



# Workshop Announcement!



## Don't be the Next Viral Sensation: Protect Your Digital Reputation

Presented by:

**Alan Minsk**

General Counsel, The Sharing Alliance

Partner, Arnall Golden Gregory LLP

Chair of the Food and Drug Team; Co-Chair of the Life Sciences Industry Team

As companies increasingly leverage social media for product visibility and patient engagement, understanding the FDA's expectations and potential compliance pitfalls is crucial. During this workshop, Alan Minsk will discuss FDA compliance considerations surrounding product promotion and advertising on social media platforms.

He'll explore key topics, including:

- FDA's guidance on correcting third-party misinformation on social media
- Navigating character-space limitations while presenting risk and benefit information
- Defining "control" of messaging and its regulatory implications
- Best practices for ensuring compliance when using platforms like Twitter, Facebook, YouTube, and sponsored search engine ads
- Developing internal policies and procedures to monitor and manage social media communications effectively

Attendees will gain practical strategies for aligning social media activities with FDA requirements, mitigating regulatory risks, and safeguarding their company's reputation in the digital age.

**Register today to access our Early Bird rate!**

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When three people from the same pharmaceutical, medical device, or biotech company attend, one more may register for **FREE**.

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