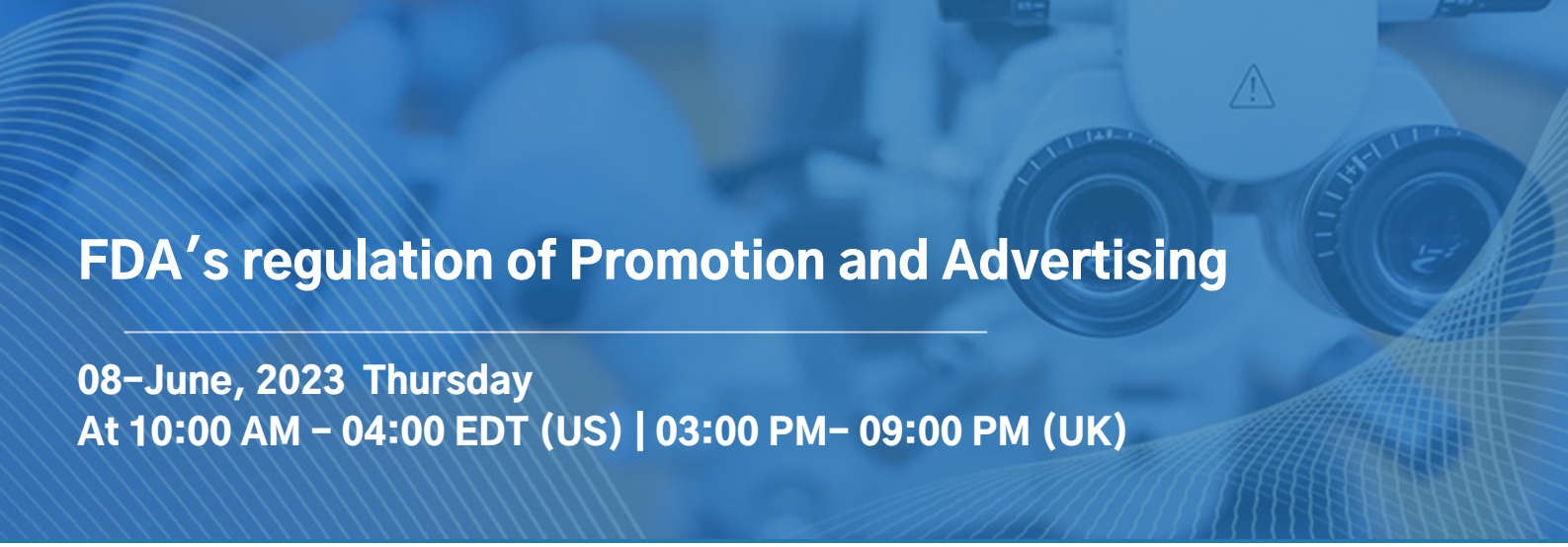

FDA's regulation of Promotion and Advertising

08–June, 2023 Thursday
At 10:00 AM – 04:00 EDT (US) | 03:00 PM– 09:00 PM (UK)

Training Description

Navigating the FDA's established legal requirements for advertising and promotion of regulated products can be confusing. Interpretations of statutory language and the integration of psychological principles creates a new venue for FDA enforcement criteria. Social media creates new boundaries and pitfalls for manufacturers that create new and onerous obligations despite the corresponding benefits of direct-to-consumer advertising. Mass media and internet platforms create new avenues for communication, but the regulatory guard rails to stay compliance with FDA's requirements are not always clear and they evolve in unexpected ways. The seminar will cover topics that equip you with the knowledge and skills required to avoid the FDA's enforcement hammer. .

Objectives of Learning

- Interpret the FDA's statutory language for labeling
- Understand the relevant Constitutional Law
- Learn how case law has shaped FDA's regulation
- Identify the dangers of social media promotion
- See how FDA's use of cognitive psychology affects marketing
- New Corporate Responsibility

Training Agenda

- Statutory requirements
- Constitutional Law
- Social Media
- Cognitive Psychology
- Case studies and hypotheticals
- FDA's Expectation of Corporate Policy
- More...

Who Will Benefit

- Sales and marketing executives and managers.
- Regulatory managers
- In-house legal counsel and contract specialists
- 3rd party consultants
- Venture Capitalists
- Investors Business Acquisition Executives
- Owners of new or developing firms
- Own-label distributors
- International Trade Managers
- Product specification developers

Faculty Casper (Cap) Uldrik

Casper (Cap) Uldriks, through his firm "Encore Insight LLC," brings over 32 years of experience from the FDA. He conducted domestic and foreign inspections. He specialized in the FDA's food and medical device programs as a field investigator, served as a senior manager in the Office of Compliance at the Center for Devices and Radiological Health (CDRH) and as the Associate Center Director for Regulatory Guidance and Government Operations at CDRH

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Terms And Condition

- Registration shall be reconfirmed only once payment has been made prior to the course.
- Cancellation of participant/s shall be submitted in writing to WCS ten days (10 days) before the course. There is a 50% liability on all bookings once made.
- WCS reserves the right to make alterations to the conference/executive briefing content, timing, speakers without notice. The event may be postponed or cancelled due to unforeseen events beyond the control of WCS. If such a situation arises, we will refund your registration fee or we will try to reschedule the event.