

# COMPLIANT venues

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for the healthcare sector

Accreditation



Training



Monitoring



Medical Communications Meeting, 6<sup>th</sup> December 2012

# COMPLIANCE REPORTING FOR EVENTS : HCP TRANSPARENCY REPORTING

## Profile – Mark Handforth

- ✓ 1988 – 2001 World Meetings
- ✓ 2001 – 2005 Board Director, WorldEvents
  - Healthcare Sales and Marketing Director
  - Head of US and London Offices
- ✓ 2005 – 2009 Head of Global Events, F. Hoffman La Roche, Basel
- ✓ 2005 – 2009 Board Member IPCAA  
(International Pharmaceutical Congress Advisory Association)
- ✓ 2009 – 2011 International Development Director, Grass Roots
  - MD, Grass Roots Zurich
- ✓ 2011 - Managing Director, 360 Event Consulting Ltd
- ✓ 2012 - Director, Compliant Venues Ltd

# Presentation Perspective

Head of Events, UK and Global Markets

# Meetings and Events (M&E) Compliance Challenges

**Content**

Expenses

Promotional Material

Exhibits

Order Forms

Giveaways

**Event Management**

Event Costs

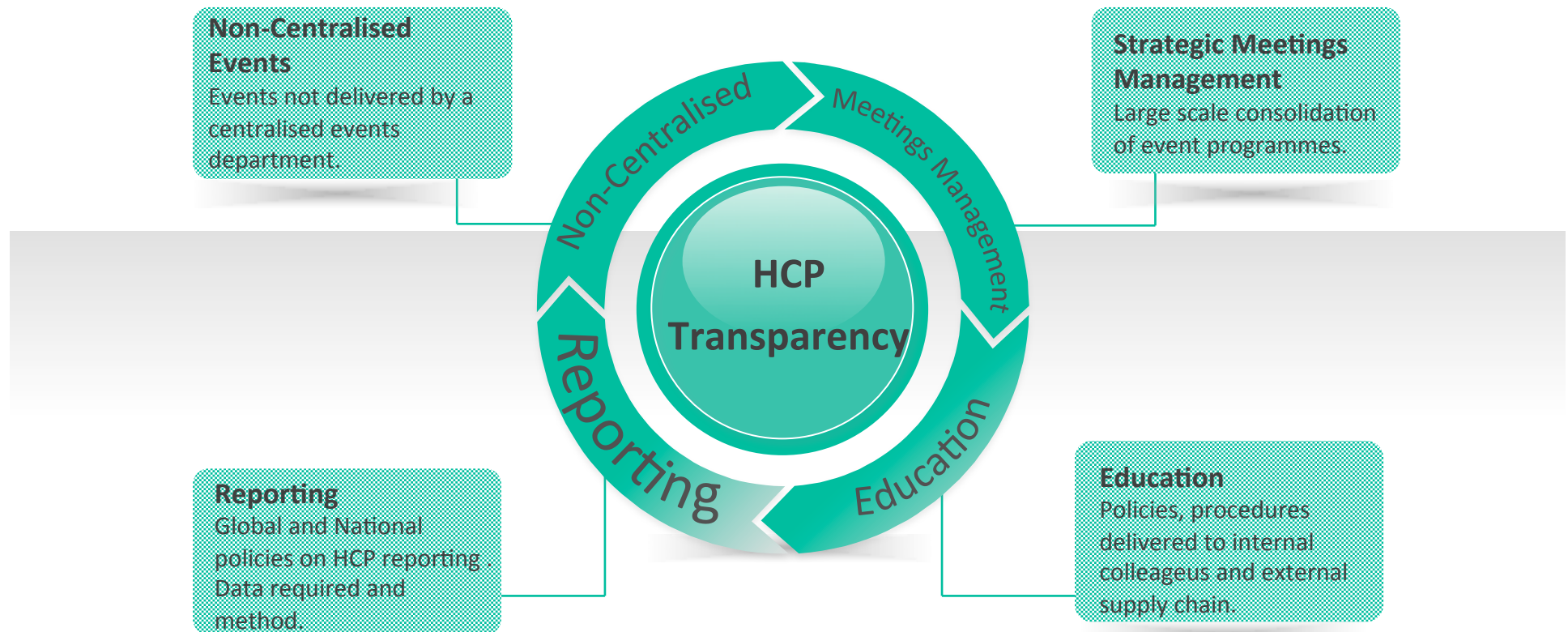
Contracts

Expenses

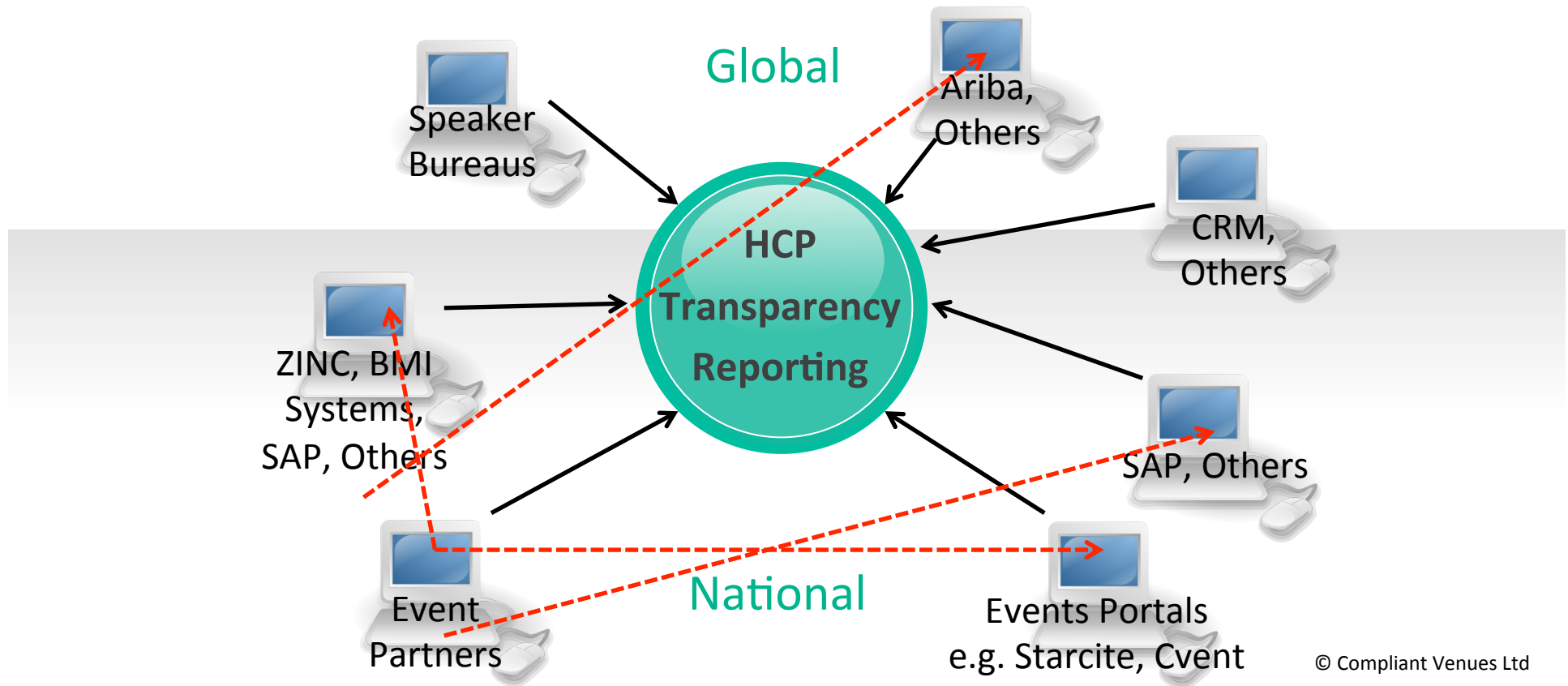
**Internal Enthusiasm for Meetings**

**HCP Reporting**

## Head of Events – the transparency to-do-list



# Technology Reporting



## HCP Reporting

- ✓ Global policy in place?
- ✓ National policy in place?
- ✓ Clarity on granularity required between national and other codes?
- ✓ Technology and education to deliver on needs





## Education

- ✓ Scope of education
  - ✓ Internal
  - ✓ External
- ✓ Flexibility of training programme as code and needs change
- ✓ Technology support



## Strategic Meeting Management Programmes (SMMP)

- ✓ **Explanation:** Formally mandated programmes for the centralised visibility, booking, event management, budgeting and reporting via an event management solution and/or on-line tools.
- ✓ Strategy change required?
- ✓ Reporting tools capable to up skill?
- ✓ Will the scope of activity within SMM programmes increase?



## Non-Centralised Events

- ✓ **Explanation:** Sponsored events, low value (£) activities, on-line meetings
- ✓ Greater case for centralisation due to transparency needs?
- ✓ Mandate globally, to harmonise multi market events e.g. ad boards, standalones etc.



## Summary

- ✓ Even greater focus on administration and reporting.
- ✓ Need for central visibility increased.
- ✓ Further reduction in sponsorship of HCP's to national and international association and patient group activities.
- ✓ US model to M&E in Europe on the horizon ?

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