

PRESCRIPTION MEDICINES
CODE OF PRACTICE AUTHORITY

12 Whitehall London SW1A 2DY Telephone: 020 7747 8880 Fax: 020 7747 8881

Code/07/47
4 July 2007

TO: ABPI Members
ABPI Affiliate Members
Non-Member Companies complying with the Code
Agency Mailing List
(For the attention of chief executives, marketing,
sales, regulatory affairs, and medical directors)

Dear Sir / Madam

FAMILIARIZATION SEMINARS 2007
ABPI CODE OF PRACTICE FOR THE PHARMACEUTICAL INDUSTRY

Familiarization seminars on the ABPI Code of Practice for the Pharmaceutical Industry will take place on:

Friday	14 September 2007
Monday	15 October 2007
Monday	19 November 2007
Monday	3 December 2007

The seminars will take place at One Great George Street, Westminster, London, SW1P 3AA, and will commence at 9.30am with registration from 9.00am.

Payment can be made by credit card, cheque or BACS (requiring a purchase order number) and must be received prior to the seminar taking place.

Please ensure that the booking form is either accompanied by a cheque and sent to me by post, or completed and returned with the completed credit card form or indicating that a BACS payment will be made to the account number as shown on the form. Please remember to always state for which seminar date the BACS payment is being made. Also, please add your company's purchase order number to the booking form where indicated. Our accounts department will not be able to invoice your company unless we know the specific purchase order number which relates to the seminar booking (for BACS payments only).

Full details of the four seminars plus booking forms are attached herewith.

Yours faithfully,

Julie

Julie Gadsby
Administrator

Director	Heather Simmonds	020 7747 1438
Secretary	Etta Logan	020 7747 1405
Deputy Secretary	Jane Landles	020 7747 1415

Familiarization Seminar on the ABPI Code of Practice
held at One Great George Street, Westminster, London, SW1P 3AA, 9.30am - 4.00pm

Friday, 14 September 2007 booking form

Please reserve a place on the above seminar for the individuals listed below.

(Please complete in BLOCK CAPITALS.)

TITLE (Mr, Mrs, Dr, Ms etc)	FULL NAME	JOB TITLE	DIETARY REQUIREMENTS

Payment must be received prior to the seminar taking place.

Payment by credit card, cheque, made payable to 'PMCPA' (please attach a copy of the booking form) or by BACS payment (please state for whom and which seminar date the payment is being made) :

Account Name: ABPI; Account No: 01182331; Sort Code: 60-40-05;

Branch: Nat West Bank plc, Charing Cross.

FEES: *per delegate (inclusive of VAT)*

ABPI member company **£350**
 Non member company **£470**

ABPI Affiliate member company **£420**

Please indicate method of payment: Credit Card Cheque BACS*

***IMPORTANT:** Please quote your p/o number here
Our Accounts Department will NOT send you an invoice if you do not quote your p/o number.

Please state the method by which you would like our invoice sent to you:

Emailed: Please quote your email address for receipt of invoice

Posted: Please complete address as below

Please send joining instructions for
 the seminar to: (please complete in BLOCK CAPITALS)

Please send a copy of the invoice to
 the following address: (if different from
 address for receipt of joining instructions)

Name

Company

Address

.....

.....

Telephone

Please return this form to: The Seminar Administrator, PMCPA, 12 Whitehall, London, SW1A 2DY.
 (Fax No: 020 7747 8881) or email jgadsby@pmcpa.org.uk

Familiarization Seminar on the ABPI Code of Practice
held at One Great George Street, Westminster, London, SW1P 3AA, 9.30am - 4.00pm

Monday, 15 October 2007 booking form

Please reserve a place on the above seminar for the individuals listed below.

(Please complete in BLOCK CAPITALS.)

TITLE (Mr, Mrs, Dr, Ms etc)	FULL NAME	JOB TITLE	DIETARY REQUIREMENTS

Payment must be received prior to the seminar taking place.

