Learning from history, living the future

17 and 18 October 2008
The Ship Inn, South Bank Parklands
Brisbane, QLD

Australasian Medical Writers Association
25th Annual Conference

CONFERENCE PROGRAM & REGISTRATION BROCHURE

- Bird flu and vaccination
- The Jayant Patel investigation
- Blogging and multi-skilling
- Booze, brawls and the brain
- Surgery: medieval and modern
- e-books and self-promotion

www.medicalwriters.org
WELCOME

The Australasian Medical Writers Association invites you to join us in Brisbane for our 25th anniversary conference, 'Learning from history, living the future'.

Our program reflects the interests of medical writers in new media, in clinical advances, and in health policy. We will also take time out for some historical perspectives and for reflection on the craft of writing and opportunities in publishing.

AMWA is pleased to offer four popular workshops as part of our Professional Development Program (PDP). Whether you are ‘starting out’ or want to polish your skills, our workshop presenters will accommodate your needs.

The venue for our conference is the historic Ship Inn, a 19th century docklands pub which has evolved with the gentrification of South Brisbane into a pleasant bistro, bar and functions venue owned by Griffith University. The Ship Inn sits at the entrance to the boughainvillea arbour, South Bank Parklands, and is beside the Goodwill Bridge, a walkway to the city.

Come and enjoy sub-tropical Brisbane in the spring!

The AMWA conference committee: Rada Rouse, Mardi Chapman, Tina Allen, Katherine Baverstock, Meg Heslop.

CONFERENCE VENUE:

www.theshipinn.com.au
The Ship Inn is located on the corner of Stanley and Sidon streets, at the Goodwill Bridge end of the South Bank Parklands, and is easily accessed via public transport.

Conference delegates can obtain a discount parking voucher at the conference registration desk which will allow parking for $5 per day. The closest South Bank underground car park entry is at the corner of Tribune and Little Stanley streets.

CONFERENCE ORGANISER:

For registration and sponsorship inquiries please contact:
Jenny Marsden at Event Solutions
Email: jenny@eventsolutions.com.au
Mobile: 0419 125 256 Tel: 07 3550 3100 Fax: 07 3550 3150
For conference program inquiries please contact: AMWA conference convener Rada Rouse on 0407 139 127
Email: rada_rouse@yahoo.com

CONFERENCE DINNER:

Friday 17th October at 7 pm Augustine’s on George private dining room, The Mansions, 40 George Street, City, www.augustines.com.au Cost $70 including drinks. Enjoy a selection of hors d’oeuvres, followed by choice of main course (includes vegetarian) and dessert. Guest speaker Professor Roly Sussex. Augustine’s is close to the Marque Hotel and across the river from The Ship Inn. Free parking for diners.

ACCOMMODATION:

Please note that you will need to make your own bookings.

Rydges South Bank 9 Glenelg Street South Brisbane (three and a half blocks from The Ship Inn) Tel: 07 3364 0800 and quote the AMWA block booking to reserve your room $209 standard queen (1 queen bed) or $239 for deluxe twin (2 double beds and balcony)

Mantra South Bank 161 Grey Street South Brisbane (three blocks from The Ship Inn) Tel: 1300 554 632 to book and quote AMWA Conference. Studio room $199, 1 bedroom apartment $244 and 2-bedroom apartment $399. These rates are subject to change.

The Marque Hotel 103 George Street, City. (Walk across the pedestrian Goodwill Bridge to The Ship Inn) Tel: 07 3221 6044 and quote the AMWA conference. Twin, double or single rooms $155 per night.

The Ibis Hotel 27-35 Turbot Street, City (adjorns the Mercure Hotel. Take the CityCat across the river to the South Bank stop and walk to The Ship Inn). Twin, double or single accommodation $139 per room per night.

WELCOME TO BRISBANE!

Airport transfers: Coachtrans meet all flights in Brisbane’s domestic and international terminals. The service operates every 30 minutes to your hotel door. The cost is $12.00 per person – to book call 07 3238 4700 or book on-line at www.coachtrans.com.au Airtrain to the City takes 22 minutes (cost $13 one way); to South Bank takes 30 minutes ($15.80 one way). The service operates 7 days a week from 6.00am to 7.59pm.

www.airtrain.com.au

Taxi: the trip to the city takes about 30 minutes (depending on the time of day).

Transport options in Brisbane: South Bank is located in the heart of Brisbane across the river from the City. For arrival and departure times for public transport to and from South Bank phone 13 12 30 or visit www.transinfo.qld.gov.au. All stations, terminals and bus stops for South Bank are within Zone 1.

CityCats and Ferries: The maximum adult fare for one way travel on the CityCats and ferries is $2.50. For $5 you get unlimited journeys all day, (plus any other rail or bus transport within two zones). The inner city ferry is located at South Bank 1 & 2 and goes to the City, North Quay and Kangaroo Point.

Buses: In addition to regular bus stops, South Bank has two Busway stations located in Melbourne Street (Cultural Centre Station) and at the corner of Colchester and Tribune Streets (South Bank Busway Station). Brisbane City Buses stop at several locations around the South Bank precinct.

