DIA

Advertising and Promotion Regulatory Affairs Conference

FEBRUARY 24-25, 2025 | BETHESDA, MD

CALL FOR ABSTRACTS

ABSTRACT SUBMISSION DETAILS AND GUIDELINES
SUBMISSION DEADLINE: SEPTEMBER 24

Are you a professional involved in the advertising and promotion space? If so, DIA wants to hear from you! The DIA 2024 *Advertising and Promotion Regulatory Affairs Conference* to be held on February 24-25, 2025, in Bethesda, MD explores the current state of compliance for marketing both pharmaceuticals, biologics and medical devices. Join industry thought leaders and government officials for interactive and compelling discussions that will shape policy and define strategic priorities within the advertising and promotion regulatory space. Don't miss an opportunity to present at this conference, share your knowledge and expertise and connect with other experts in the industry.

To ensure we have the most comprehensive and cutting-edge program, we are seeking abstract submissions from professionals like yourself, who are pushing the boundaries in their respective fields. We encourage you to submit abstracts that reflect the latest trends, innovations and/or relevant ideas, methods, and best practices in advertising and promotion. We will be accepting the following formats:

- **Presentations:** 15-20-minute presentation to be bundled with other presentations to create a session (1 speaker)
- **Sessions:** 75-minute total session (3 maximum speakers)
- **Short Courses:** three-hour interactive workshop delivered in a small group format (these will be delivered virtually and require a separate fee from attendees)

Please note that this conference is attended by many regulatory professionals, service providers and health authority representatives, and topics in addition to those listed below that you feel are relevant, may be submitted for evaluation and possible selection.

Example Submission Interest Areas include:

- Ad Promo's role in early and ongoing cross-functional planning (e.g., labeling best practices, target labeling, study design, patient reported outcomes [PRO] data, and CFL assessments)
- Ad Promo's role in the biosimilars space
- Application of innovation strategies in review (e.g., machine learning [ML], artificial intelligence [AI], and Generative AI [GenAI] in promotional review)
  • Consistent FDA Required Labeling (CFL) promotional communication insights, best practices, and use cases (e.g., direct-to-consumer [DTC] and healthcare providers [HCPs])
- Best practices and limitations of the SIUU guidance
- Considerations for TV and radio ads under the Clear, Conspicuous, and Neutral Final Rule
- Disease awareness best practices and lessons learned (e.g., morphing from disease awareness to branded content as part of a launch strategy, running concurrent disease awareness and branded campaigns, etc.)
- DTC promotional labeling and advertising best practices and lessons learned (e.g., implementation and incorporation of final guidance for the "Presenting Quantitative efficacy and risk information in DTC promotional labeling and advertisements")
- Due diligence in corporate transactions (e.g., merger and acquisition)
- Effective strategies for special populations (e.g., rare disease, pediatric, etc.)
- Global advertising and promotion best practices and use cases (e.g., global and social media platforms, virtual promotion, international congresses and press releases, and global review processes [centralized vs. decentralized])
- Integrating diversity, equity, inclusion, and health literacy into advertising and promotion strategies (e.g., CFL)
- Market access (e.g., best practices for engaging payors)
- Mechanisms for evaluating substantiation of claims (e.g., SASS, CARSE, real-world data and real-world evidence)
- Medical and scientific communication: Strategies, best practices and lessons learned
- Preparing for innovation in advertising and promotion (e.g., omnichannel/modular content)
- Promotional submissions to the FDA: Insights and best practices (e.g., modular/omnichannel, Subpart H & E approvals and submissions)
- Promotional review committee (PRC) insights and risk assessment best practices (e.g., how to navigate and escalation processes, and small versus large pharma
- Social media in advertising and promotion (e.g., emerging trends, correcting misinformation, use of influencers, updated FTC guidelines)
- Subpart H approvals/promotion
- Ways of working for the regulatory advertising and promotion functional area (e.g., challenges/barriers, how to overcome challenges/barriers, managing conflict, career development)
- Other

