New Perspectives and Future Directions

36th ANNUAL CONFERENCE OF THE AUSTRALASIAN MEDICAL WRITERS ASSOCIATION
Thursday 22 Aug – Saturday 24 Aug 2019, Manly Beach, Sydney, NSW
Welcome
As health and medical communicators, we work in an ever-changing landscape.
Emerging digital technologies, the complex issue of compliance in a post-truth world and shifting consumer behaviours are just some of the many challenges that impact our daily work.

In 2019, the AMWA Executive Committee has brought together experts across a wide range of disciplines to discuss new perspectives and future directions in health and medical communication.

We are excited to announce that our keynote speaker this year will be Valerie Khoo, CEO of the Australian Writers' Centre and co-host of the popular top-rated podcast “So you want to be a writer”. AMWA 2019 will feature sessions on digital health trends to know, compliance and regulations in 2019 and beyond, and the patient voice. Following on from last year’s popular ethics panel, we will host another lively panel discussion on careers in medical writing.

There will be eight professional development workshops to choose from, including public speaking, mindfulness and grant writing, offering something for everyone.

As always, our popular social program will allow delegates to network with fellow health communicators, to debrief from the educational program, and to unwind in the company of colleagues.

AMWA’s 36th annual conference is set to deliver on the Association’s mission of promoting excellence in health and medical communications in Australasia. I look forward to welcoming you to Sydney in August.

Michelle Guillemard
AMWA President

2019 Executive Committee
Michelle Guillemard, Sarah McKay, Fiona McKinnon, Libby Evans, Ruth Hadfield, Mark Caswell, Jocelyne Basseal, Emma Henshall and Shelley Reid

About Manly
“Seven miles from Sydney and a thousand miles from care.”

Manly and Port Jackson Steamship Company slogan, 1940.
The conference centre located at the Novotel Manly Pacific Hotel, directly overlooks Sydney’s famous Manly beach. Situated just 18 km (7 nautical miles) from the CBD, Manly is a premier destination for international tourists and domestic medical writers alike. The ocean views and modern facilities arguably make this one of the finest AMWA conference locations in its 36-year history.

Venue
The conference will be held at the Novotel Sydney Manly Pacific, 55 North Steyne, Manly, NSW. For further information, visit the venue website at novotelmanlypacific.com.au

Transport and Parking
To plan your journey to Manly visit https://www.hellomanly.com.au/about/transport-to-manly
For information on transport and parking at the venue visit https://www.novotelmanlypacific.com.au/directions-en.html

Social Program
Welcome reception: Join the Executive Committee for pre-conference drinks and networking from 6-8pm on Thursday, 22 August at Hemingway’s Manly, 48 North Steyne, Manly NSW. Tickets are included in the price of a full conference registration.
Annual Conference Dinner: The conference dinner is being held at 7pm at the Manly 16th Skiff Sailing Club cnr East Esplanade &, Stuart St, Manly NSW. Tickets are $80 for a three-course meal, including limited drinks with a cash bar available. The dinner is always a conference highlight. Tickets can be purchased for these functions via the conference registration. Visit https://www.medicalwriters.org/2019-annual-conference/

Closing networking event: Join delegates for an informal networking event at the close of the conference on Saturday afternoon. Venue information will be provided prior to the conference.

Professional Development Program (PDP)
The afternoon sessions at this year’s conference are dedicated to professional development workshops. With the exception of the workshops A and B, all workshops are 1.5 hours’ duration, allowing us to offer you a wider range of topics.

Workshop bookings are separate to conference registration. Therefore, a discounted rate applies if linked to a full or day registration. Bookings for workshop-only registrations will open on 1 August.

<table>
<thead>
<tr>
<th>Workshop fee with conference registration</th>
<th>Workshop-only fee (from 1 August)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.5 hour $60</td>
<td>$80</td>
</tr>
<tr>
<td>3 hour $120</td>
<td>$180</td>
</tr>
</tbody>
</table>

Places are limited and early booking is advised.

