







A Professional Workplace Event Planning Service Tailored to Your Business Needs

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WPEM Ltd Code of Conduct

To maintain an organisation of professionals recognised for pursuing the highest standards of excellence and professionalism.

-  WPEM Ltd will strive to raise the level of professionalism and excellence in the medical events industry through ethical, reliable and competent conduct.
-  WPEM Ltd will always provide a professional service of the highest level.
-  WPEM Ltd will maintain appropriate insurance coverage for all business activities.
-  WPEM Ltd will treat clients with the utmost respect.

WPEM Limited Code of Conduct & the Pharmaceutical Industry

WPEM Ltd has worked alongside the pharmaceutical industry since it was established in 2009. WPEM Ltd respects the Association of the British Pharmaceutical Industry (ABPI) Code of Practice (2021) delivered by The Prescription Medicines Code of Practice Authority (PMCPA).

Although independent of the ABPI, many of the pharmaceutical companies who support meetings arranged by WPEM Ltd are members. In order to assist companies to remain safe and transparent WPEM Ltd adheres to many of the clauses noted in the Code of Practice and would not knowingly work outside of these guidelines.

Particular consideration is taken when booking venues and guest speakers to ensure events are free of influences of bribery and corruption. All pharmaceutical companies who work with WPEM Ltd are given equal opportunity to support events via email advertising. Opportunities are not given on a 'first come first served basis', previous input and relevance are also taken into consideration. All supporting companies are promoted on materials such as agendas and certificates. Guest speakers are reminded to be considerate in their presentations and not to favour or promote a particular product / company. Speaker fees vary amongst professionals. Income from sponsorship is comparative to delegate numbers; all companies are made aware of this upon confirming their interest and conscious that this could change should numbers increase / decrease from initial advertising.

All supporting companies receive a copy of registration forms post event (this is noted on the signing in sheet, delegates are aware that information is being shared). **This is for recording purposes only**, under no circumstances may pharmaceutical companies contact delegates using information recorded on these sheets unless the delegate has expressed that they are happy for this to happen.

Any complaints regarding pharma conduct should be made to Ellie Holmes at:

ellieholmes@wpem.co.uk

A copy of the ABPI Code of Practice for the Pharmaceutical Industry 2021 can be found here:

<https://www.abpi.org.uk/publications/code-of-practice-for-the-pharmaceutical-industry-2021/>

The Code sets standards for the promotion of medicines to health professionals and appropriate administrative staff in the UK. It includes requirements for the provision of information to patients and the public and relationships with patient groups. The Code also applies to a number of areas that are non-promotional.

The Code covers:

- journal, direct mail and digital advertising
- the activities of representatives, including any materials used by them
- the supply of samples
- the provisions of inducements to prescribe, supply, administer, buy or sell medicines, by the gift, offer or promise of any benefit or bonus whether in money or in kind
- **the provision of hospitality**
- **promotional meetings**
- the sponsorship of scientific and other meetings including payment of travel and accommodation expenses
- all other sales promotion including exhibitions and digital communications
- the provision of information to the public
- relationships with patient organisations.

The detailed provisions in the Code aim to ensure that pharmaceutical companies operate in a responsible, ethical and professional manner.

Proprietor: Elvina Holmes

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