Advertising and Promotion Regulatory Affairs Conference

Bethesda, MD | Conference: February 24-25, 2025

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Overview

This conference delves into the evolving regulatory landscape for advertising and promotion of biopharmaceuticals and medical devices, with a focus on innovation, compliance, and patient-centric communication. Attendees will explore cutting-edge topics such as the application of artificial intelligence in promotional review, the distinction between scientific communication and promotion, and strategies for engaging diverse patient populations.

Join thought leaders from industry, legal, public affairs, and government for interactive discussions that will shape policy, define strategic priorities, and provide actionable insights into regulatory expectations and best practices.

Designed for professionals at all career stages, this conference offers a comprehensive understanding of current FDA policies, emerging trends in digital marketing and disease awareness campaigns, and practical tools for optimizing promotional review processes. Network with experts from the FDA, industry, and regulatory agencies to tackle the challenges and opportunities in today's fast-evolving advertising and promotion space.

Event Goals and Offerings

- Gather insights to hot topics impacting advertising and promotion regulatory affairs professions in life sciences research and development
- Hear directly from regulators on regulatory plans, priorities, and updates to incorporate into your everyday work and processes
- Identify how advanced technologies and innovation can be applied to impact function and processes within prescription drug promotion
- Identify current trends and the future of prescription drug promotion and digital marketing

Why You Can't Miss It

- Gain access to the latest advancements in ad promo
- Get firsthand updates from the FDA
- Connect with professionals from around the world and learn how best practices are being embraced and adapted
- Stay ahead of the curve and ensure your organization remains competitive in the evolving ad promo landscape
- Enhance your skills and knowledge

Who Should Attend

Forum Designed For:

- Regulatory Affairs
- Marketing
- Communications
- Compliance
- Medical Information and Affairs
- Legal
- Patient Engagement

Schedule At-A-Glance

DAY ONE | MONDAY, FEBRUARY 24		ROOM
7:15AM-5:30PM	Conference Registration	Regency Ballroom Foyer
7:15-8:15AM	Networking Breakfast	Regency Ballroom
8:15-8:30AM	Welcome and Opening Remarks	Regency Ballroom
8:30AM-8:45AM	Update from Ad Promo Working Group	Regency Ballroom
8:45-9:45AM	Session 1: A Year in Review: Guidance Documents and Enforcement 2024	Regency Ballroom
9:45-10:30AM	Refreshments, Exhibits, and Networking Break	Regency Ballroom
10:30-11:45AM	Session 2: Insights from Industry on the Implementation of FDA Policies and Regulations	Regency Ballroom
11:45AM-12:45PM	Networking Luncheon and Roundtable Discussions	Regency Ballroom
12:45-2:00PM	Session 3: Evolution of DTC Promotion	Regency Ballroom
2:10-3:25PM	Session 4: Medical and Scientific Communication: Examining Recent Developments and Maintaining the Distinction from Promotion	Regency Ballroom
3:25-4:00PM	Refreshments, Exhibits, and Networking Break	Regency Ballroom
4:00-5:15PM	Session 5: AI in Ad Promo: Transforming Marketing While Navigating Compliance	Regency Ballroom
5:15-6:15PM	Networking Reception	Regency Ballroom
DAY TWO | TUESDAY, FEBRUARY 25		**ROOM**
7:30AM-4:00PM	Conference Registration	Regency Ballroom Foyer
7:30-8:00AM	Networking Breakfast	Regency Ballroom
8:00-9:15AM	Session 6: Navigating the Complexities of PRC Management	Regency Ballroom
9:20-10:35AM	Session 7: Disease Awareness Campaigns - Best Practices and What to Avoid	Regency Ballroom
10:35-11:15AM	Refreshments, Exhibits, and Networking Break	Regency Ballroom
11:15AM-12:30PM	Session 8: Promoting to Special Populations: Beginning with the End in Mind	Regency Ballroom
12:30PM-1:30PM	Networking Luncheon and Exhibits	Regency Ballroom
1:30-2:45PM	Session 9: Ad Promo's Role in Early Cross-Functional Planning	Regency Ballroom
2:50-3:00PM	Closing Remarks	Regency Ballroom
3:00PM	Conference Adjourns	

Learning Objectives

- Describe the latest FDA policies, guidance documents, and regulations impacting advertising and promotion globally to ensure compliance
- Identify strategies to address common pitfalls and ensure compliant advertising and promotion activities across traditional and digital platforms
- Discuss how artificial intelligence and machine learning can optimize the advertising and promotional review process while maintaining compliance
- Differentiate between medical communication and promotion to effectively engage patients and advocacy groups within regulatory guidelines
- Examine best practices for optimizing promotional review committees (PRCs) to support launch readiness and post-approval activities
- Discuss emerging trends in digital transformation and regulatory expectations to prepare for the evolving landscape of healthcare promotion
- Describe compliant disease awareness campaigns that effectively engage target populations without promoting treatments
- Identify how to plan and apply strategies to incorporate AdPromo regulatory insights early in brand planning to enhance campaign effectiveness

