



PROGRAM ANNOUNCEMENT

Wednesday, 25 April 2018

Monthly Program

Advertising and Promotion – A General Overview

Program Speaker:
Micheline Awad, MBA
Director Regulatory Affairs, Advertising and Promotion
Neurocrine Biosciences, Inc.
San Diego, CA

Event Agenda:

Date: Wednesday, 25 April 2018

Time: 5:15 – 6:00 PM Registration & Snacks
6:00 – 6:05 PM Welcome and Announcements
6:05 – 7:05 PM Program Presentation
7:05 – 7:30 PM Q & A

LOCATION: BD (former CareFusion) (directions on last page of this flyer)
3770 Torrey View Court
San Diego, CA 92130

Program Speaker: Micheline Awad, MBA

Program Topic:

The professional field of regulatory advertising and promotion has become increasingly essential to pharmaceutical companies. To ensure compliance with this progressive and continually changing field, a regulatory advertising and promotion professional must have a comprehensive understanding of laws and regulations governing prescription drug promotion.

Program Summary:

This interactive session will provide you with an introduction to Advertising and Promotion, background on FDA's role and enforcement action, insights on Promotional Review Committee (PRC) best practices to create an efficient and high-functioning team, as well as launch preparation strategies including tips on overcoming challenges, managing launch teams, and developing senior management support for a successful product launch.

At the end of this program, attendees will:

- Learn about relevant Advertising and Promotion regulations and guidances
- Identify trends reflected in the latest enforcement actions and guidances issued by the FDA
- Recognize current industry Promotional Review Committee (PRC) best practices and challenges facing the review committee
- Leverage approaches to enhance efficiency in PRC and focus on roles and responsibilities
- Understand challenges resulting from today's regulatory and technology environment
- Provide brief overview and helpful tips for launch strategies including cross-functional team collaboration and senior management support

Speaker Biography:

Micheline Awad leads the Neurocrine Biosciences Promotional Review Committee (PRC) as well as represents Regulatory on the Medical Review Committee (MRC). She has over 16 years of Biotechnology/Pharmaceutical industry experience including 3 years in Regulatory Affairs (RA) and 10 years in RA - Advertising & Promotion. She has been at Neurocrine Biosciences for 1.5 years. Micheline's Regulatory experience includes Biologic, Drug, and Device, and multiple product/indication launches. She received her M.B.A. from University of Southern California with a focus on Strategy and Marketing, and her B.S. in Biology specializing Biotechnology from George Mason University.

To register for the meeting, click on the link below to access the SDRAN registration system (123Signup) for this event:

<https://www.123signup.com/register?id=hdbmx>

Please make your reservation early. The online registration due date is Monday, 23 April 2018. Credit Cards are accepted online only. Cash and Check are accepted at the door.

Online registration (through Monday 23 April 2018):

\$15 SDRAN Member

\$25 Non-Member

Onsite Registration:

\$25 SDRAN Member

\$35 Non-Member

For Questions Email: programs@sdran.org

Directions to BD (former CareFusion):

From the North 5:

I-5 South toward San Diego
Exit toward Carmel Mountain Rd Left onto Carmel Mountain Rd
Left onto Torrey View Court Facility is on the

From the South 5:

right
I-5 North toward Del Mar
Merge onto I-5 local Bypass
Take Carmel Mountain Rd exit (32)
Turn right onto Carmel Mountain Rd
Turn left onto Torrey View Court
Facility is on the right