How to conduct stress free ad boards: Our top tips

Here at Branding Science we have been fortunate to assist numerous companies in conducting advisory boards, fostering many insightful discussions with a range of healthcare professionals.

However, these conversations aren't always a breeze! That's why we've distilled some of our key strategies to ease tension and promote fruitful discussions during ad boards.





Successful ad board - top tips!

1. Understand compliance

Teams that have run ad boards before are in the groove and understand where the boundaries are. For new teams or new team members, it can be a baptism of fire. Once the decision has been made to run an ad board, one of the first internal meetings should be with compliance to understand the boundaries. And if there is an SOP, make sure you read it!

7. Have multiple touchpoints

Once the meeting is in place and the attendees are confirmed, keep in touch with everyone to ensure that they will actually be there. No one likes surprises, especially last-minute no-shows and empty chairs.



2. Start planning early

Many ad boards are with KOLs/KEEs, who are in demand and have very busy schedules. To get attendees who can help provide the right advice, start planning early and get the date in the diary - this will save headaches. You might also have to contend with compliance roles that mandate gaps between contract signature and ad board execution.

6. Leverage congresses

Most teams and potential ad board attendees will attend key congresses in the relevant therapy area. This represents a great opportunity for both pharma teams and HCPs to get together whilst they are in the same place. It might sound old fashioned, but there is no substitute for face-to-face meetings.



3. Set clear objectives

Make sure the internal team is clear on why it wants to run an ad board and whether the board is the best vehicle to achieve the group's objectives. Also clarify if the ad board is commercial or medical as this has a huge bearing on how it is conducted. Once you have objectives, use these to plan content and specific agenda points and leverage it when having discussions with compliance (see point 1). You also need to be clear on the output you are trying to achieve and what this leads to.



It is likely that the ad board will lead to other activities, be they internal or external. They may require continued input from ad board attendees. Clarifying how the ad board informs this and what the next steps looks like will ensure smooth execution and ongoing engagement from attendees.

4. Identify who does what

Everyone needs to have a clear role at the meeting. There should be no 'observers' - everyone should be a contributor. This leads to a better discussion and greater trust between pharma and non-attendees. Clarify whether you will have an external chair, or whether this role will be filled by a HCP.



So there you have it, our top seven points to remember in order to conduct successful, stress-free ad boards.

Are you looking for advice or support when it comes to running ad boards?

Get in touch to chat to our expert:



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