Trains: There are two train stations in South Bank: South Bank Station (accessed from the University of Queensland) which is closest to The Ship Inn. South Brisbane Railway Station (accessed via Melbourne Street) is closest to the Art Gallery and Museum. The Roma Street Station Transit Centre is one train stop away from South Bank.

Taxi: 13cabs is a taxi rank right outside The Ship Inn on Sidon Street.

Brisbane weather: The average temperature in October is 26°C. Afternoon thunderstorms may occur.

Daylight savings: Brisbane time will be one hour behind the other eastern states from October 5.

AMWA’s Professional Development Program (PDP)

Delegates have a choice between two concurrent workshops on each day of the conference. Places are limited to 25 persons. Workshop participants will receive a certificate of attainment. For more information about AMWA’s PDP program see www.medicalwriters.org

Workshop A: Writing about Medicines

Stories about medicines have the potential to influence consumers to try new medicines they may not have known about. This workshop, which reviews and extends the material presented in the Sydney version of the workshop with more options for interactivity, will focus on writing about medicines, helping participants to make the best use of available resources. With the addition of special guest speaker, Judith Brimer from the Therapeutic Goods Advertising Code Council (TGACC), there will be a focus on writing about medicines in a way that does not constitute an advertisement.

The workshop will be delivered by Katherine Baverstock, Consultant Pharmacist of the Pharmacy Guild of Australia, and Judith Brimer, Executive Officer, TGACC.

Workshop B: Writing and designing web content

The ability to design and write effectively for the web has become an important and necessary skill for today’s writers. This workshop will provide an opportunity to learn the principles of good design and writing for the web. From planning to maintenance, the workshop will walk through the process of effective website creation.

The workshop is not designed to meet the needs of web designers, as it does not focus on web software or programming.

The workshop will be delivered by Nikki Accornor, General Manager of Infrastructure at Rowland, Qld, who has extensive experience in the communication and consultation industry.

Workshop C: Tables Figures and References

From data to display. Tables and figures (including graphs, flow charts, line drawings, photographs etc.) are often better for conveying scientific information than text. This workshop will highlight the principles of effective data presentation as well as discuss the conventions for appropriate referencing of scientific and medical documents.

Writers and editors wishing to brush up on their documentation presentation skills will find this workshop beneficial.

The workshop will be delivered by Rhana Pike, Senior Publications Officer for the NHMRC Clinical Trials Centre at the University of Sydney.

Workshop D: Evidence-based medicine: the basics

From paper to practice – this interactive workshop will highlight the principles of evidence-based medicine (EBM) and its application in communicating health issues in a highly accurate and easy-to-understand format.

The workshop will equip medical writers and scientific communicators with the tools for sourcing the evidence (papers), critically appraising data (strengths and limitations) and translating the information (presentation) to targeted audiences. The workshop will be delivered by Dr Janet Salisbury, who is the director of Biotext and an expert in the field of EBM.
### Friday 17 October

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter/Details</th>
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<tbody>
<tr>
<td>0800</td>
<td>Registration</td>
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<tr>
<td>0900-1000</td>
<td>Session 1 Welcome Keynote address - Investigative journalism: Patel, Haneef and the pressure</td>
<td>Tina Allen AMWA President, Hedley Thomas former journalist, 2007 Gold Walkley winner, communications manager</td>
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<tr>
<td>0900-1000</td>
<td>Morning tea</td>
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<tr>
<td>1030-1200</td>
<td>Session 2 Vaccines in the time of climate change</td>
<td>Professor Mark von Itzstein Director, Institute for Glycomics, Griffith University, Associate Professor Roy Hall School of Molecular and Microbial Sciences, University of Queensland, Professor Michael Good Director, Queensland Institute for Medical Research</td>
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<tr>
<td>1030-1200</td>
<td>Morning tea</td>
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<tr>
<td>1200-1300</td>
<td>Lunch</td>
<td>Sophie Scott ABC national medical reporter, Michael Woodhead blogger and editor 6Minutes.com.au, Judith Brimer executive officer Therapeutic Goods Advertising Code Council (TGACC)</td>
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<tr>
<td>1300-1400</td>
<td>Session 3 Grappling with new media – potential and pitfalls</td>
<td>Katherine Baeverstock consultant pharmacist Pharmacy Guild of Australia, and Judith Brimer executive officer TGACC, Nikki Accornero general manager infrastructure, Rowland Queensland</td>
</tr>
<tr>
<td>1400-1515</td>
<td>Concurrent Workshops A Writing about Medicines Workshop B Writing and Designing Web Content</td>
<td>Rhana Pike senior publications officer, NHMRC Clinical Trials Centre, University of Sydney, Dr Janet Salisbury Director of Biotext</td>
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<tr>
<td>1515-1545</td>
<td>Afternoon tea</td>
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<tr>
<td>1545-1700</td>
<td>Workshop C Tables, Figures and References Workshop D Evidence-Based Medicine: the Basics</td>
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### Saturday 18 October

