

CONGRESS ORGANIZATION:

How to Interact & Practical Cases

IFPMA CODE WORKSHOP

Hands-on Compliance Training

May 4th 2014, Dubai, United Arab Emirates

Mr. José Zamarriego

Spanish Code of Practice Surveillance Unit Director, Farmaindustria

International Federation
of Pharmaceutical
Manufacturers & Associations

IFPMA Code of Practice

2012



7 Interactions with Healthcare Professionals

(Article 7)

7.1 Events and Meetings

7.1.1 Scientific and Educational Objectives

7.1.2 Events Involving Foreign Travel

7.1.3 Promotional Information at Events

7.1.4 Appropriate Venue

7.1.5 Limits

7.1.6 Entertainment

7.2 Sponsorships

7.3 Guests

7.4 Fees for Services

7.5 Gifts and Other Items

7.5.1 Prohibition of Cash and Personal Gifts

7.5.2 Promotional Aids

7.5.3 Items of Medical Utility

7.5.4 Guidance on Values

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.1 Scientific and Educational Objectives

The purpose and focus of all symposia, congresses and other promotional, scientific or professional meetings (an “Event”) for healthcare professionals organized or sponsored by a company should be to provide scientific or educational information and/or inform healthcare professionals about products.

Dermatology for the Dermatologist - 2014 Update

Seabourn's *Odyssey*

Scientific Purpose
/ Focus?



7-Night Black Sea Cruise Conference
Round-trip Istanbul, Turkey
August 2 - 9, 2014

14 AMA PRA Category 1 Credit(s)[™]
14 Contact Hours

http://www.continuingeducation.net/coursedescription.php?topic=Dermatology_CME_Cruise_Black_Sea_Seabourn_August_2014

27.03.2014, 16:18h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.2 Events Involving Foreign Travel

No company may organize or sponsor an Event for healthcare professionals (including sponsoring individuals to attend such an Event as described in Article 7.2) that takes place outside of their home country unless it is appropriate and justified to do so from the logistical or security point of view. International scientific congresses and symposia that derive participants from many countries are therefore justified and permitted.

**Justified
Foreign
Travel?**



ESE Clinical Update

The ESE Clinical Update is an international residential event providing essential training for all trainees and an update for established endocrinologists. The event is designed not only to give a vigorous update on current clinical practice but also to encourage networking between trainees and established endocrinologists.

Current courses

Further dates to follow shortly

Previous courses

5th Clinical Update

10-11 January 2014

Abu Dhabi

4th ESE Clinical Update

25-27 October 2013

Madrid, Spain

[Website](#)

3rd ESE Clinical Update

11- 12 January 2013

Abu Dhabi, UAE

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7.1 Events and Meetings

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Justified
Foreign
Travel?

12 Congreso de la Sociedad Española de Diagnóstico por Imagen del Abdomen
Imagen en Oncología Abdominal

SEDIA
18 y 19 de octubre 2012
Centro de Reuniones da FIL
Lisboa, Portugal

IDIOMA OFICIAL

Usuario: Contraseña: **ENTRAR**

Inicio
Presentación
Comités
Programa Científico
Ponentes
Comunicaciones
Información General
Hoteles
Inscripciones y Reservas
Panel Personal
Patrocinadores
Colaboradores SEDIA
Lisboa
Descargas
Secretaría Técnica

Organizado por:

Formalizando al mismo tiempo la inscripción al Taller PreCongreso

REDUCCIÓN DE 25€
EN LA CUOTA DE INSCRIPCIÓN

Taller Hepatocarcinoma
Superando el reto

CERRADO EL PLAZO PARA EL ENVÍO DE COMUNICACIONES

RECORD DE COMUNICACIONES RECIBIDAS

2008 09 10 11 12

Más de 180 en esta 12ª edición

¡Muchas gracias a todos los autores por la alta participación!