Payment by credit card, cheque, made payable to 'PMCPA' (please attach a copy of the booking form)

or by BACS payment (please state for whom and which seminar date the payment is being made) :

Account Name: ABPI; Account No: 01182331; Sort Code: 60-40-05;

Branch: Nat West Bank plc, Charing Cross.

FEES: *per delegate (inclusive of VAT)*

ABPI member company **£350**
 Non member company **£470**

ABPI Affiliate member company **£420**

Please indicate method of payment: Credit Card Cheque BACS*

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Please send joining instructions for the seminar to: (please complete in BLOCK CAPITALS)

Please send a copy of the invoice to the following address: (if different from address for receipt of joining instructions)

Name

Company

Address

.....

.....

Telephone

Please return this form to: The Seminar Administrator, PMCPA, 12 Whitehall, London, SW1A 2DY.
 (Fax No: 020 7747 8881) or email jgadsby@pmcpa.org.uk

Familiarization Seminar on the ABPI Code of Practice
held at One Great George Street, Westminster, London, SW1P 3AA, 9.30am - 4.00pm

Monday, 19 November 2007 booking form

Please reserve a place on the above seminar for the individuals listed below.

(Please complete in BLOCK CAPITALS.)

TITLE (Mr, Mrs, Dr, Ms etc)	FULL NAME	JOB TITLE	DIETARY REQUIREMENTS

Payment must be received prior to the seminar taking place.

Payment by credit card, cheque, made payable to 'PMCPA' (please attach a copy of the booking form) or by BACS payment (please state for whom and which seminar date the payment is being made) :

Account Name: ABPI; Account No: 01182331; Sort Code: 60-40-05;

Branch: Nat West Bank plc, Charing Cross.

FEES: *per delegate (inclusive of VAT)*

ABPI member company **£350**
 Non member company **£470**

ABPI Affiliate member company **£420**

Please indicate method of payment: Credit Card Cheque BACS*

***IMPORTANT:** Please quote your p/o number here
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Posted: Please complete address as below

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 the seminar to: (please complete in BLOCK CAPITALS)

Please send a copy of the invoice to
 the following address: (if different from
 address for receipt of joining instructions)

Name

Company

Address

.....

.....

Telephone

Please return this form to: The Seminar Administrator, PMCPA, 12 Whitehall, London, SW1A 2DY.
 (Fax No: 020 7747 8881) or email jgadsby@pmcpa.org.uk

Familiarization Seminar on the ABPI Code of Practice
held at One Great George Street, Westminster, London, SW1P 3AA, 9.30am - 4.00pm

Monday, 3 December 2007 booking form

Please reserve a place on the above seminar for the individuals listed below.

(Please complete in BLOCK CAPITALS.)

TITLE (Mr, Mrs, Dr, Ms etc)	FULL NAME	JOB TITLE	DIETARY REQUIREMENTS

Payment must be received prior to the seminar taking place.

Payment by credit card, cheque, made payable to 'PMCPA' (please attach a copy of the booking form) or by BACS payment (please state for whom and which seminar date the payment is being made) :

Account Name: ABPI; Account No: 01182331; Sort Code: 60-40-05;

Branch: Nat West Bank plc, Charing Cross.

FEES: *per delegate (inclusive of VAT)*

ABPI member company **£350**
 Non member company **£470**

ABPI Affiliate member company **£420**

Please indicate method of payment: Credit Card Cheque BACS*

***IMPORTANT:** Please quote your p/o number here
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Please send joining instructions for
 the seminar to: (please complete in BLOCK CAPITALS)

Please send a copy of the invoice to
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Address

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Telephone

Please return this form to: The Seminar Administrator, PMCPA, 12 Whitehall, London, SW1A 2DY.
 (Fax No: 020 7747 8881) or email jgadsby@pmcpa.org.uk

Credit Card Details

Company

Name as it appears on Card

Card Type

Card Number

Valid from Date Expiry Date Security Code

I authorize **PMCPA** to deduct the sum of £..... from my credit card
(details) above for ABPI Code of Practice Familiarization Seminar on:

Date of Seminar:

Seminar Attendee(s):

.....

