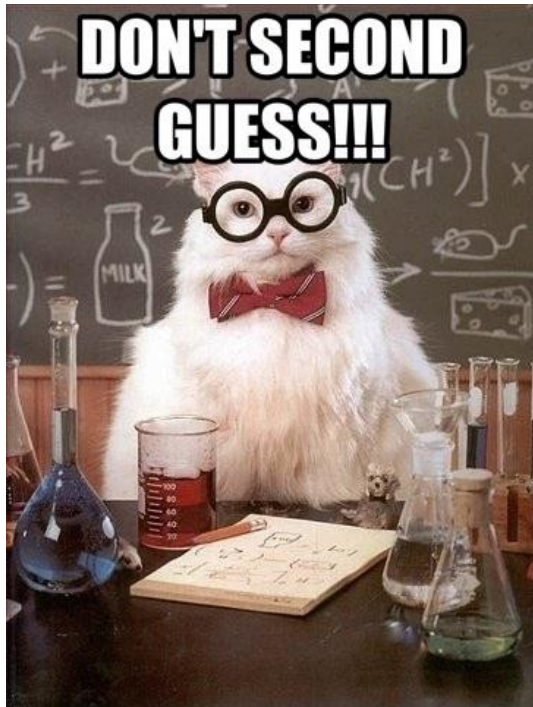
Consider the environment you are providing

Would you just let attendees arrive in your conference hall without checking who they are and why they are there?

Why enable this in a virtual environment?

- Secure registration – personalised links
- Platform you are using
- Lock in once events start
- Ability for content moderation
- Validation of status of attendee
- Ability for sponsor to meet regulatory and compliance requirements

Don't 2nd guess it!



- Discuss needs with you sponsor
 - what is of interest to them
 - what they can and cannot do (different companies have different internal policies and protocols)
 - what sponsors may require a platform that is adaptable to incorporate specific compliance / regulatory needs


Helping sponsors to be compliant

- Ability to incorporate info like zinc codes, PI information
- What ability is there for moderation?
- What permissions have the organisers used to enable data exchange?
- What analytics are being gathered?



What options are you giving?

- Live broadcast only?
- Pre record content with live chat?
- On demand content?
- “Commercial space”?



Content that can't be approved by regulatory or moderated is likely to make sponsor nervous and likely to not support

Lack of engagement

Product placement without interaction, likely to be considered low value.



- Are you offering the ability to discuss and exchange with faculty and audience?
- Can this be moderated?
- Is it a one way information exchange or what can the sponsor learn and gather from the audience?



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