

Online Training Webinar

Approval of promotional material, sponsorships, meetings and events

18 September 2025
09h00-11h00
Online: Microsoft Teams

The Marketing Code Authority has developed new content for presentation to SAAPI members. It focusses more on practical than theoretical aspects of Code enforcement.

Workshop Framework: Approval of promotional material, sponsorships, meetings and events

Participants will be guided through the best practices in the approval of promotional material, sponsorships, meetings and events for health products taking account of legislated and Code requirements.

Training will include:

- Responsibility for approvals.
- The do's and don'ts for the advertising and promotion of health products
- Approval of promotional materials, sponsorships, meetings and events including SOP compliance and training of company employees
- Record keeping
- Practical examples and discussion
- Feedback

Who will benefit from this course?

Company Code Compliance Officers

Marketing, medical, regulatory and other personnel involved in the approval of promotional material, and events.

The course assumes that participants have had some experience in applying the Marketing Code and are familiar with the Code

Course Outcomes:

Attendees will have insight into

- o how to set up a promotional and advertising approval system including the preparation of a company SOP,
- o how to evaluate an event or material to ensure it complies with the Law and the Code,

Practical examples will be shared and discussed.

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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