



Australasian Medical Writers Association

26th Annual Conference

Medical writing in focus

Veterinary Science Conference Centre,
University of Sydney

Friday 16 October - Saturday 17 October 2009

Transparency in Medical Publishing
Writing About Pandemics
Digital Media Campaigns
Birth Choices
Careers forum



www.medicalwriters.org

WELCOME

The Australasian Medical Writers Association (AMWA) welcomes you to attend its **26th Annual Conference: Medical Writing in Focus**. The conference will address issues including validating sources and transparency in medical publishing; getting it right when writing about pandemics; the power of a digital media campaign to disseminate health information; and the birth choices debate. We are also bringing back the highly successful careers forum from the 2006 AMWA Annual Conference with our panel of experienced health journalists.



We are returning to the Veterinary Science Conference Centre at The University of Sydney, with French doors flowing onto an outdoor patio; providing the perfect conference and networking venue.

The conference dinner is being held in the private function room at the Women's College, which is a relaxing walk through the University grounds from the conference centre and nearby hotels.

We look forward to meeting you in October 2009.

Tina Allen, AMWA President

On behalf of the 2009 Executive and Conference Committees

CONFERENCE COMMITTEE

Tina Allen | Justin Coleman | Adrian Dolahenty |
Andrea Malcolm | Jacinta Miller | L.E. Ohman | Rhana Pike
Rada Rouse | Sophie Scott | Beejal Vyas-Price

REGISTRATION

There are several ways to register for the conference. You may fill in the form on the back of this registration brochure and send it to the conference secretariat by mail or fax. Alternatively you may go to the AMWA website at www.medicalwriters.org to download a registration form or register online. This option provides a link to the website of our conference secretariat and a secure environment to pay by credit card. All conference queries and completed conference registration forms can be forwarded to the conference secretariat:

Jenny Marsden, Event Solutions
PO Box 6127, Mitchelton Qld 4053
T: 07 3550 3100
F: 07 3550 3150
E: jenny@eventsolutions.com.au
W: www.eventsolutions.com.au



Payment of fees must accompany all registration forms. No registration will be confirmed until payment is received. To pay online you must use a credit card. However cheques and money orders can also be used if paying by mail. Once payment has been received, all registrations will be acknowledged in writing, together with details of registration procedures on arrival. This will also act as a receipt.

CANCELLATION

Cancellations must be notified in writing to the Conference Secretariat. Cancellations received prior to Tuesday 25 September will receive a full refund less a \$100 cancellation fee. No refunds will be available after this date; however, you can send a colleague in your place.

ACCOMMODATION

Rydges Camperdown is only a nine-minute walk along Parramatta Road to the Veterinary Science Conference Centre and along Missenden Road to the Women's College. Check out the daily rates at www.rydges.com. For reservations call

1300 857 922 (within Australia) or +61 2 9516 1522, or e-mail reservations_camperdown@rydges.com.

The hotel has recently been refurbished, and facilities include a swimming pool and sauna as well as complimentary car parking for guests.

Pensione Boutique Hotel Sydney (631–635 George Street) is a 20 to 30 minute walk or short bus trip away from the conference and dinner venues. Check their rates at <http://www.pensione.com.au/pensione/pensione-sydney/location.html> and book online or call 1800 885 886 (free within Australia) or dial +61 2 9211 9825 or e-mail info.syd@pensione.com.au.

CONFERENCE VENUE

W.P. Young Room, Ground Floor
The Veterinary Science Conference Centre
Regimental Drive, The University of Sydney



GETTING THERE

(Full details will be in your confirmation letter)

The University of Sydney is a 10-minute drive from Sydney CBD. The Veterinary Science Conference Centre is located on the Parramatta Road side of the University campus. After going through the Ross Street Gate, turn right into Regimental Drive; the Veterinary Science Conference Centre is approximately 200 metres on the right.

By Train or Bus: Take the train to Redfern—the Campus is a 10-minute walk away. There are a number of bus services which will get you to the University. Please check with your accommodation house.