PROGRAMA CIENTÍFICO PRELIMINAR

DISPONIBLE

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

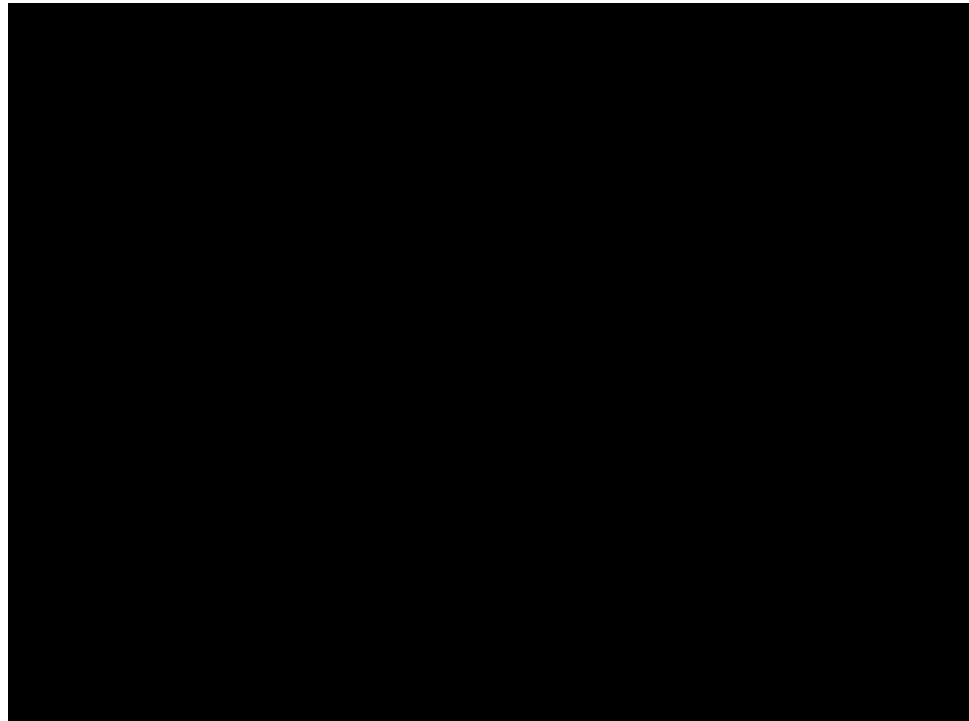
7.1.4 Appropriate Venue

All Events must be held in an appropriate venue that is conducive to the scientific or educational objectives and the purpose of the Event or meeting. Companies must avoid using renowned or extravagant venues. The additional requirements set forth in Article 7 of this Code also apply accordingly.

The Best of
ESHRE and ASRM
2013



Appropriate
Venue?



7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.4 Appropriate Venue

All Events must be held in an appropriate venue that is conducive to the scientific or educational objectives and the purpose of the Event or meeting. Companies must avoid using renowned or extravagant venues. The additional requirements set forth in Article 7 of this Code also apply accordingly.



<http://www.politzer2013.org/venue-21.html>

27.03.2014, 16:06h



7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.5 Limits

Refreshments and/or meals incidental to the main purpose of the Event can only be provided:

- exclusively to participants of the Event; and
- if they are moderate and reasonable as judged by local standards.



HOME CONGRESS INFORMATION SCIENTIFIC INFORMATION REGISTRATION AND ACCOMMODATION SPONSORSHIP AND EXHIBITION NEWS AND HIGHLIGHTS

Registration fees and form
Accommodation
About Pattaya

REGISTRATION FEES AND FORM

Registration Categories
Local Delegate
International Delegate
APSC Fellow & International Trainee / Resident
Accompanying Person (Local)
Accompanying Person (International)
Gala Dinner Fee

Accompanying Persons

- Welcome Reception on 22 February 2013
- Lunch and coffee breaks on 22-24 February 2013
- Admission to the industrial exhibition from 21-24 February 2013
- Accompanying Persons' tour

Tour Nong Nuch Garden Tour
Date: February 22, 2013
Time: 8.30-12.30 hrs.

<http://www2.kenes.com/apsc2013/RegistrationAndAccommodation/Pages/Registrationfeesandform.aspx>

11/07/2013, 12.31h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.6 Entertainment

No entertainment or other leisure or social activities should be provided or paid for by member companies.

The following tours are for the conference's participants only



Old City Jerusalem- Half day tour - September 9 and September 12

Old City Jerusalem- Half day tour - September 9 and September 12

15:30 PM - Pick up at hotel in Jerusalem.

Tour of the Old City Drive to Mount of Olives for a panoramic view of the city.

Enter the Old City and walk through the Armenian and Jewish quarters to the recently excavated and restored Cardo, the Roman road. See the Jewish Wailing Wall, the Kotel, and continue to the Christian quarter.

Walk along the Via Dolorosa and visit the Church of Holy Sepulchre.

Back to hotel at 20:00 hrs

NOTE: modest dress (no shorts or sleeveless shirts) and head covering are required for visiting holy places.

Price per person: 55\$US

Based on Minimum of 30 participants



"Sunrise tour" to Massada and the Dead Sea – September 13



XXXV SYMPOSIUM

The International Society of Dermatopathology **SEPTEMBER 10-12, 2014**
JERUSALEM, ISRAEL

<http://www.isd2014.com/>

27.03.2014, 15:12h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.6 Entertainment

No entertainment or other leisure or social activities should be provided or paid for by member companies.



<http://conference.mdb-center.com/registration>

27.03.2014, 15:27h

Would you like to have a touristic tour/s in Jordan?

Available Tours

- ☐ Petra - 4 hours waiting +\$285.00
- ☐ Aqaba - 5 hours waiting +\$365.00
- ☐ Wadi Rum - 5 hours waiting +\$335.00
- ☐ Dead Sea - 3 hours waiting +\$165.00
- ☐ Jarash - 3 hours waiting +\$165.00
- ☐ Mount nebo + Madaba - 3 hours waiting +\$165.00
- ☐ Jerash + Ajloun + Um Qais - 4 hours waiting +\$235.00
- ☐ City Tour / Hour +\$35.00

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.6 Entertainment

28TH INTERNATIONAL CONGRESS OF RADIOLOGY-ICR

28th INTERNATIONAL CONGRESS OF RADIOLOGY ICR 2014

ISRO International Society of Radiology (ISR)

EGYPTIAN Society of Radiology and Nuclear Medicine

DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTER DUBAI - UAE

9-12 SEPTEMBER 2014

Home General Information Congress Boards Faculty Guests How to Attend Scientific Program Pre & Post Tours Exhibitors Gallery Contact Us

Home > Pre & Post Tours > Tours

Tours

COMING SOON

Program at a glance Download PDF

Deadline for Abstracts Submission 1st JUNE 2014

<http://icr2014.org/pre-post-tours/tours/>

27.03.2014, 15:40h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.6 Entertainment

Dubai OWC 2012



Sports Programme

The following events are not included in the conference registration :
Please register on site.

Golf Tournament

Date	Tuesday, 27 November 2012
Time	18:00
Venue	Emirates Golf Club
Fee	EUR 100 Fee includes: transportation to and from the golf course, green fee, golf cart, halfway food & beverages
Additional fees	Golf set rental: AED 195 to be paid in the golf shop on site
Registration	To register, please fill in the Golf Tournament form AND online registration form .
Registration deadline	15 August 2012 (places are limited so early registration is recommended)



Combined 33rd SICOT & 17th PAOA Orthopaedic World Conference

Dubai, United Arab Emirates

28-30 November 2012

Venue: [Dubai World Trade Centre](#)



http://www.sicot.org/?id_page=583

27.03.2014, 16:47h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.1.6 Entertainment

No entertainment or other leisure or social activities should be provided or paid for by member companies.



XXIV CONGRESS
OF THE INTERNATIONAL SOCIETY
ON THROMBOSIS AND HAEMOSTASIS
JUNE 29 - JULY 4, 2013

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.3 Guests

Companies should not pay any costs associated with individuals accompanying invited healthcare professionals.

X TURKISH GERMAN GYNECOLOGY CONGRESS
www.tajev2014.org

April 30th - May 4th, 2014
Titanic Deluxe Hotel,
Belek - Antalya
Turkey

home page add to favorites add to calendar

REGISTRATION - ACCOMMODATION

REGISTRATION INFORMATION

Congress Registration

Registration Type	Registration Fee
Specialist	250 EUR
Assistant - Student - Nurse	175 EUR
Accompanying Person Industry Representative	125 EUR

http://www.tajev2014.org/eng/?page=reg_acc

27.03.2014, 16:08h

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

7.3 Guests

Companies should not pay any costs associated with individuals accompanying invited healthcare professionals.



