

**Register Today for a Quick, Convenient Way to Access Up-To-The-Minute Perspectives on Social Media in Pharma**

*Following the FDA Public Hearing on November 12-13*

# **SOCIAL MEDIA: A LOOK INTO THE CRYSTAL BALL**

**HERE ARE THE DETAILS ON WHAT'S COVERED:**

**THE HEARING:** What Was Said, How Did FDA React?

**THE GUIDELINES:** What Could Change, What Won't?

**THE CAMPAIGN:** Strategies for Success

**THE LEGAL RISKS:** 5 Peril Areas

***Each speaker independently provides 15-30 minute POV on the issues:***

- \* **ARNIE FRIEDE** -- Principal, Arnold I. Friede & Associates; Former FDA Associate Chief Counsel; Former Senior Counsel at Pfizer
- \* **CHRISTINA MARKUS** -- Partner, King and Spalding – FDA & Life Sciences Practice
- \* **MICHAEL MISOCKY** -- President, Misocky Consulting Group; Former DDMAC Review Officer; Former Compliance Officer, ImClone; Abbott, BMS
- \* **WAYNE PINES** Former FDA official, author of the *FDA Advertising and Promotion Manual* and *CCC Advisory Board Chair*

**QUESTIONS ADDRESSED BY THE SPEAKERS INCLUDE...**

- ▶ What did you glean from the questions posed by FDA?
- ▶ What proposed approaches to regulating social marketing seemed to be the best prospects?
- ▶ What were the most viable options presented for:
  - Adequate provision of risk information?
  - Adverse event reporting?
  - Blog management?
  - Role of companies in social marketing?
- ▶ What gaps did you see in the presentations and discussions?
- ▶ Is there a future for marketing prescription products on the web?
- ▶ How should the industry proceed with social media until formal guidance is issued?
- ▶ What would you consider to be the key principles for non-violative initiatives?
- ▶ What should be avoided when designing and executing these initiatives?
- ▶ For the immediate future, how will this hearing affect tactics and tools, from blogging and bookmarking to discussion boards, podcasting, social networking and Wikis?

- √ Presenters record their comments immediately following the FDA Public Meeting
- √ Audio uploaded onto [www.CommunicationCompliance.com](http://www.CommunicationCompliance.com) (not live participatory event)
- √ Webinar archived beginning 11/16/09 and remains on site as long as the information is relevant

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**REGISTRATION & MORE INFORMATION...**

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