PARKING AT THE UNIVERSITY

Parking on the University campus is PAY and DISPLAY. The daytime charge is \$24.00 per car Monday to Friday (valid to 6.00am the next morning). Evening and weekend casual parking (6.00pm Friday to 6.00am Monday) is \$6.00. Visitor cars must be parked in numbered car spaces (not the University-owned or loading zone bays), and the pre-paid voucher or voucher from the ticket machine is to be displayed on the dashboard. Parking vouchers can be ordered with earlybird registrations.

CONFERENCE DINNER

The Private Function Room at the Women's College (15 Carillon Avenue) is the location for the Conference Dinner. Please note that there is no parking at the College and it is best to park in the University using your pay and display ticket. There is also a large car park located in nearby Western Avenue—about 20 metres from the college.

CONFERENCE SPONSORSHIP

If your organisation would like to be a sponsor for the conference, please contact the conference secretariat. There are four levels of sponsorship available, including Bronze, Silver, Gold and Platinum that offer your organisation the opportunity to sponsor a specific session or workshop, have your logo on the conference program and sponsors slide at the beginning of sessions. Depending on the level of sponsorship, you may also have a table in the trade display and/or free registration for one or more delegates.

FOR MORE INFORMATION

For up-to-date program information and workshop descriptions, visit the AMWA website at www.medicalwriters.org. Please contact the conference secretariat to be emailed the Professional Development Program (PDP) flyer for the 2009 Annual conference including full workshop descriptions and workshop leader biographies.



Warwick
Anderson



Camilla
Cooke



Linda
Calabresi



Dominic
Dwyer



Sally
Murray



Robert
Booy

DAY 1: Friday 16 October

8 am	Registration open	
9.00 to 10.30	Workshop A: Advanced Technical Writing—Style, consistency and beyond Workshop B: Analysing Clinical Papers	Workshop Leader: Robin Hutchinson, Hutchinson Communications Workshop Leader: Stephanie Schoeppe, Project Officer, Systematic Reviews, NHMRC Clinical Trials Centre
10.30 to 11.00	Morning tea	
11.00 to 12.00	Workshop A: Continued Workshop B: Continued	Robin Hutchinson Stephanie Schoeppe
12.00 to 1.00	Lunch	
1.00 to 2.30	Welcome Session 1: Transparency in Research and Publishing Chair: Tina Allen, Writer, Editor and Publishing Consultant	Tina Allen (AMWA President) Keynote Speaker: Professor Warwick Anderson, CEO NHMRC Other Speakers: Dr Serina Stretton, Senior Medical Writer, ProScribe Dr Sally Murray, Deputy Editor, <i>Open Medicine</i>
2.30 to 3.00	Afternoon tea	
3.00 to 4.30	Session 2: The writer's choice: pandemic or panic? Chair: Sophie Scott, ABC National Medical Reporter	Speakers: Professor Dominic Dwyer, Medical Virologist, Westmead Hospital Dr Julie Leask, Social Scientist, Senior Research Fellow and Lecturer, National Centre for Immunisation Research Professor Robert Booy, Head Clinical Research, National Centre for Immunisation Research
4.30 to 5.30	Annual General Meeting (All Members welcome)	
7pm (drinks) for 7.30pm (dinner)	The Women's College, The University of Sydney	

