Medical Meetings

Compliance Success and Failures

Presented at:
MedComms Networking Event
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www.MedCommsNetworking.com
Who am I?

Andrew Winterburn – Director, 3Sixty Event Consulting

• 25 Years specialising in Healthcare Sector Meetings and Events

• 1000's of Projects managed

• Events across the Life Cycle of a Product both internally and externally facing

• Over €30M of annual spend managed across multiple global clients

• Events in every time zone

• Strategic consultant
## Who are we?

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<th>Consultancy</th>
<th>Training</th>
<th>Compliance</th>
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<td>A consultancy dedicated to meetings and events in the healthcare sector</td>
<td>The only on-line platform with certificated content for those involved in healthcare sector meetings and events on how to integrate regulatory codes into any event</td>
<td>An on-line directory Healthcare-Venues.com including a compliance assessment report for every venue with a trained Venue Healthcare Champion</td>
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Objective:

“Understand the strategies and tactics to create client solutions and competitive advantage in a Compliance Environment”
Compliance Overview

Globalisation

Every country, everywhere is implementing increasingly stringent codes

Transparency

Transfers of Value have created a business like relationship between HCPs and healthcare and life science companies

Ethics

Over the last decade business ethics has become the benchmark by which public and business opinion is given a prominent place in how companies act
"The road to success and the road to failure are almost exactly the same."

Colin R. Davis

Conductor – London Symphony Orchestra
Compliance Successes

See compliance to regulatory code as an opportunity.

The opportunity is to be an expert in a space that defines modern meetings and events for the healthcare and life science sector.

Recognise that a greater concentration on science, driven by the code, provides opportunities to create even more learning-centric events with scientific content at their core.

Demonstrate that you are a safe pair of hands, at least for now, provides any organisation, and individual, a competitive business advantage.
“The only real mistake is the one from which we learn nothing.”

Henry Ford - A “Smart” Man
Compliance Failures

It’s not my responsibility, it’s the clients responsibility

We’ll handle compliance issues when they arise

The chances of an issue are rare, there are other priorities

Our people have been involved in Healthcare events for years, they know what they are doing
What does Success look like?
The Roadmap to Success

**STRATEGIC**

- Create your own Compliance subject matter expert, or experts, investing in them to reflect your commitment to one of your client’s biggest challenges

- Consider how your solutions and services are treated by the code. *Is everything you do appropriate to the code?*

**TACTICAL**

- “Read the Code” – show you are prepared to understand how, at least, the host code for any event treats meetings & events

- Use the language of the code when communicating to demonstrate knowledge and reduce your advice being subjective
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