

Online Training Webinar Approval of Promotional Materials, Events and Sponsorships

27 May 2026

09h00-11h00

Online: Microsoft Teams

Presenters:

Dr. Belinda Meyer – Stakeholder and Operations Officer: Marketing Code Authority
Lize Cronje - Training Officer: Marketing Code Authority

Workshop Framework:

This session provides practical guidance on the approval requirements and processes for promotional activities under the MCA Code, with a focus on real-world application within companies.

Participants will be introduced to key responsibilities, decision-making principles, and compliance expectations for the ethical marketing of health products.

Training will include:

- Roles and responsibilities of the Responsible Pharmacist (RP) and Company Code Compliance Officer (CCCO)
- Approval requirements for promotional materials and advertising; meetings, events, and sponsorships; training and briefing materials
- Development and implementation of Standard Operating Procedures (SOPs)
- Key legal, Code, and company requirements for approvals
- Principles guiding approval decisions
- Proof of approval and documentation requirements
- Practical checklists and best practices
- Do's and don'ts in advertising and promotion of health products
- Interactive case studies and scenarios to support practical application

Who should take this course?

This training is intended for:

- Compliance Officers
- Responsible Pharmacists
- Sales and Marketing teams
- Medical and Regulatory personnel
- Any staff involved in the approval, development, or oversight of promotional activities.

The course forms a basis for online certification with the MCA.

The course assumes that participants have at least read through the Code.

Course Outcomes:

Attendees will gain:

- An understanding of approval responsibilities and accountability structures
- Practical insight into how to assess and approve promotional activities in line with the Code
- Improved ability to apply structured decision-making principles in complex scenarios
- Understanding of documentation, record-keeping, and audit requirements
- Confidence in identifying high-risk activities and ensuring compliance
- Tools and approaches to implement robust SOPs and internal controls

Cost:

- R500 per person
- Attendees completing the MCA Code online certification within a month of the training will receive a 30% discount on the assessment fee. MCA members may complete the online certification free of charge

Registration Process:

- Course registration at www.saapi.org.za
- If you have not already done so, you will need to register your details on the SAAPI website and create a customer account
- **Please make sure you fill in the Billing address on your registration form and not your personal address**
- Please follow the prompts and enter all information required
- **Payment reference:** Invoice number

For more information, please contact:

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