



Proposed Agenda

Title of meeting	Medicines & Devices Advertising Liaison Group (MALG)
Date	24 September 2018
Venue	Medicines and Healthcare products Regulatory Agency (MHRA) 10 South Colonnade, Canary Wharf, London E14 4PU
Time	2:30pm
Chair	Beryl Keeley
Attendees	MHRA, PMCPA, PAGB, Radiocentre, CAP/ASA & HFMA
Apologies	Clearcast

1. Welcome and agreement of agenda
2. Minutes of last meeting – 12 October 2017
3. Matters Arising
 - Essential information in advertising - MHRA/PMCPA
 - Transfers of value - PMCPA
 - Press advisory boards - MHRA/PMCPA
5. Advertising of devices
 - Regulation of medical devices - MHRA
 - Self-regulation update - PAGB
7. Guidance and Codes of Practice - ALL
 - Proposed changes to PAGB Code - PAGB
 - Consultation on 2019 ABPI Code - PMCPA
 - Other proposed changes and consultations - ALL
8. Areas of current concern - ALL
 - Presenting essential information in TV advertisements - MHRA
 - Celebrity endorsement - MHRA
 - Point of sale materials - MHRA/PAGB
 - Recent reclassifications - MHRA
 - 'Slimming injection' advertising - MHRA/ASA
 - Volume of correspondence - MHRA
 - Current issues around the table - ALL
9. Any Other Business