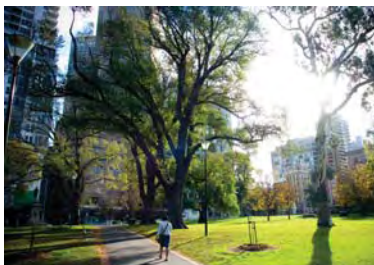




Australasian Medical Writers Association
27th Annual Conference

Writing in our world

Friday 27 and Saturday 28 August 2010
State Library of Victoria
Melbourne



CONFERENCE HIGHLIGHTS

- Our health, our environment
- Ethics & integrity in reporting
- The conjoined twins: the inside story
- Taboos in reporting: how far should you go?

WORKSHOPS

- Writing for the general public
- Making the most of the Cochrane Library
- Social media: time to tweet?





WELCOME TO MELBOURNE

We warmly welcome you to Melbourne for the 27th Annual AMWA Conference: Writing in our world. The program reflects the wide interests of AMWA members and medical writers, with sessions exploring the environment and our health, taboos, ethical issues, and an insider's view of covering a medical first. These sessions bring together speakers and opinion makers of the highest calibre. We are pleased to announce the Governor of Victoria, Prof David de Kretser, will open the conference, and Health Services Commissioner Ms Beth Wilson will open sessions on Saturday. Our venue, the State Library of Victoria, is located in the heart of Melbourne and our conference dinner at Three Degrees restaurant will be a great opportunity for delegates to unwind and network. There is much to do in Melbourne in August. The conference is concurrent with the Melbourne Writers Festival (27 Aug–5 Sept). We look forward to meeting you in Melbourne in August.

L.E. Ohman & Jacinta Miller (Convenors, AMWA 2010)

2010 CONFERENCE COMMITTEE

Tina Allen | Justin Coleman | Andrew Daniels | Adrian Dolahenty | Jacinta Miller | L.E. Ohman | Rhana Pike | Rada Rouse | Beejal Vyas-Price (Chair Education Subcommittee)

REGISTRATION PROCEDURE

To register, complete the form on the back of this brochure and forward by fax or email, or scan and e-mail, to the conference secretariat. The registration form is available on the AMWA website at www.medicalwriters.org, or register on-line. All conference inquiries and completed registration forms are to be sent to the conference secretariat:

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

REGISTRATION PAYMENT

Full payment of fees must accompany all registration forms. On payment, your registration will be acknowledged in writing and the confirmation letter is your receipt.

CANCELLATION

Cancellations must be notified in writing via mail, fax or e-mail to the conference secretariat before 6 August to be eligible for a refund less a cancellation fee of \$100. After that a colleague may attend in your place. You MUST advise the secretariat of any changes.

TRANSPORT

The State Library is well served by three commercial car parks that are within walking distance. We recommend travelling around the city via public transport. Tram and bus stops are adjacent to the library, and Melbourne Central is the closest railway station. From Melbourne Airport take a taxi or the Skybus. www.skybus.com.au

CONFERENCE VENUE

The State Library of Victoria, corner of Swanston and La Trobe Streets, is a magnificent example of 19th century civic architecture. The conference centre combines historic elegance and modern facilities, providing a unique and much sought after meeting destination in the heart of Melbourne. Entry to the State Library Conference Centre is via Entry 3 on La Trobe Street.



State Library of Victoria



Three Degrees restaurant

CONFERENCE DINNER

Three Degrees restaurant is at 1 QV Square, corner of Lonsdale and Swanston Streets. An excellent menu is offered, and the dinner is a perfect opportunity to network with delegates. The conference dinner is separate to and not included in the registration.

ACCOMMODATION

The Ibis Hotel, 15-21 Therry Street, Melbourne

The Ibis is a 10-minute walk to the State Library via Swanston Street. A special rate of \$129.00 per room, per night is offered. Early booking is essential as rooms are limited. This rate is guaranteed until 25 July; then, the 'best rate on the day' will apply. Please contact the Conference Secretariat for booking details and conditions.

***Hotel Grand Chancellor**, 131 Lonsdale Street. This 4-star hotel is perfectly located in the vibrant theatre district, around 10 minutes walk to the State Library. To book, phone 1800 753 379.

***Mercure Welcome Hotel**, 265-281 Little Bourke St. This 3.5-star hotel is surrounded by the city's most popular shopping precincts, theatres, galleries, bars and restaurants, and is a 10-minute walk or short tram ride to the State Library. To book, phone 1800 654 966.

**Delegates are required to book and confirm their own accommodation at the Grand Chancellor and Mercure Hotels.*



The Ibis Hotel



Hotel Grand Chancellor



Mercure Welcome Hotel

CONFERENCE SPONSORSHIP

Sponsor opportunities are available. Five levels of sponsorship are offered. Limited trade table display space is available. Please contact the Conference Secretariat to discuss sponsorship opportunities.

Professional Development Program (PDP)

Three workshops are offered for 2010. Workshops are to be booked separately and are not included in the delegate registration. Places are limited and early booking is advised. The AMWA PDP Certificate is awarded on completion of 8 workshops



WORKSHOP A: Writing for the general public

– Presenter: **Tim Thwaites**, science writer and broadcaster. For more than 20 years, Tim has put science, medicine, and technology into everyday language, writing, editing, teaching and broadcasting in Australia and abroad.



WORKSHOP B: Making the most of the Cochrane Library

– Presenter: **Steve MacDonald**, co-director of the Australasian Cochrane Centre based at Monash University. The Centre provides training and support to authors of Cochrane reviews and promotes the use of the Cochrane Library to inform decision making among clinicians, patients and policy makers. Steve is a member of the Cochrane Collaboration Steering Group and has a background in social science, information science and international health.



WORKSHOP C: Social media: time to tweet?

– Presenter: **James Hutson**, lawyer, animator, molecular biologist and computer programmer. For 13 years he has harnessed these diverse perspectives to communicate science, technology, health, history and natural history for television, web and print. James is currently working with the Australian Science Communicators, Science in Public, and Bridge8.

THE PROGRAM *Writing in our world*

Friday 27 August

8.00 am	Conference registration – Foyer – State Library of Victoria Conference Centre	
9.00 to 10.30	Workshop A	Writing for the general public
	Workshop B	Making the most of the Cochrane Library
10.30 to 11.00	Morning tea	
11.00 to 12.00	Workshop A	Writing for the general public [cont.]
	Workshop B	Making the most of the Cochrane Library [cont.]
12.00 to 1.00	Lunch	
1.00 to 1.30	Opening and Keynote speaker	Professor David de Kretser AC , Governor of Victoria, is a distinguished medical researcher in the field of endocrinology, infertility and andrology. He is founder of the research group Andrology Australia
1.30 to 3.00	Our health and the environment	Dr Garry Egger Director, Centre for Health Promotion and Research Sydney; and adjunct professor at Deakin, Southern Cross and Newcastle Universities
		Don Henry Executive Director, Australian Conservation Foundation
		Associate Professor Mardie Townsend Associate Dean for the Faculty of Health, Medicine, Nursing and Behavioural Sciences at Deakin University
		Dr Robert Grenfell Senior Advisor Preventive Health, Prevention and Population Health Branch, Department of Health, Victoria
3.00 to 3.30	Afternoon tea	
3.30 to 4.30	Ethics, integrity, quality in reporting	Professor David Vaux , NHMRC Australia Fellow in the Department of Biochemistry, La Trobe University Mark Robertson , Publishing Director, Asia Pacific, Wiley-Blackwell, Victoria
4.30 to 5.30	AMWA Annual General Meeting	
7.00 pm	Dinner – Three Degrees at QV Square (corner Lonsdale & Swanston Streets) Speaker: Margaret Simons, a leading Australian journalist and author of <i>The content makers: understanding the media in Australia</i>	

Saturday 28 August

8.00 am	Conference registration	
9.00 to 10.30	Workshop B	Making the most of the Cochrane Library
	Workshop C	Social media: time to tweet?
10.30 to 11.00	Morning tea	
11.00 to 12.00	Workshop B	Making the most of the Cochrane Library [cont.]
	Workshop C	Social media: time to tweet? [cont.]
12.00 to 1.00	Lunch	
1.00 to 1.30	Keynote speaker	Beth Wilson Health Services Commissioner, Victoria. Beth is a lawyer who has a long-standing interest in medicolegal and ethical issues
1.30 to 3.00	Coordination, cooperation, communication: covering the conjoined twin separation <i>How the Royal Children's Hospital, film makers and media worked together to report the story of the separation of conjoined twins Trishna and Krishna.</i>	Julie Weber Fundraising and Communication Consultant, Children First Foundation. Former Public Affairs Manager, Royal Children's Hospital
		Wayne Dyer Writer and producer of the WTFN production 'Trishna and Krishna: The quest for separate lives'
		Grant McArthur <i>Herald Sun</i> medical journalist
3.00 to 3.30	Afternoon tea	
3.30 to 4.30	Taboos in reporting: how far should you go?	Dr Ronald McCoy , GP, journalist and radio commentator Sonya Pemberton award-winning film and documentary maker

REGISTRATION FORM



AMWA ANNUAL CONFERENCE 2010 AMWA is GST exempt ABN: 62 060 805 987

To register complete this form and send to the conference secretariat by mail, fax, or scanned copy via e-mail. Registration brochures are available for download. Log on to the AMWA website at www.medicalwriters.org select to register on-line and follow the link to the Event Solutions website of our conference organiser. This is a secure environment to pay by credit card (see Section 3 below).

REGISTRATION DETAILS:

Preferred title (Mr/Mrs/Ms/Dr): _____ First name _____
Surname _____ Organisation _____
Postal 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 F/T students	Non-members	Amount payable
Conference Registration Earlybird (until 6 August)	\$320	\$390	_____
Conference Registration Late (after 6 August)	\$380	\$455	_____
Friday only	\$200	\$255	_____
Saturday only	\$200	\$255	_____
Conference dinner Friday night	\$60	\$60	_____
Workshop A, B and/or C (each)	\$110 per workshop	\$150 per workshop	_____

Indicate the workshop(s) you wish to attend. AMWA members who satisfactorily complete 8 workshops are eligible to receive AMWA's Professional Development Certificate.

Friday: Workshop A Workshop B
Saturday: Workshop B Workshop C

Total amount payable _____

Special Dietary requirements Gluten free Vegetarian Other (please write here) _____

Tick here if you would like to become an AMWA member. Download the membership application form from the AMWA website at www.medicalwriters.org and mail or fax to the conference secretariat with separate payment, **you may then register at the member rate**. This option is unavailable if you register on-line. (see section 3 below).

Registration fee includes abstract book, lunch and refreshments. The workshops, parking and dinner are extra. Should you be unable to attend and have already paid your registration fee, if you notify us by 6 August 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: _____

Mail, fax, or scan and e-mail this form to: Jenny Marsden
AMWA Conference Secretariat
PO Box 6127 MITCHELTON Qld 4053
F: 07 3550 3150 P: 07 3550 3100
E: jenny@eventsolutions.com.au

SECTION 3 TO REGISTER ON-LINE

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. **Credit card payment must accompany all on-line registrations.**



Prof. David de Kretser



Margaret Simons



Beth Wilson



Dr Ronald McCoy



Sonya Pemberton