

## Will there be a Face-to-Face Event?

No, DIA's *Advertising and Promotion Regulatory Affairs Conference* will only be offered virtually May 18-20, 2020. Additional information about how to access the meeting virtually will be forthcoming.

## Why did DIA decide to convert Ad Promo 2020 to a Virtual Meeting?

DIA's mission—to work across the healthcare continuum to ensure patients have the therapies needed—couldn't be more essential than during times like these. DIA's *Advertising and Promotion Regulatory Affairs Conference* will remain an interactive, multi-day event that brings together professionals from around the world to network with key thought leaders from FDA, industry, and other regulatory practitioners, while simultaneously discussing the challenges and opportunities of marketing pharmaceuticals and medical devices today. This year, DIA will accomplish that goal via a live, digital platform.

## When will I get more information on the virtual meeting?

More information is forthcoming in the next few weeks.

## What platform will we be using for the virtual meeting?

We will be using the Zoom platform. More information on how to access the platform is below.

## When will the virtual meeting take place?

The virtual meeting will take place on May 18-20, with the Primer on May 17.

## Why did you wait until now?

DIA leadership has been gathering to discuss the situation at-length, in coordination with external advisory panel of key stakeholders to support evidence-based decision-making. The advisory panel recognized that industry understanding of the potential reach of the virus had changed significantly in the past few days, which has made it impossible to accurately assess risk.

## Will the Face-to-Face Advertising and Promotion Regulatory Affairs Conference be rescheduled to take place later this year?

No there will not be a face-to-face event in 2020.

## Will paid attendee badge registrations be refunded?

All attendees will automatically be transferred to the virtual meeting, giving them access to both the live virtual meeting and the recorded sessions post-conference.

## Can I transfer my registration to a colleague?

Yes, should you not be able to attend the virtual conference, you may transfer your registration to a colleague. Please contact [Americas.Customer.Service@DIAglobal.org](mailto:Americas.Customer.Service@DIAglobal.org) to process a transfer.

## Will exhibitors be refunded for booth space?

Exhibitors will not be refunded for booth/marketing opportunities. Exhibitors will be offered the opportunity to transfer their monies to some of the virtual options available for Ad Promo 2020 or apply to another Americas exhibit/marketing opportunity within 2020. Please see the dedicated exhibitor communication that went out and reach out to Heej Ko ([Heej.Ko@DIAglobal.org](mailto:Heej.Ko@DIAglobal.org)) regarding additional questions.

## Can I still register for Advertising and Promotion Regulatory Affairs Conference?

Yes, registration is still open.

## Can I transfer my meeting registration to a different DIA event?

No, you will not be able to transfer your registration for a different DIA Event. Your registration will be transferred to the virtual meeting.

## What if I can't attend the virtual meeting live? Will sessions be recorded?

Yes, all sessions presented virtually will be recorded and made available post-conference.

## When will the recordings be made available?

We expect all recordings to be made available no more than three weeks after the live virtual meeting ends.

## How can I network Virtually?

The DIA Global App for Ad Promo 2020 will be available during the conference. Feel free to post on the networking page, or in the Channels features. Each track will have a featured channel so you can network with other individuals regarding questions or comments about sessions, topics, etc.

DIA Global App login information will be sent out closer to the virtual meeting with login/password information to the email associated with your order. Please check your SPAM Filter as this email comes from the App provider DoubleDutch.

We are also looking into other networking options for the Virtual Event.

## Which sessions are available virtually?

DIA will be releasing a virtual meeting agenda in the next few weeks which will include all sessions that are available live virtually.

## Can I claim CE for sessions I participated in for the live virtual meeting?

Yes. We will be able to offer IACET and ACPE credit for all sessions attended during the live virtual meeting. The CE Portal will open **June 3, 2020**. There will be a CE Attendance form you will need to complete and send back to [NAEvents@diaglobal.org](mailto:NAEvents@diaglobal.org) for the sessions you attended by **May 27, 2020**, so your attendance can be loaded into the system in time for the portal to open.

## Can I claim CE for viewing recorded sessions after the Live Webinar?

Each session will be assembled into a combined recording. Credit will be available once a recording has been viewed and an assessment completed.

## What are the technical requirements to attend the virtual Advertising and Promotion Regulatory Affairs Conference?

Additional information on how to attend the conference live will be sent to all attendees in the next few weeks.

