

*Webinar on*

# **Advertising And Promotional Material Compliance And Review Process**

# Learning Objectives

- Compliance requirements*
- Submission requirements*
- Prior to approval*
- Direct to consumer*
- Social media*
- Medical affairs*
- Sales training*
- Review process considerations*



This Webinar will address issues of compliance in the creation of advertising and promotional materials and the appropriate internal processes to ensure that compliance of materials is appropriately assessed, evaluated, and documented.

**PRESENTED BY:**

*Peggy J. Berry, MBA, RAC, is the President & CEO at Synergy Consulting where she provides consulting services to companies in all aspects of drug development. She also provides group and one-on-one training in drug development, regulatory affairs, and project management topics. Ms. Berry is active in the Regulatory Affairs Professionals Society. She is an editor-in-chief of Fundamentals of US Regulatory Affairs, 6th edition (RAPS, MD 2010).*

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

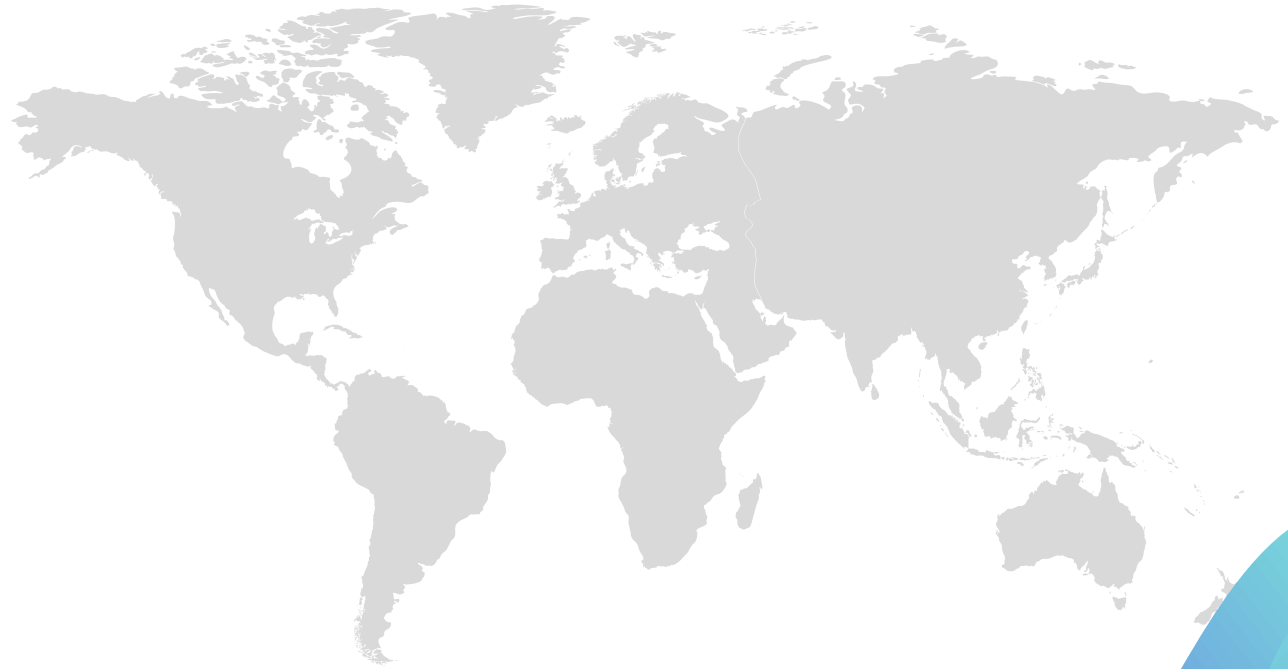
# Webinar Description

The information obtained will enable the effectiveness and reliability of a review process for all materials. The webinar will address requirements for compliance within the US, “gray areas” that must be evaluated thoroughly, how to conduct a risk assessment, strategies for mitigating risks and making challenging decisions. You will hear about the opportunities for input from regulatory agencies at critical stages and on key promotional materials and you will hear strategies for implementing review processes and procedures to facilitate high compliance standards



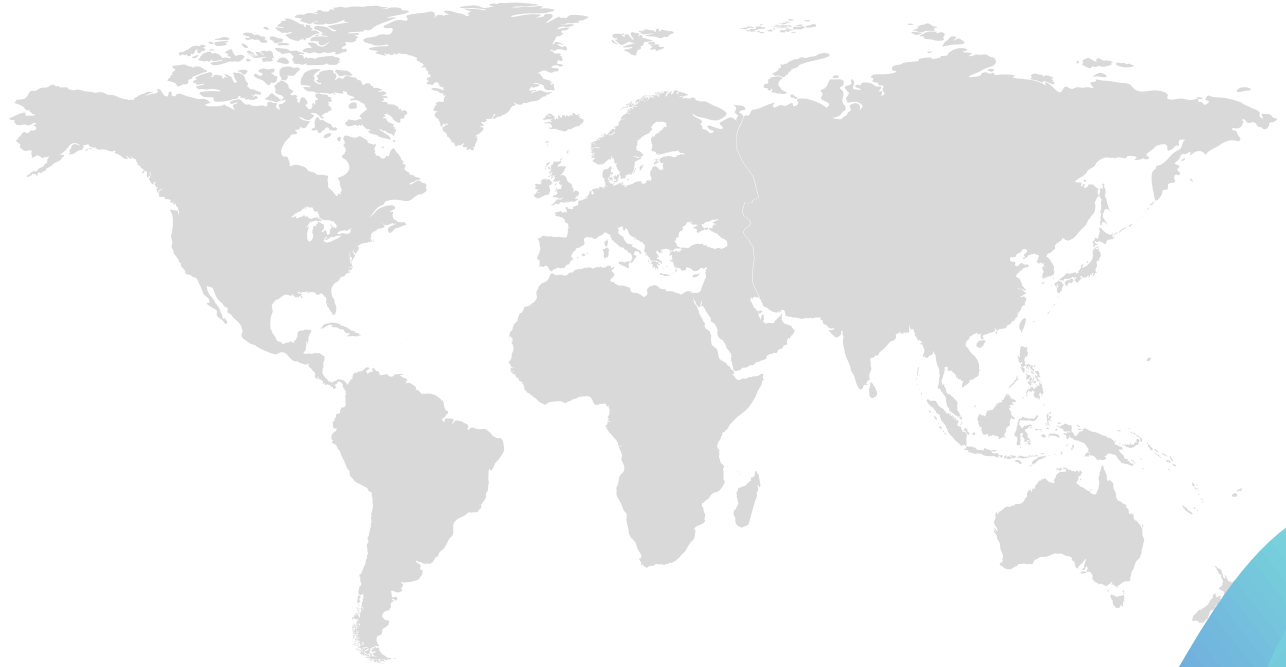
# Who Should Attend ?

*Associate, Specialist, Manager, Associate  
Director, Director, Senior Director, VP*



# Why Should Attend ?

*This program will address issues of compliance in the creation of advertising and promotional materials and the appropriate internal processes to ensure that compliance of materials is appropriately assessed, evaluated, and documented. Ensure that your company has a program in place that will ensure full understanding and communication of potential risks associated with materials and ability to mitigate risk through subtle but important modifications. Ensure a high level of compliance standards by all members of the organization.*



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