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<tr>
<th>Time</th>
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<th>Presenter/Details</th>
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<tbody>
<tr>
<td>0800</td>
<td>Registration</td>
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<tr>
<td>0900-1030</td>
<td>Session 4 Booze, bingeing and the brain Low risk drinking levels: the evidence Is trust in surgeons waning? Bar brawls – it’s not just the booze</td>
<td>Professor Jon Currie Chair, NHMRC Review of the Australian Alcohol Guidelines Working Committee, and Director of Addiction Medicine St Vincent’s Hospital, Melbourne, Dr Mark Daglish Director, drug and alcohol service, Royal Brisbane and Women’s Hospital, senior lecturer, addiction psychiatry, University of Queensland, Dr Rosa Atai NHMRC research fellow University of Queensland, Dr Michelle Barton veterinary surgeon and medieval medicine re-enactor</td>
</tr>
<tr>
<td>1030-1100</td>
<td>Morning tea</td>
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<tr>
<td>1100-1200</td>
<td>Session 5 Medical history: researching, learning, re-enacting Bringing history to life – how archives assist A passion for the past</td>
<td>Dr Sally Wilde Australian Research Council Postdoctoral Research Fellow in History, University of Queensland, Ian Townsend ABC journalist and author of Affection, Dr Michelle Barton veterinary surgeon and medieval medicine re-enactor</td>
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<tr>
<td>1200-1300</td>
<td>Lunch (The Annual General Meeting of the AMWA will be held concurrently with lunch)</td>
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<tr>
<td>1300-1400</td>
<td>Session 6 Panel discussion: Getting published - from bright idea to best seller</td>
<td>Maggie Saldaia former editor, textbook writer Katherine Lyall-Watson, Qld Writers Centre, Tina Allen writer, editor and publishing consultant Dr John Cokley literary agent</td>
</tr>
<tr>
<td>1400-1515</td>
<td>Concurrent Workshops C Tables, Figures and References Workshop D Evidence-Based Medicine: the Basics</td>
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<tr>
<td>1515-1545</td>
<td>Afternoon tea</td>
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<tr>
<td>1545-1700</td>
<td>Workshops C and D continue</td>
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REGISTRATION FORM

AMWA ANNUAL CONFERENCE 2008

AMWA is GST exempt  ABN: 62 060 805 987  www.medicalwriters.org

Please fill out the following form and send to the conference secretariat by mail or fax to the address details below. Alternatively you may go to the AMWA website at www.medicalwriters.org to download a registration form or register on-line.

REGISTRATION DETAILS:

Preferred title (Mr/Mrs/Ms/Dr):  ___________________________  First name  ___________________________
Surname  ___________________________  Organisation  ___________________________
Contact address  ____________________________________________________________  Postcode  ________

Phone  ___________________________  Fax  ___________________________  Mobile  ___________________________

Email  ___________________________

PRIVACY STATEMENT
The Australasian Medical Writers Association collects your information to ensure we meet your requirements as a delegate at the Association’s conference.
This includes compiling a list of delegates for the information of those attending the conference.
  ❑  Tick here if you do not want your email address to be included in the delegates’ list.

REGISTRATION FEES

<table>
<thead>
<tr>
<th>AMWA members and full-time students</th>
<th>Non-members*</th>
<th>Amount payable</th>
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<tbody>
<tr>
<td>Early bird Conference Registration (before 15 September 2008)</td>
<td>$260</td>
<td>$330</td>
</tr>
<tr>
<td>Non-early bird Conference Registration (after 15 September 2008)</td>
<td>$260</td>
<td>$390</td>
</tr>
<tr>
<td>Friday only</td>
<td>$160</td>
<td>$200</td>
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<tr>
<td>Saturday only</td>
<td>$160</td>
<td>$200</td>
</tr>
<tr>
<td>Conference dinner  please reserve  ______ tickets</td>
<td>$70</td>
<td>$70</td>
</tr>
<tr>
<td>Workshop A, B and/or C, D (each )</td>
<td>$90</td>
<td>$110</td>
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</tbody>
</table>

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

Friday:  ❑  Workshop A (Writing about medicines) or  ❑  Workshop B (Writing and designing web content)
Saturday:  ❑  Workshop C (Tables, figures and references) or  ❑  Workshop D (Evidence-based medicine: the basics)

Total amount payable  ___________________________

*Non-members can download an AMWA membership form and register at member rates. NB: Students receive one year’s AMWA membership at the student (discount affiliate) rate as part of their workshop fee. Proof of full-time student status to be shown at Registration.

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 Electronic Funds Transfer - please send payment details
  ❑  I wish to pay by credit card: Visa and Mastercard only

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

Name on card:  ___________________________  Expiry date:  ___________________________  Signature:  ___________________________

Mail or fax form with payment to:  Conference Secretariat
PO Box 6127, MITCHELTON, Qld 4053
P: 617 3550 3100  F: 617 3550 3150

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Hedley Thomas  Michael Good  Suphne Scott  Russ Homer  Roly Sussex  Tina Allen