Abstract Submission Deadline: September 24

Notification: Week of October 28

Final PowerPoint Presentations Due: February 3, 2025

Please submit all abstracts online at:
DIAglobal.org/Abstracts

Questions: Contact Damisha White at Damisha.White@DIAglobal.org

Submit Your Abstract at DIAglobal.org/Abstracts

CALL FOR PRESENTATION ABSTRACTS

SUBMISSION DEADLINE: SEPTEMBER 24

GENERAL SUBMISSION REQUIREMENTS

- All submissions must be submitted online
- For complete submission requirements and to submit your abstract go to DIAglobal.org/Abstracts

SUBMISSION TIPS

- Ideal submissions will contain practical content and shared experiences
- Theoretical topics and content is acceptable, however, it should be supported with proof of concepts and use cases
- Diverse topics and sessions are welcomed and encouraged within the scope of the forum
- Please select the interest area that best fits with your proposal. If your topic is relevant to more than one interest area, please indicate that in your abstract summary.
- Abstracts should be written using clear language and descriptions to provide enough clarity for the selection committee to review and understand

REQUIRED DOCUMENTATION FOR ALL ABSTRACTS

- Participant Disclosure Information: All abstract authors must disclose any relevant financial relationships with any commercial interest associated with this activity that exist or have existed within the past 12 months, as well as any discussion of unlabeled or unapproved drugs or devices. If you are proposing an abstract on behalf of the author, as the submitter you will not be asked to disclose. However, should the abstract be accepted, the author will be informed that he or she must complete and submit a Participant Disclosure in order to participate in the program
- All submitters and authors must agree to the DIA Speaker Authorization for Use of Presentation Materials in order for the abstract to be a part of the Program. Accepted abstracts will be available on DIA's website for attendee download.

SUBMISSION GUIDELINES

Submitting a PRESENTATION ABSTRACT (All abstracts must be submitted online)

15-20-minute presentation, bundled with other presentations to create a session. Abstract author is considered the presenter (co-presenters are not permitted) and will be responsible for:

- Adhering to the program development guidelines and timelines
- Working with chair and other presenters in creating a balanced program offering
- Preparing and delivering a PowerPoint presentation

Submitting a SESSION ABSTRACT (All abstracts must be submitted online)

75-minute total session. Abstract author will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting speakers and ensuring good representation/diversity in their selection. Maximum of 3 speakers per session
- Working with the Session Chair to communicate with speakers regarding their role in the session

Submitting a SHORT COURSE ABSTRACT (All abstracts must be submitted online)

Three-hour, interactive presentation delivered in small group format. Abstract author is considered the Short Course Lead Instructor and will be responsible for:

- Adhering to the program development guidelines and timelines
- Recruiting co-instructors and ensuring good representation/diversity in their selection
- Communicating with co-instructors regarding their role in the short course and reviewing presentation materials (note: PowerPoint presentations are required from each instructor)

SUBMISSION GUIDELINES

The following information will be requested at the time of submission. *DIAglobal.org/Abstracts*

To streamline your submission process and avoid possible delays, DIA strongly encourages you to submit your abstract as early as possible. **Do not wait until the last day.**

Prepare your abstract in advance of accessing the DIA website. Abstract information should be copied and pasted from a prepared document as plain text. **All of the below fields are required.**

Author Information

Abstract Information

Track: Select either Medical Communication, Medical Writing, Field Medical, or the Executive Forum

Interest Area: Choose from the drop down

Keywords: Provide one or more keywords to highlight your abstract.

Examples of keywords: Personalized Medicine, Health Technology Assessment, etc. (100 characters)

Level of Difficulty: Beginner, Intermediate, or Advanced

Learning Objectives: Provide 2-3 learning objectives that clearly explain what participants should be able to do after attending this event. For a list of suggested verbs to create these objectives, click here. (400 Characters)

Overview: Please provide 2-3 sentences summarizing your abstract. This summary will be used as the overview description in the DIA program for marketing purposes (250 Characters including spaces)

Abstract Details: Please provide complete details about your abstract. Information such as scientific, technical, process issues, design/methods, results/outcomes, case studies, statistics, key findings, etc., that would support your proposal should be included here. This information will be used by the Program Committee to learn more about the purpose of your abstract. Is there an interactive component to your topic? If so, please indicate in the abstract details how you would be able to include an interactive learning experience for attendees. (2000 Characters including spaces)

Submit Your Abstract at DIAglobal.org/Abstracts