DAY 2: Saturday 17 October

9.00 to 10.30	Workshop C: Advanced Technical Writing—Style, consistency and beyond Workshop D: PR Techniques for Medical Communicators	Workshop Leader: Robin Hutchinson, Hutchinson Communications Workshop Leader: Adrian Dolahenty, PR & Communications Manager, Bayer Schering Pharma
10.30 to 11.00	Morning tea	
11.00 to 12.00	Workshop C: Continued Workshop D: Continued	Robin Hutchinson Adrian Dolahenty
12.00 to 1.00	Lunch	
1.00 to 1.30	Session 3: Using the power of a digital campaign to disseminate information about health to more people Chair: Rhana Pike, Senior Publications Officer, NHMRC Clinical Trials Centre	Keynote Speaker: Camilla Cooke, Digital Strategist
1.30 to 2.30	Session 4: Birth Choices—what choices do women, doctors and midwives have? Chair: Rhana Pike	Speakers: Professor Lesley Barclay, Director of the Northern Rivers University Department of Rural Health, Sydney University Dr Sue Jacobs, Obstetrician, RPAH Medical Centre
2.30 to 3.00	Afternoon tea	
3.00 to 4.30	Session 5: Medical Writing for Dabbling Doctors and Serious Scribes Chair: Rada Rouse, Clinical News Reporter, <i>Medical Observer</i>	Speakers: Dr Linda Calabresi, GP and Medical Editor of <i>Australian Doctor</i> Dr Justin Coleman, GP and Medical Writer Paula Goodyer, Journalist, Author and Blogger Melissa Sweet, Freelance Journalist, Author, and <i>Crikey</i> Blogger
4.30	Closing Address: AMWA President	
4.35	Close	

REGISTRATION FORM

AMWA ANNUAL CONFERENCE 2009

AMWA is GST exempt ABN: 62 060 805 987

To register for the conference, fill in the following form, and send it to the conference secretariat by mail or fax. Alternatively you may go to the AMWA website at www.medicalwriters.org to download a registration form or register online. This option provides a link to the website of our conference secretariat and a secure environment to pay by credit card (see section 3).

REGISTRATION DETAILS:

Preferred title (Mr/Mrs/Ms/Dr): _____ First name _____

Surname _____ Organisation _____

Contact address _____

_____ Postcode _____

Phone _____ Fax _____ Mobile _____

Email _____

Tick here if you do not want your email address to be included in the delegates' list.

SECTION 1: REGISTRATION FEES

	AMWA members and full-time students	Non members	Cost
Conference Registration Earlybird (COB Monday 12 October)	\$300	\$370	
Conference Registration Late (after Monday 12 October)	\$360	\$430	
Friday only	\$190	\$240	
Saturday only	\$190	\$240	
Conference dinner Friday night	\$75	\$75	
Workshop A, B, C and/or D (each)	\$100	\$140	
Parking Friday (Earlybird only)	\$24	\$24	
Parking Saturday (Earlybird only)	\$6	\$6	

Tick the workshop(s) you wish to attend on:

Friday: Workshop A (Advanced Technical Writing)

Workshop B (Analysing Clinical Papers)

Saturday: Workshop C (Advanced Technical Writing)

Workshop D (PR Techniques for Medical Communications)

Total amount payable _____

Tick here if you would like to become an AMWA member. By downloading a membership application form from the AMWA website at www.medicalwriters.org and mailing or faxing it to the conference secretariat with separate payment, you may register at member prices. This option is not available if you register for the conference online (see Section 3).

Registration fee includes abstract book, lunch and refreshments. The workshops, parking and dinner are extra. Parking vouchers can be ordered (above) with all earlybird registrations.

Should you be unable to attend and have already paid your registration fee, if you notify us by 25 September you will receive a full refund less \$100 cancellation fee. After that, you are welcome to send a substitute delegate.

SECTION 2: PAYMENT

TOTAL PAYMENT ENCLOSED \$

PAYMENT DETAILS: (Please print clearly in black or dark blue ink.)

I have enclosed a cheque for the total amount due, payable to AMWA Conference.

I wish to pay by credit card.

Please tick which card you wish to use: Visa Mastercard Card number: _____ / _____ / _____ / _____

Name on card: _____ Expiry date: _____ Signature: _____

We will contact you before the event with all necessary information.

Mail or fax form with payment to: Jenny Marsden
AMWA Conference Secretariat
Event Solutions
PO Box 6127, Mitchelton Qld 4053
T: 07 3550 3100 F: 07 3550 3150
E: jenny@eventsolutions.com.au

SECTION 3: TO REGISTER ONLINE

To register on-line go to the AMWA website at www.medicalwriters.org and click on the 'Register now' link. You will be able to register and authorise payment by credit card in a secure domain on the website of the conference secretariat. **Please note that credit card payment must accompany all online registrations.**