



MedComms Networking landscape training

Aims and objectives

- Provide a broad introduction to the **pharmaceutical (pharma) industry**
- Present an overview of how **pharma companies** develop and market products
- Explain the roles of **medical communication (MedComms) agencies**
- Describe the impact of the **regulatory environment** on how products are promoted

Agenda

Timing	Content	Responsible
09.00 – 09.30	Registration	All
09.30 – 09.45	Introduction and welcome	ABC
09.45 – 11.00	The global pharmaceutical industry	ABC
11.00 – 11.15	Coffee	All
11.15 – 12.30	The drug development process	ABC
12.30 – 13.30	Lunch	All
13.30 – 15.00	How pharmaceutical companies market their drugs and the role of specialist communication agencies	ABC
15.00 – 15.15	Coffee	All
15.15 – 16.00	The regulatory and compliance environment	ABC
16.00 – 16.30	Discussion and Q&A	ABC
16.30	Close and depart	All

