

## **Mastering the Code In Principle and in Practice**

### **What is the workshop?**

A two-day, highly interactive workshop on the ABPI Code of Practice.

The workshop will examine the principles of the Code, and show how an understanding of these provides a firm basis for applying the Code in a wide variety of practical situations.

### **When will the workshop be held?**

11th & 12th November 2019

09.30 – 16.30

### **Who will run the workshop?**

The workshop will be facilitated by two expert and experienced trainers and practitioners: Dr Joan Barnard and Dr Sharon McCullough

### **Who should attend?**

The workshop will be of benefit to anyone with a decision-making role in relation to the Code, particularly signatories, both existing and potential, but also other reviewers, originators and those in leadership roles.

Attendees should already have a good working knowledge of the Code and experience of working with it, either as a reviewer or as an originator.

### **What will I learn?**

This case-based workshop will equip you to:

- Use a structured, principle-based framework when working with the Code
- Ask powerful questions when reviewing and approving materials and activities
- Apply case precedent to Code decisions
- Handle Code complaints and appeals
- Provide leadership and guidance to reviewers, originators and others working with the Code

### **What will be the format of the workshop?**

The workshop will include some presentation, but the main focus will be on

Discussion - designed to encourage attendees to think about, and ensure a clear understanding of the Code principles.

Practical exercises – designed to assist attendees in embedding the principles within their decision-making strategies

Benchmarking – designed to allow you to assess your knowledge, skills and attitudes i) informally against your peers throughout the workshop and ii) formally in an optional post-workshop marked assessment

**Will there be any preparation work before the workshop?**

You will receive a short (30 minute) exercise to complete which should be submitted at least 2 weeks before the workshop.

There will also be an assignment to undertake between day 1 and day 2. You should ensure that you set aside one hour for this.

**Will there be an assessment?**

The format of the workshop will provide ample opportunity for you to assess your knowledge and judgement informally.

There is also the option to book a formal post-workshop benchmarking assessment, with a personal written report. The open-book assessment is sat on-line, at a time of your choosing. It takes 2-4 hours to complete but does not have to be done at one sitting as it is open available to you for a 5-day period. There is a follow-up 45 minute phone call to discuss your answers and approach. The whole process is designed to be developmental and non-threatening; most participants say they quite enjoyed it!

The formal assessment may be booked either at the time of booking the workshop, or after the workshop.

**What are the fees?**

Workshop      £1750 + VAT

Workshop and post-workshop benchmarking assessment and report      £2100 +VAT

Places are strictly limited. Attendance will be confirmed only after receipt of payment.

The benchmarking assessment and report may be booked after the workshop, at a cost of £450 +VAT.

**What happens if I have to cancel?**

Cancellations must be received in writing.

Cancellation charges are

Up to three weeks before workshop – 50% fee

Less than three weeks before workshop – full fee

Substitutions may be made at no additional charge, if notified in advance.

**Where will the workshop be held?**

Hallam Conference Centre

44 Hallam Street, London W1W 6JJ

Directions will be sent with registration details.