For more information and full workshop descriptions, please refer to the AMWA website: www.medicalwriters.org

Workshop A: Public speaking skills (3 hours). Laura Henshall.
Workshop B: Australasian Health and Medical Journal Editors’ Network (AHMEN) (3 hours). AHMEN Subcommittee.
Workshop C: Medical Blogging: The anatomy of the perfect post (1.5 hrs). Kate Toon.
Workshop E: Oh the writing you’ll do and the places you’ll go! (1.5 hrs). Julie Newman.
Workshop F: How mindfulness can improve your writing (1.5 hrs). Alison Hutchens.
Workshop G: Digital marketing: what you should and shouldn’t ignore (1.5 hrs). Ben Barin.
Workshop H: Grant writing (1.5 hrs). Dr Lyn Airey
## The Program

**AMWA 36th Annual Conference**  
**New Perspectives and Future Directions**

**Thursday 22 August, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1800-2000</td>
<td>Welcome networking reception - Hemingway’s Manly, 48 North Steyne, Manly</td>
</tr>
</tbody>
</table>

**Friday 23 August, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830-0900</td>
<td>Registration</td>
</tr>
<tr>
<td>0900-0905</td>
<td>Conference opening - Dr Sarah McKay, AMWA Vice President</td>
</tr>
<tr>
<td>0905-0930</td>
<td>Keynote address Valerie Khoo, CEO of the Australian Writers’ Centre</td>
</tr>
<tr>
<td>0930-1100</td>
<td>Session 1 Digital health trends to know</td>
</tr>
<tr>
<td></td>
<td>Luke Oakden-Rayner. Director of Medical Imaging Research at the Royal Adelaide Hospital</td>
</tr>
<tr>
<td></td>
<td>Jocelyn Brewer. Reg. psychologist, accredited teacher, cyberpsychology researcher &amp; creator of Digital Nutrition™</td>
</tr>
<tr>
<td></td>
<td>Dr Thomas Shafee. Evolutionary biochemist at La Trobe University</td>
</tr>
<tr>
<td>1100-1115</td>
<td>Morning tea</td>
</tr>
<tr>
<td>1115-1225</td>
<td>Session 2 Marketing, compliance and regulations in 2019 and beyond</td>
</tr>
<tr>
<td></td>
<td>Deborah Monk. Director of Ethics and Compliance at Medicines Australia</td>
</tr>
<tr>
<td></td>
<td>Professor Karen Woolley. Global Lead, Patient Partnerships; Envision Pharma Group</td>
</tr>
<tr>
<td></td>
<td>Professor Wendy Rogers. Professor of Clinical Ethics at Macquarie University</td>
</tr>
<tr>
<td>1225-1230</td>
<td>AMWA Early Career Award Presented by Sophie Scott, Guest Judge. National Medical Reporter, ABC.</td>
</tr>
<tr>
<td>1230-1300</td>
<td>Lunch</td>
</tr>
<tr>
<td>1330-1500</td>
<td>Workshop A. Public speaking skills for medical writers (double workshop)</td>
</tr>
<tr>
<td></td>
<td>Laura Henshall. Speakers Little Secret</td>
</tr>
<tr>
<td>1330-1500</td>
<td>Workshop B. Australasian Health and Medical Journal Editors’ Network (AHMEN) (double workshop)</td>
</tr>
<tr>
<td></td>
<td>AMWA AHMEN subcommittee</td>
</tr>
<tr>
<td>1330-1500</td>
<td>Workshop C. Medical Blogging: The anatomy of the perfect post</td>
</tr>
<tr>
<td></td>
<td>Kate Toon. Writing entrepreneur, as well as a popular coach, speaker, author and podcaster</td>
</tr>
<tr>
<td>1500-1530</td>
<td>Afternoon tea</td>
</tr>
<tr>
<td>1530-1700</td>
<td>Workshop A continues</td>
</tr>
<tr>
<td>1530-1700</td>
<td>Workshop B continues</td>
</tr>
<tr>
<td>1530-1700</td>
<td>Workshop D. Freelance writing success strategies: Finding clients and quoting for jobs</td>
</tr>
<tr>
<td></td>
<td>Michelle Guillemard. AMWA President</td>
</tr>
<tr>
<td>1700</td>
<td>AMWA AGM - Election of 2019/2020 Executive Committee</td>
</tr>
<tr>
<td>1900</td>
<td>Annual conference dinner - Manly 16ft Skiff Sailing Club cnr East Esplanade &amp; Stuart St, Manly NSW</td>
</tr>
</tbody>
</table>