## How to join the Virtual Meeting

### Overview

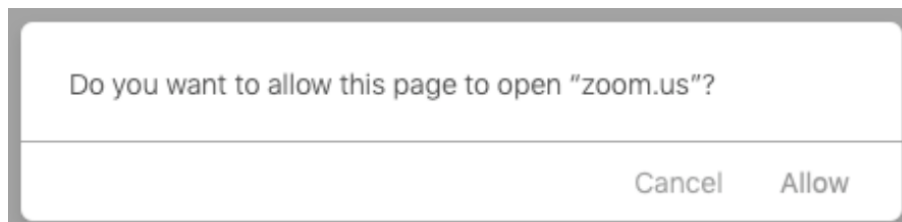
Registered attendees to DIA's *Advertising and Promotion Regulatory Affairs Conference* have the option to participate virtually through a secure online webinar service. If you are joining as a virtual attendee, you can view presentations and hear presenters. You can also participate using the 'raise your hand' function and send messages to other functions. Some attendee controls may not be available (mute/unmute) as they will be controlled by the host.

### Before the Virtual Meeting

1. You will need a computer, tablet, or smartphone with speaker or headphones. You will have the opportunity to check your audio immediately upon joining the virtual meeting session.
2. If this is your first Zoom meeting/webinar you will need to download the **Zoom Client for Meetings** ([Access here](#)). Otherwise, you will be prompted to download and install Zoom when you click a **join** link.
3. You will receive links to join a virtual meeting session in the online meeting agenda as well as in daily email send during the meeting event.

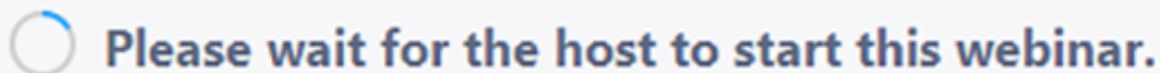
### Joining a Live Webinar Session

1. To join the webinar, click the **Join Webinar** link provided you in the online agenda. The agenda will also be sent to you daily during the virtual meeting via email and the webinar links will also be provided in the email.
2. If the "Zoom Client for Meetings" token has not been installed on your device, the web browser client will download automatically when you start or join your first Zoom meeting.
3. Depending on your default web browser, you may be prompted to open Zoom. Click **Allow**.



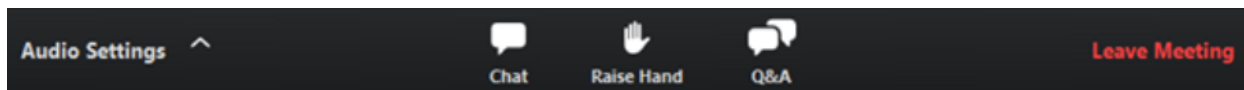
4. If prompted, enter your name and email address, then click **Join Webinar** or tap **Join**.

After joining, if the host hasn't started broadcasting the webinar you will receive the following message.

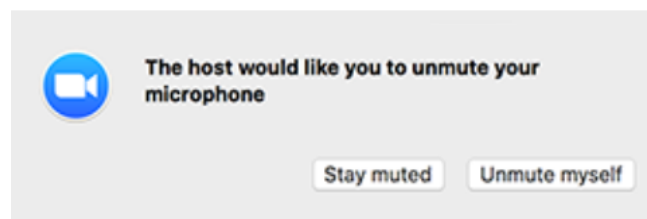


## Participating During the Webinar

- Attendees will use their webinar controls to participate in a webinar. These controls are accessed on screen by clicking on a control function.



- Audio Settings** are only visible if the host has granted you permission to talk. If the host gives you permission, you can unmute and talk during the webinar. All participants will be able to hear you. If the host allows you to talk, you will receive a notification.



- Chat:** When you open an **in-meeting chat**, it allows you to send chat messages to the host, panelists, and attendees.
- Raise Hand:** If you need something from the host, use the **Raise Your Hand** function. This feature should be used if you have a question and would like to speak out loud.
- Question & Answer:** Open the Q&A window, allowing you to ask questions to the host and presenters. They can either reply back to you via text in the Q&A window or answer your question live.
  - Type your question into the Q&A box. Click **Send**.

Note: Check **Send Anonymously** if you do not want your name attached to your question in the Q&A.
  - If the host replies via the Q&A, you will see a reply in the Q&A window.
  - As an attendee, you can also “like” or comment on other attendee’s questions. This helps the host or participant identify popular questions, especially with many attendees.
    - Click the **thumbs up** icon to like a comment. The number beside the icon is the total number of likes.
    - Click the **red thumbs up** icon to un-like a comment.
    - Click the comment to write a reply and click **Send**.
- Leave Meeting:** Click **Leave Meeting** to leave the webinar at any time. If you leave, you can rejoin if the webinar is still in progress.