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
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, AWMA 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 (PDF) flyer for the 2009 Annual conference including full workshop descriptions and workshop leader biographies.
### DAY 1: Friday 16 October

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Workshop Leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 am</td>
<td>Registration open</td>
<td></td>
</tr>
</tbody>
</table>
| 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 Speaker**: Dr Serina Stretton, Senior Medical Writer, ProScribe  
Dr Sally Murray, Deputy Editor, Open Medicine |                                                                                  |
| 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Workshop Leader</th>
</tr>
</thead>
</table>
| 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, Medical Observer  
Speakers:  
Dr Linda Calabresi, GP and Medical Editor of Australian Doctor  
Dr Justin Coleman, GP and Medical Writer  
Paula Goodyer, Journalist, Author and Blogger  
Melissa Sweet, Freelance Journalist, Author, and Crikey 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/Dt): ______________ First name ____________________________________________
Surname ____________________________________________ Organisation ________________________________
Contact address _______________________________________________________________________________
_________________________________________________________________________________________
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

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

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.