The 4th Emirates Cardiac Society Congress

InterContinental Hotel, Dubai Festival City, UAE

7 - 9 November 2013

(Accompanying Persons - Spouses / Partners do not have access to the plenary, workshops, coffee breaks & lunches)

	Event	Time	Date	Price/Person	Minimum Persons Required	No of Persons	Sub Total (AED)
<input type="checkbox"/>	City of Merchants – Dubai Orientation Tour	15:00 - 19:00	7/11/2013	AED 146	10		
<input type="checkbox"/>	Modern “Do Buy” Shopping Tour	16:00 - 19:00		AED 274	10		
<input type="checkbox"/>	Desert Safari BBQ Dinner	15:30 - 20:00	8/11/2013	AED 457	6		
<input type="checkbox"/>	City of Merchants – Dubai Orientation Tour	09:00 - 13:00	9/11/2013	AED 146	10		
<input type="checkbox"/>	Dhow Cruise	19:30 - 22:30		AED 294	10		

<http://www.ecsc.ae/register.php>

27.03.2014, 16:34h

Total Tours / Excursions

AED

7 Interactions with Healthcare Professionals

7.1 Events and Meetings

Doing Things Right

15th DUBAI SPINE CONFERENCE and

10th PAN ARAB SPINE SOCIETY CONGRESS
19th, 20th, 21st and 22nd April 2014

REGISTRATION FEES:

DUBAI SPINE CONFERENCE	BEFORE 30TH MARCH 2014	30TH MARCH 2014 AND AFTER
Physicians	AED 750	AED 1000
Nurses & Physiotherapists	AED 500	AED 750
Method of payment	Online	Online / Onsite

The registration fees include attendance to all plenary sessions, entrance to exhibition halls, coffee breaks, lunches, certificate of attendance and Gala Dinner.

Afternoon Sessions

Session 3 : Adjacent Segment Disease (ASD)

Chairpersons:

2.20 – 2.40 pm	KEYNOTE LECTURE : Biomechanics of Adjacent Segment Disease	Prof. W. Skalli / France
2.40 – 2.55 pm	Where do we stand on Adjacent Segment Disease?	Prof. M. Szpalski/ Belgium
2.55 – 3.10 pm	Pre-disposing Factors and Diagnostic Workup in ASD	Prof. R. Assaker/ France
3.10 – 3.25 pm	ASD after c-TDR	
3.25 – 3.40 pm	ASD after ACDF	
3.40 – 3.55 pm	Evaluation and Treatment of ASD after Instrumented	
3.55 – 4.05 pm	DISCUSSION	
4.05 – 4.30 pm	COFFEE BREAK	

Venue:

Emirates Towers, Dubai, U.A.E

Language:

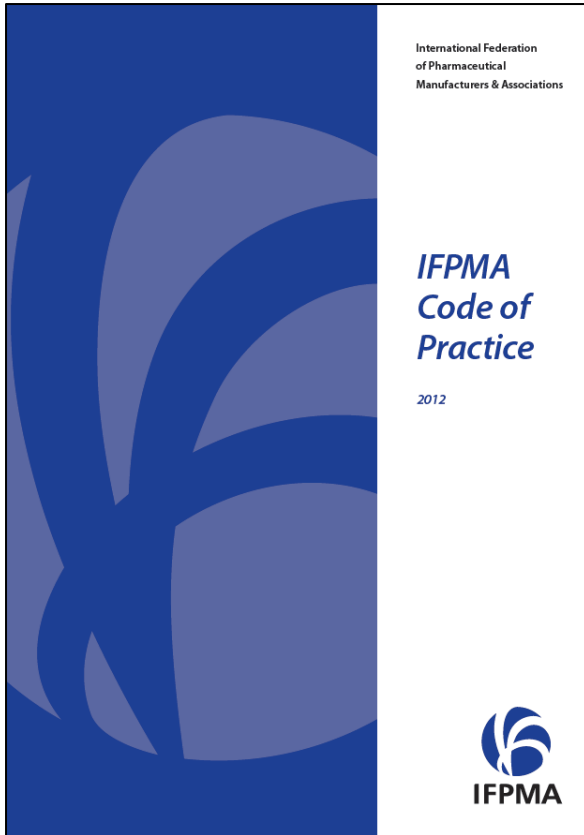
The official language of this conference is English.

