

Promotional activity and advertising during Federation-approved CPD

These guidelines relate to promotional activity and advertising by **commercial organisations** during Federation-approved CPD. Where the term 'Commercial Organisation' is used in this document it refers to organisations involved in producing, marketing, re-selling or distributing healthcare goods or services consumed by or used on patients. Within this document the phrase '**Educational Programme**' refers to the educational content of a live, live-streamed or on-demand meeting, including the introduction to the meeting and its sessions. The term '**Published Programme**' refers to the document listing the sessions that is available prior to the meeting whether in hard copy or electronic format.

Live and streamed events, including events accessed 'on demand'.

There should be no advertising or promotional activity during the educational programme at approved educational meetings. Commercial stands and advertising should be located outside the lecture theatre or educational rooms at live events. Similarly, with streamed events and webinars, any promotional activity or advertising should be separate from the education and should not be visible during the educational programme. Learners should not be required to attend promotional activity. Where an event (live, streamed or 'on demand') has been sponsored by a company it is appropriate to disclose this early in the presentation but not repeatedly during an individual presentation. The disclosure should be a simple statement informing delegates that the event has been sponsored by the company concerned. A similar disclosure is also allowed on the published programme document. The font size should be no larger than 12. Events where the name of a sponsor is included in the title of the event will not be approved.

Speakers and facilitators from commercial organisations

Approved events must have no speakers or facilitators from commercial organisations. The only exceptions to this would be for speakers **where both A and B below are satisfied**:

- A. The meeting is organised by an independent non-commercial educational provider.** These would include recognised UK or European Specialist Societies, UK University Experimental Medicine Departments and UK Royal Colleges. The meeting is hosted in the UK.
- B. One of the following criteria applies to the speaker concerned:**
 1. The topic is a recognised area of expertise for the speaker and the content of the talk is not related to the business lines or products of their company, or
 2. The content of the activity is limited to basic science research, such as preclinical research, drug discovery, or the methodologies of research, and the speaker does not make care recommendations.

Where a provider includes a speaker from a commercial organisation, they should submit a Commercial Speaker Declaration signed by the speaker concerned.

Use of commercial organisation logos during approved education

With effect from January 1st 2022, the Federation will not permit the use of commercial organisation logos or product logos during the educational programme at approved educational meetings. With live, streamed and 'on demand' events, commercial organisation logos are permitted in the areas outside the educational programme itself.

Use of logos on published programmes for events

The Federation advises against the use of commercial logos on published programmes for events. Applications with published programmes dominated by large commercial logos will not be accepted.

All information relating to sponsors other than a simple disclosure statement informing delegates that the meeting has been sponsored by the pharmaceutical company (or companies) concerned (including, for example, the list of exhibitors) must be clearly separated and distinguished from the scientific/educational components of the programmes and identified as such.

The event (live, streamed or 'on demand') cannot be hosted on a sponsor's website.

Sessions sponsored by Commercial Organisations

'Industry sessions' where a session at a meeting is sponsored by a specified commercial organisation will not be approved by the Federation. Such sessions must be clearly identified as not having Federation Approval.

Distance learning

Distance learning includes e-learning modules, e-platforms, e-libraries, podcasts and all other forms of distance learning approved by the Federation

There should be no advertising by commercial organisations in the distance learning material. Where distance learning material has been sponsored by a commercial organisation (as described at the beginning of this document), it is appropriate for a simple disclosure statement to this effect early in the distance learning material. The font size should be no larger than 12.

Logos

The logos of sponsoring companies and product logos will not be allowed either on the part of the distance learning programme that lists the educational content or in the educational material itself.

The distance learning material cannot be hosted on a sponsor's website.

COMMERCIAL SPEAKER'S DECLARATION

Event:

Provider organisation:

Title of talk:

Date of event:

I understand that at educational events approved by the Federation of the Royal Colleges of Physicians of the UK there can be no promotional activity within the educational content of the event and that there must be no bias towards the use of any commercial product that does not represent current evidence-based professional practice.

As a speaker at the above event, I declare that:

- A. I will not include promotional material of any sort in my presentation and that there will be no company or product logos in the educational material (for example on the slides shown).
- B. One of the following criteria applies to my talk:
 - 1. The topic is within my area of expertise and the content of the talk is not related to the business lines or products of the commercial organization I represent, or
 - 2. The content of the talk is limited to basic science research, such as preclinical research, drug discovery, or the methodologies of research and I will not make care recommendations.

Signed:

Date:

Full name (block capitals):

GMC Number (or other appropriate registration details):

Address:

Email: