

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	