

The Third Ethos Charity Symposium

The future of medicines' promotion: **Are we brave enough to change?**

09:00–16:30, Thursday 11th June 2026

Royal College of Pathologists, London

All proceeds from this event will be donated to Bucket List Wishes



Speaker lineup



Paul Simms

Chief Executive,
Impatient Health



Steph Millican

Deputy Director Benefit
Risk Evaluation, Safety
and Surveillance, MHRA



Professor Gill Leng

President of the Royal Society
of Medicine and former NICE
Chief Executive



Amanda Smith

Healthcare Agency
Leader, Versantra



Sheuli Porkess

President, Faculty of
Pharmaceutical
Medicine



Rob Wood

Founder of STEM
marketing and pharma
entrepreneur



Nick Broughton

Founder and Managing
Director, Ethos



Doina Ionescu

Managing Director (UK &
ROI) at Merck and ABPI
Board of Directors Member

Agenda

A new brand for medicines' promotion

A provocative take on the current status quo of medicines promotion from Dr Nick Broughton reflecting on a career spent creating and reviewing promotional campaigns. Has our approach changed and where are we headed?

The advent of misinformation: does the promotion of medicines help or hinder?

A look at the emerging themes in pharmaceutical medicine from Dr Sheuli Porkess, with a focus on medicines misinformation. She'll explore the pharma industry's current and future capabilities of tackling the challenge of misinformation head-on.

Medicines' promotion: The good, the bad and the rest

Evidence-backed insights on what good promotion of medicines truly looks like (and doesn't look like!) from Professor Gill Leng, speaking as a targeted health professional and former chief executive of NICE

Is the global campaign dead? Personalised marketing in the age of AI

Insights from pharma marketing entrepreneur Rob Wood on how AI is reshaping the foundations of modern medicines promotion and how your company can leverage this.

The Trust Deficit: Why Traditional Promotion Fails Healthcare's New Value Equation

A talk from agency leader Amanda Smith that will examine the erosion of trust over time through the misalignment in how we promote medicines and provide actionable insights on how to rebuild this trust.

Communicating about benefit and risk in medicines' promotion

A perspective from Dr Stephanie Millican from the MHRA on communication about benefit and risk in promotion.

Promoting medicines 5 years from now

A look into the future of medicines promotion with Doina Ionescu. What are the challenges, opportunities and obligations for Pharma and will we see divergence in promotional approach between companies?

Debate

How should medicines promotion change in the next five years and how will it? A discussion between an expert panel of the speakers and audience.

Provoking pharma's marketing playbook: move from complacency to clarity

An inspiring talk from pharma's provactateur himself, Paul Simms, who will challenge your mindset and inspire you to think outside the box with respect to marketing medicines.

The finale

A summary of the key insights from the day and the practical take homes for pharma.

About the event

Now in its third year, our Charity Symposium has established itself as a space for open, honest conversations on issues of ethics and compliance affecting the pharmaceutical industry.

This year, it returns with its most provocative and forward-looking agenda yet, putting the promotion of medicines under the spotlight.

With new approaches to medicines and healthcare delivery, AI-powered communication technologies, a changing workforce and new regulations, our industry is experiencing exceptional change...

...so why has the way we promote our medicines remained so stagnant? Are we nearing a tipping point requiring fundamental changes to how we promote our medicines? If we have, what will that change involve and are we ready for it?

These aren't easy questions. Which is exactly why we're asking them.

Our speaker faculty will explore these questions from a range of perspectives, bringing together leading thinkers from pharmaceutical marketing alongside industry regulators and healthcare professionals. Expect thought-provoking sessions, lively discussion, and plenty of food for thought.

Whether you leave with answers or better questions, you won't be leaving empty handed.

Why attend?



Learn about innovations driving change in medicines' promotion from leading experts in the field



Be inspired to question the status quo and challenge current practices in the way we promote medicines as an industry



Connect and network with other forward-thinkers and industry leaders

Who is this event for?



It's designed for *anyone* in pharma or allied agencies involved in the creation, review or approval of promotional materials and activities. We'll be sharing perspectives from across all sectors so there'll be practical insights for all.

All event proceeds donated to charity

Bucket List Wishes is a charity that grants wishes to terminally ill adults

Last year's symposium granted four wishes for Russell, Debbie, Pauline, Mark





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Ethics and Compliance

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