Authorised by (sign)

Name

Address for invoicing

.....

.....

Email Address

Date

**Note: Please fax details between 8.30am to 4.00pm Monday to Friday only.
Fax Number: 020 7747 8881**

**FAMILIARIZATION SEMINARS ON THE
ABPI CODE OF PRACTICE FOR THE PHARMACEUTICAL INDUSTRY**

FUTURE DATES	<p style="text-align: center;">Friday 14 September 2007</p> <p style="text-align: center;">Monday 15 October 2007</p> <p style="text-align: center;">Monday 19 November 2007</p> <p style="text-align: center;">Monday 3 December 2007</p>
VENUE	<p style="text-align: center;">One Great George Street, Westminster London, SW1P 3AA</p> <p>One Great George Street is located just off Parliament Square, Westminster, and is very near to the Houses of Parliament. London's mainline stations at Waterloo, Victoria and Charing Cross are a few minutes away by London Underground. Both Westminster underground station (exit 6) on the Jubilee, Circle and District lines and St James's Park station on the District and Circle Lines are a five minute walk away.</p>
FEE	<p style="text-align: center;">ABPI Member Companies: £350 per delegate (£297.87 plus £52.13 VAT)</p> <p style="text-align: center;">ABPI Affiliate Member Companies: £420 per delegate (£357.45 plus £62.55 VAT)</p> <p style="text-align: center;">Non-member companies: £470 per delegate (£400 plus £70 VAT)</p>
AIMS AND OBJECTIVES	<p>The seminars have been designed to explain the requirements of the ABPI Code of Practice:</p> <ul style="list-style-type: none"> • to those responsible for day-to-day commissioning and creation of promotional material and to those writing and approving copy and artwork • to those responsible for determining promotional methods including professional representation, hospitality to doctors and the use of audio-visual and related communications technology. • to those responsible for producing material aimed at patients or the general public and for those working with patient organizations. <p>In addition the seminars cover the procedures followed by the Authority, the Code of Practice Panel and the Code of Practice Appeal Board.</p>
WHO SHOULD ATTEND	<p>Personnel from ABPI member companies and those non-member companies which have undertaken to comply with the Code of Practice. Appropriate agency executives.</p> <p>Product managers and medical department personnel responsible for the certification of promotional material, sales and advertising, marketing and advertising agency account executives.</p>

SPEAKERS	Speakers at the seminars will be from the Prescription Medicines Code of Practice Authority.
METHODS	Presentations on the content of the Code and the Constitution and Procedure for the Prescription Medicines Code of Practice Authority. Syndicate work. Code of Practice quiz.
LUNCH	A standing fork buffet lunch, with limited seating, will be provided.
BOOKING	Places are allocated on a first come first served basis. Reservations must be made on the appropriately dated form attached. Telephone bookings <u>cannot</u> be accepted.
CANCELLATIONS	No refund can be given in the event of cancellation of a reservation less than one week before the day of a seminar, but an alternative representative can be substituted at any time.

IMPORTANT INFORMATION:

- 1 The seminars are very popular and places are limited. Early booking is essential.
- 2 If you are trying to book within six weeks of the event please ring the seminar administrator first to check availability of places (Tel No: 020 7747 1443).
- 3 If payment is not received within ten days of the seminar date, we are unable to guarantee that place(s) will be held for your delegate(s).
- 4 No refunds will be given for cancellations made less than seven days before the day of the seminar.
- 5 An alternative delegate can be substituted at any time.

OUTLINE TIMETABLE

09.00	Registration
	<i>Coffee</i>
09.30	Chair's Introduction
09.40	The Code of Practice for the Pharmaceutical Industry
	<i>Coffee</i>
11.00	Syndicate Work
13.00	<i>Standing fork buffet lunch (limited seating)</i>
13.45	Constitution and Procedure for the Prescription Medicines Code of Practice Authority
14.15	Relations with the General Public and the Media including the Internet
14.45	Code of Practice Quiz
	Discussion
16.00	<i>Close of Seminar</i>