Continuing Education Credits

The Drug Information Association is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education with Commendation. This program is designated for up to 11.5 contact hours or 1.15 continuing education units (CEU's). Type of Activity: Knowledge

ACPE Credit Requests MUST BE SUBMITTED by Friday, April 11, 2025

DIA is required by the Accreditation Council for Pharmacy Education (ACPE) to report pharmacy-requested CEUs through the CPE Monitor system. **All ACPE-certified activity credit requests need to be submitted through DIA's My Transcript within 45-days post activity.** If ACPE credit is not requested by Friday, April 11, 2025, the CEU request will not be transmitted through to the CPE Monitor. Pharmacists will need to provide their National Association of Boards of Pharmacy (NABP) e-Profile ID and date of birth (MMDD) to ensure the data is submitted to the ACPE and NABP properly. If you need to obtain your NABP e-Profile, please visit www.cpemonitor.net.

ACPE CREDIT REQUESTS MUST BE SUBMITTED BY FRIDAY, APRIL 11, 2025.

Statement of Credit

If you would like to receive a statement of credit for the days you attend the conference, you must attend one or both days of the conference, (in their entirety), sign in at the DIA registration desk each day, upon arrival, and request CE credit online through My Transcript (see instructions below). Participants will be able to download a statement of credit upon successful submission of the credit request. My Transcript will be available for credit requests beginning **Tuesday, March 11, 2025.**

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2. Sign in at the DIA registration desk each day, upon arrival
3. Access your DIA account and select My Transcript to claim your ACPE credit, available on **Tuesday, March 11**, 2025
4. **ACPE credit must be submitted by Friday, April 11, 2025**

Continuing Education Credit Allocation

February 24, 2025 Advertising and Promotion Regulatory Affairs Conference – Day 1: 6.5 contact hours or .65 CEUs, UAN: 0286-0000-25-008-L04-P Type of Activity: Knowledge

February 25, 2025 Advertising and Promotion Regulatory Affairs Conference – Day 2: 5 contact hours or .5 CEUs, UAN: 0286-0000-25-009-L04-P Type of Activity: Knowledge

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It is DIA policy that anyone in a position to control the content of a continuing education activity must disclose to the program audience (1) any relevant financial relationships related to the content of their presentation and/or the educational activity, and (2) discussions of unlabeled or unapproved uses of drugs or medical devices. Disclosures will be included in the handout materials. This educational activity may include references to the use of products for indications not approved by the FDA. Opinions expressed with regard to unapproved uses of products are solely those of the faculty and are not endorsed by the DIA or any of the manufacturers of products mentioned herein. Faculty for this educational activity was asked to disclose any discussion of unlabeled or unapproved uses of drugs or medical devices.
Disclosure statements are included with each speaker's biographical sketch.

Planning Committee

DIA staff members have no relevant financial relationships to disclose.

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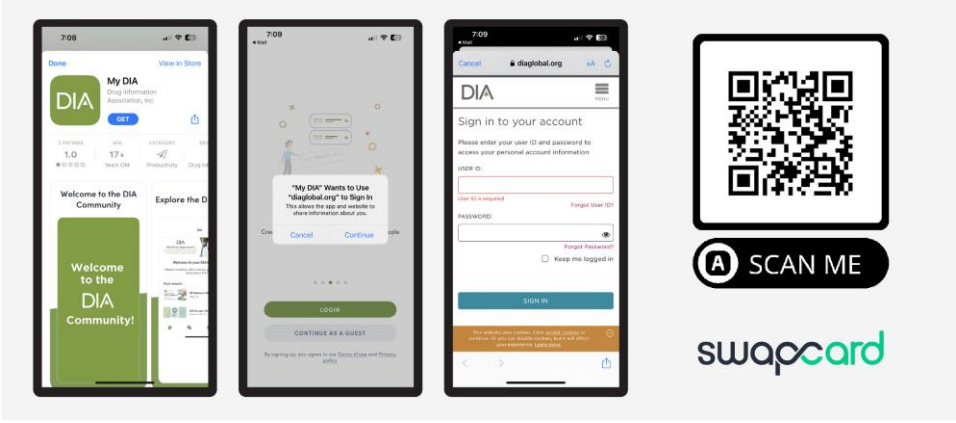

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DIA 2025 is the premier gathering for industry leaders, regulatory authorities, governmental representatives, academia, innovators, and patients. Set against the vibrant backdrop of Washington, DC, DIA 2025 will beckon stakeholders from around the world to converge, collaborate, and catalyze transformative change within the life sciences realm.

At DIA 2025, we will transcend boundaries, inviting diverse voices to the table to address both local and global challenges. From regulatory hurdles to technological innovations, from healthcare disparities to patient-centric solutions, our agenda is comprehensive and forward-thinking.