



**BRITISH ASSOCIATION  
OF DERMATOLOGISTS**  
HEALTHY SKIN FOR ALL



## **Media Guidelines**

### **Annual Meeting of the British Association of Dermatologists**

#### **About the meeting**

The British Association of Dermatologists (BAD) Annual Meeting is an important event for healthcare professionals, researchers, and others with an interest in dermatology, both from the UK and around the world. The meeting is an important opportunity to learn, network, share research findings, discuss best clinical and dermatological practices, hear about patient experiences, and review the challenges facing those who work in healthcare.

The world-class scientific programme features sessions on dermatopathology, skincare for the immunocompromised, cutaneous allergy, surgery, teledermatology, cosmetic dermatology, mental health and skin, paediatric dermatology, and much more.

Medical and scientific reporters are welcome to apply for a media pass to attend the meeting, however, please read the information below before applying for a media pass to ensure that your time is not wasted.

Exhibitors are welcome to issue press releases around the meeting, but we ask that they follow the guidelines set out below.

**Please note:** All media must register in advance of the conference. To register, [fill out the application form on the website](#).

#### **Who can apply for press passes?**

We can only accept applications from working journalists writing about the meeting for a specific publication. We require evidence that your attendance at the conference will result in media coverage of the event. These applicants will have all meeting registration fees waived, but will not be eligible for CPD points or a certificate of attendance, nor will they be invited to join specific social events during the meeting.

The following are not eligible for a press pass:

- Any publication or media outlet's advertising, marketing, public relations, or sales representatives
- Publishers, editors, or reporters from manufacturers' house organs or promotional publications
- Public relations staff of exhibitors or educational institutions

- Writers creating analyses or reports sold as a commodity to customers
- Other individuals who are not actually reporting on the meeting

With your application form, please email at least two samples of coverage of any scientific or medical conferences that you have attended. If you have not attended such meetings previously, please provide by-lined samples of dermatology coverage or samples of other medical, scientific or healthcare coverage. If you are a freelance applicant, please submit an email/letter of assignment from the publication you are contracted with for this meeting.

### **Dos and don'ts for attending media**

We ask that media pass holders do not pose questions to presenters during the sessions. Members of the media attend as observers of the meeting, not as participants.

Media pass holders must obtain consent from speakers/researchers to publish details of any materials being presented (by poster, orally or otherwise) at the conference.

Registered press are prohibited from filming or photographing any of the scientific sessions or screenshotting from the virtual platform.

### **Press releases**

All exhibitor media releases, and media alerts relating to research or launches etc, presented at BAD 2024 must be embargoed until the start of the meeting. Please respect the embargo.

A list of attending media may be available on request from the Press Office. Media attendees should let us know if you would prefer not to be included on this list.

If you have any queries, please contact the Media Team, who will be happy to help: [comms@bad.org.uk](mailto:comms@bad.org.uk)