

Involvement of Pharmaceutical Companies and Device Manufacturers in Live CPD Events

Educational activities will only be considered for CPD approval in the absence of bias towards use of any commercial products or services. In the case of the pharmaceutical industry, guidelines are provided by the ABPI19. In all cases, those organising or funding an educational activity have a duty to ensure that the information is presented in a way that is free from bias. Meetings supported by unrestricted educational grants from more than 1 company are usually acceptable.

Logos

Logos of the sponsoring company should ideally be replaced with text. Applications in which fliers and programmes are dominated by large logos will not be accepted

Please note that use of any **Royal College logo** is not permitted on any certificate of attendance or promotional material.

Sponsors Products

Prescribing information relating to sponsors products is not allowed on fliers, programmes or agendas of educational activities for which approval is sought.

Promotion of sponsors' commercial products is not allowed as part of educational materials or presentations. Where there is reference to commercial products in a presentation, generic names should be used where possible and every effort should be made to present data relating to such products in an unbiased way.

Company Representative/Marketing talks

Approval will be denied on grounds of commercial bias if the program or agenda for the educational activity includes promotional talks or marketing by company representatives.