Badges:

Each participant will get his/her badge at the registration desk. All participants are asked to wear their badges during all meeting activities and social events.

<http://www.dubaispineconference.com/>

27.03.2014, 13:34h



Focused on serving the best interests of patients, we have a moral obligation to communicate and participate in all relationships with integrity, accuracy and clarity. The IFPMA Code of Practice is a tangible example of the research-based pharmaceutical industry's commitment to making a strong contribution to global public health while adhering to the highest standard of practice.

Eduardo Pisani

Director General

International Federation of Pharmaceutical
Manufacturers and Associations (IFPMA)

CAROLINA CASE STUDY

- Carolina is a newly hired Product Manager
- She has to coordinate the company participation in the International Congress on Cardiology, that will be held in Dubai
- Consider the following issues and decide on an appropriate response for each setting, according to IFPMA Code.

CAROLINA CASE STUDY

Carolina receives a call from a cardiologist invited by her company. He has requested the contact details of the agency organizing the travel for the International Congress on Cardiology. He explains that he would like his wife to attend with him and that he will cover the associated costs personally. His wife is a renewed gynaecologist.

- Can she help the doctor?
- What are the risks?
- What would be the appropriate thing to do in this scenario?
- What if the physician indicates that he is in some way handicapped, unable to be independent? How does this information affect Carolina's response?

CAROLINA CASE STUDY

After the scientific sessions of a Congress, the program indicates that a dinner with accompanying persons has been organized for all delegates with the intention of promoting social and professional interaction amongst participants. There will be a buffet and wine, served with moderation, taking place.

The organization offers laboratories the sponsorship of several activities, such as a city sightseeing tour, payment of participants' drinks or taking care of the cost of meals.

- **Indicate which of these collaborations would be appropriate.**

CAROLINA CASE STUDY

There are several nights off included on the final program.

Carolina has to organize the dinners for the group on those nights.

The travel agency offers her the following possibilities:

- a) A dinner in a restaurant with a bellydance entertainment
- b) A BBQ dinner in the desert after driving in the sand dunes
- c) A moderate buffet in a dhow at the Dubai Marina
- d) A dinner in the restaurant of the world's tallest building

- **Indicate which of these kinds of hospitality would be appropriate.**

CAROLINA CASE STUDY

Carolina has to supervise the documentation for the cardiologists invited. A corporate folder with the following materials will be left in the rooms:

- a) The final program of the meeting
- b) The group schedule including flights, shuttles, dinners, etc.
- c) The post congress tours that can be booked at the hotel reception desk
- d) A Dubai city guide
- e) A Burj Al-Arab figurine, as a welcome gift
- f) The discount voucher for an embroidered dress
- g) A notepad and pen with the brand of our recently launched anticoagulant

▪ What materials could be included?

CAROLINA CASE STUDY

Carolina is organizing a Satellite Symposium within the scope of the Congress. The symposium will be followed by a dinner in a restaurant nearby for the group of invited physicians. The Congress official program announces an institutional dinner organized by the Scientific Society for the same day and time.

- **What are the key factors Carolina should consider when organizing the symposium?**
- **What are the risks?**
- **Taking into account that there are two free hours between the Symposium and the dinner, would it be possible to use the bus, hired for shuttling the participants to the symposium, for a guided sightseeing visit of Dubai with a stop at the Gold Souk?**

CAROLINA CASE STUDY

While attending the same Satellite Symposium, organized solely by the laboratory, several doctors insist during dinner on “going out” to the city’s trendy clubs to have some drinks.

- **What would be the most appropriate thing for Carolina to do?**

CAROLINA CASE STUDY

In this same meeting, taking into account there is a free morning, the invited cardiologists suggest Carolina her company hired a boat to take them to the Palm Islands.

- **Would this be possible?**
- **Why?**

CAROLINA CASE STUDY

The sales department of our laboratory wonders about the possibility of informing the scientific community about off-label indications.

- **Should an activity of this nature be carried out?**
- **What are the risks?**

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