
DIA 2026 Student Case Competition

Goal and Opportunity

The DIA Student Case Competition offers students a platform to engage with real-world challenges in the drug development lifecycle while gaining significant exposure within the regulatory, biopharmaceutical, and healthcare communities.

Competition Overview

Each year, DIA presents one or more specific challenges for students to address at the Global Annual Meeting, which will be held this year in Philadelphia, PA. The competition will be judged by a committee of esteemed life sciences professionals and/or DIA Fellows. Our DIA Fellows include our most experienced and engaged members that encompass a broad range of expertise.

Finalist teams will present their work at [DIA's 2026 Global Annual Meeting on June 15th](#), an event attended by thousands of industry leaders, regulators, academics, and patient advocates. The winning team will be recognized during an awards presentation at the meeting, gaining industry-wide visibility.

While at the meeting, finalists will have the opportunity to attend learning sessions, networking events, and professional development workshops, further expanding their knowledge and career prospects. Additionally, they will have a dedicated opportunity to discuss their proposals with decision-makers from DIA, biopharmaceutical and healthcare product companies, CROs, and other organizations, allowing them to showcase their ideas to industry leaders.

Beyond the event, the winning team's work may be featured in [DIA's Global Forum](#), a publication reaching more than 66,000 professionals across regulatory and industry communities worldwide. This opportunity offers additional visibility and recognition, positioning the team's insights before a global audience of experts in healthcare product development.

Why Participate?

- Strengthen professional connections by engaging DIA student chapters, global learners, and the broader regulatory and industry network.
- Build regulatory skills by tasking students with innovative, compliant solutions to real-world pharmaceutical advertising and promotion challenges.
- Elevate finalist and winner visibility across regulatory agencies, pharma and biotech companies, academia, patient groups, and CROs.

Case Competition Prompt

Background

Pharmaceutical companies are increasingly using artificial intelligence (AI) to automate the generation of marketing content, including digital ads, physician education materials, and patient-facing websites. While these tools enhance efficiency and personalization, they raise new regulatory challenges regarding accuracy, transparency, and accountability.

FDA has not yet issued comprehensive guidance on AI-assisted promotional content, leaving companies uncertain about how to ensure compliance with CFR Title 21, Part 202 and FDA's

Office of Prescription Drug Promotion (OPDP) expectations.

Scenario

You are part of the Regulatory Affairs team at a large biopharmaceutical company preparing to launch a new AI-driven marketing platform. The platform automatically generates customized digital advertisements and HCP emails based on user engagement and health data analytics.

During internal review, your team discovers inconsistencies between AI-generated claims and the approved Prescribing Information (PI). Some AI content downplays safety information or exaggerates efficacy when referencing subgroup analyses.

Prompt

Create a regulatory strategy presentation outlining how your company can deploy AI-generated promotional materials responsibly and compliantly. Address:

- How CFR Title 21, Part 202 applies to AI-generated content.
- Key compliance risks (e.g., data bias, unverified claims, lack of fair balance).
- Recommended internal controls, approval processes, and audit systems.
- How regulatory and marketing teams can partner to ensure oversight of AI outputs.
- Suggestions for future FDA policy development on AI-assisted promotion.

Please create a promotional material that incorporates the potential compliance concerns outlined above. Then, prepare a 20-minute presentation to showcase your promotional material while ensuring all internal teams (Regulatory, Medical Affairs, Health Economics, Commercial, and Market Access) are aligned before launch. Provide a cross-functional launch plan outlining the top 2 priorities for each team over the next 12 months.

Resources for Participants

[Code of Federal Regulations \(CFR\) Title 21, Part 202](#)

- This can be directly used and cited to address the violations in promotional materials.

[Office of Prescription Drug Promotion Untitled Letters and Corresponding Promotional Communications](#)

- This website showcases various examples of promotional materials that have been in violation of the CFR and untitled letters that were issued to those companies.

[FDA Bad Ad Program](#)

- Educates healthcare professionals and industry stakeholders on how to recognize and report misleading prescription drug promotion.

[National Institute of Standards and Technology \(NIST\)- AI Risk Management Framework](#)

- Framework to justify AI controls, audits, and accountability.

Project Guidelines

Team Formation & Eligibility

- Teams from any accredited college or university in the United States or other countries are eligible to participate. Institutions may enter multiple teams.
- [DIA student membership](#) is available at a discounted rate (optional for this competition).
- Teams must consist of 2-4 students at the same institution
- For inquiries about DIA Student Chapters or starting one at your institution, please contact Ritika Malik, National Recruitment Chair (ritika.malik@temple.edu) and [CC students@diaglobal.org](mailto:students@diaglobal.org).

Submission Guidelines

Recorded Presentation & PowerPoint Submission

- Each team must submit one recorded presentation (maximum 20 minutes, with voice-over) presenting their proposed solution to the given prompt and email the PowerPoint file along with the recording.
- The PowerPoint presentation file must be included in the email submission along with the recording.
- Accepted formats: Zoom recording, Google Drive link, or private YouTube/Vimeo video (ensure all links are accessible to avoid evaluation delays).
- A complete MLA-formatted works cited page must be included at the end of the presentation.

Deadline & Contact

Submit completed proposals by **March 31, 2026** to students@diaglobal.org with Akrum Elshazali (Student Networking Management Representative aelsha8@uic.edu) CC'd. Incomplete proposals will not be evaluated. Finalist selections will be announced before the end of April 2025. The Student Case Competition will be held on Monday, June 15, 2026.

Evaluation Criteria

Submissions will be judged based on:

1. Regulatory Accuracy (25%): Demonstrates a strong understanding of CFR Title 21, Part 202 and incorporates relevant FDA guidance on advertising and promotion compliance.
2. Critical Thinking (25%): Identifies key compliance risks, provides regulatory evidence, and offers well supported analysis of potential violations.
3. Practical & Innovative Solutions (25%): Develops realistic, actionable, and creative regulatory recommendations that balance compliance with marketing effectiveness.
4. Presentation Quality & Completeness (25%): Clearly and professionally communicates findings with a well-structured, visually engaging, and thorough presentation.

Additional Information

Travel Award for Finalists

Finalist teams qualify for the Student Travel Award, allowing **two students per school**, selected by their team, to attend DIA 2026 in-person at the Pennsylvania Convention Center (1101 Arch St., Philadelphia, PA 19107). These two representatives will receive:

- Complimentary registration for DIA 2026 in Philadelphia, PA.
- Two nights of hotel accommodation at the DIA-assigned hotel.
- Round-trip airfare (coach) booked through DIA's travel agent.
- Up to \$50 per day for meals and ground transportation (for up to three days, excluding meals provided by DIA).

Please note that students participating in the competition must meet the eligibility requirements defined by DIA's student registration. All finalists receive complimentary DIA 2026 registration; however, remaining team members may attend but are responsible for their own travel, lodging, and food expenses.

DIA 2026 Student Registration – FREE for Eligible Students!

Eligible students can have their DIA 2026 registration fee fully covered by providing the required documentation and participating in volunteer hours. To register and learn more about eligibility and participation guidelines, please complete [this form](#). The student registration application form deadline is **May 31, 2026**.

Questions

If you have any questions about the Student Case Competition, please contact Akrum Elshazali (aelsha8@uic.edu) and CC students@diaglobal.org. To learn more about DIA or opportunities to get involved, please contact Sorcha McCrohan, Senior Scientific Project Manager, DIA (sorcha.mccrohan@diaglobal.org).