Global Pharmaceutical Event Production

Compliance, multilingual delivery and content distribution, all covered.

Pharmaceutical Sector Guide · Prepared by World Wide Group

Why This Guide

The Problem

Most production companies will take the brief, execute the logistics and deliver what was asked.

The problems appear later: in the content review, in the regulatory sign off, in the post event archive. We have produced pharmaceutical and healthcare events for long enough to know where those problems come from.

What This Guide Covers

Four areas that determine whether a pharmaceutical event succeeds, or creates a problem after the fact.

Regulatory awareness. Approval workflow. Multilingual delivery. Archive and compliance.

PRINCIPLE ONE

Regulatory Awareness

The most expensive mistake in pharmaceutical event production is treating compliance as a post production consideration. Content created for a medical affairs event or a product launch is subject to regulatory requirements that vary by jurisdiction, by therapeutic area and by audience.

What is appropriate to say in a UK symposium may require different wording, different disclosures or different framing for a US or EU audience watching the same live stream.

What this means in practice: we review content for jurisdictional requirements as part of pre production, not post production. We flag issues before they are filmed, not after.

PRINCIPLE TWO

Approval Workflow

01

Medical

Reviews scientific and safety accuracy.

02

Legal

Reviews contractual and liability risk.

03

Regulatory

Reviews compliance with jurisdictional rules.

04

Corporate Comms

Reviews messaging and brand alignment.

PRINCIPLE THREE

Multilingual Delivery

Pharmaceutical audiences are often global, and what a single broadcast has to carry varies enormously. We source specialist scientific interpreters as standard, and build the technical setup around the interpretation requirement rather than treating it as an add on.

6+

Languages interpreted simultaneously at a single medical congress

3

Regions reached in a single product launch broadcast

0

Generalist interpreters used. Therapeutic area specialists only

PRINCIPLE FOUR

Archive & Compliance

The footage and content from a pharmaceutical event does not belong only to the communications team. Depending on the nature of the event, it may be required as part of a regulatory archive, as continuing medical education material or as documentation for an internal compliance record.

The format, resolution, metadata and storage of that archive footage are production decisions that need to be made before filming begins.

What this means in practice: we establish archive and compliance requirements at the brief stage, plan the technical capture specification around those requirements, and deliver the archive at the quality the compliance process requires.

BEFORE YOU BRIEF A PRODUCTION PARTNER

Six questions to ask

1. How do you handle content that needs different regulatory framing for different markets watching the same event?
2. How many rounds of medical, legal and regulatory review do you build into the production timeline by default?
3. Do you source scientific interpreters for therapeutic area accuracy, or generalist conference interpreters?
4. How do you plan the technical capture specification around archive and compliance retention requirements?
5. What happens in your process when content needs to be refilmed or reedited after a regulatory review?
6. Can you name pharmaceutical or healthcare clients you have delivered for, and what those events involved?

ABOUT WORLD WIDE GROUP

90+ years of heritage

1. 90+ years of production heritage, recognised with BAFTA, Emmy and Oscar level credits.
2. 80+ countries delivered, including a 35 year production partnership with the European Space Agency.
3. Pharmaceutical work for AstraZeneca, NHS, Novartis and Roche.

Get in touch

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