



The Consumer Healthcare Association

18 May 2021

PAGB launches Digital Week conference

PAGB, the consumer healthcare association, has unveiled the programme for its Digital Week conference focusing on digital technology and the consumer healthcare industry.

The online event over five days in July will feature new information and guidance, practical training and topical discussion.

With speakers from leading players including Google, as well as PAGB's own team of experts across the regulatory, advertising and communications fields, the programme covers subjects such as online sales, the use of real-world evidence and app development.

Digital Week follows the creation last year of PAGB's Digital Working Group to explore opportunities and challenges presented by advances in digital technology, shifting consumer attitudes and the power of social media.

Digital Week runs from 5-9 July. See the full programme and ticketing information at <https://www.pagb.co.uk/digital-week/>

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Notes to editors:

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self care medical devices and food supplements in the UK.

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