**Saturday 24 August, 2019**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>0830-0900</td>
<td>Registration</td>
</tr>
<tr>
<td>0900-1030</td>
<td>Session 3 The patient voice</td>
</tr>
<tr>
<td></td>
<td>Professor Kirsten McCaffery: NHMRC Professorial Research Fellow, School of Public Health, University of Sydney</td>
</tr>
<tr>
<td></td>
<td>Kath Vaughan-Davies. Principal Consultant, K2 Strategies.</td>
</tr>
<tr>
<td></td>
<td>Dr Anthony Brown. Executive Director of Health Consumers NSW based in Sydney.</td>
</tr>
<tr>
<td>1030-1100</td>
<td>Morning tea</td>
</tr>
<tr>
<td>1100-1230</td>
<td>Session 4 Careers in medical writing: panel discussion</td>
</tr>
<tr>
<td></td>
<td>Dr Yoonah Choi. Director at Evidencia Medical Communications.</td>
</tr>
<tr>
<td></td>
<td>Casey Beros. General Manager of The Lifestyle Suite Creative.</td>
</tr>
<tr>
<td></td>
<td>Dr. Martijn Bijk. From Science To Pharma.</td>
</tr>
<tr>
<td></td>
<td>Emma Henshall. Senior Medical Writer at Arterial Group</td>
</tr>
<tr>
<td></td>
<td>Dr Sarah McKay. Neuroscientist; science communicator; Director, The Neuroscience Academy; author, The Women's Brain Book.</td>
</tr>
<tr>
<td>1230-1330</td>
<td>Lunch</td>
</tr>
<tr>
<td>1330-1500</td>
<td>Workshop E. Oh the writing you’ll do and the places you’ll go!</td>
</tr>
<tr>
<td></td>
<td>Julie Newman. Senior Medical Manager for HIV, Gilead Sciences</td>
</tr>
<tr>
<td>1330-1500</td>
<td>Workshop F. How mindfulness can improve your writing</td>
</tr>
<tr>
<td></td>
<td>Alison Hutchens. Qualified Mindfulness-Based Stillness Meditation (MBSM) Teacher trained by the Gawler Foundation</td>
</tr>
<tr>
<td>1500-1530</td>
<td>Afternoon tea</td>
</tr>
<tr>
<td>1530-1700</td>
<td>Workshop G. Digital marketing: what you should and shouldn't ignore</td>
</tr>
<tr>
<td></td>
<td>Ben Barin. Director of TBST Digital</td>
</tr>
<tr>
<td>1530-1700</td>
<td>Workshop H. Grant writing</td>
</tr>
<tr>
<td></td>
<td>Dr Lyn Airey. Co-director of The GrantEd Group</td>
</tr>
<tr>
<td>1700</td>
<td>Conference concludes &amp; closing networking event</td>
</tr>
</tbody>
</table>
Registration for the 36th Annual AMWA Conference, 2019

Conference Registration

<table>
<thead>
<tr>
<th>Program</th>
<th>AMWA members</th>
<th>Non-members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-day registration – early-bird rate</td>
<td>$320</td>
<td>$430</td>
</tr>
<tr>
<td>(excludes workshops)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single day registration (excludes workshops)</td>
<td>$220</td>
<td>$275</td>
</tr>
<tr>
<td>Student single-day registration</td>
<td>$120</td>
<td>$120</td>
</tr>
<tr>
<td>Workshop with conference registration</td>
<td>$60</td>
<td>$60</td>
</tr>
<tr>
<td>Workshop-only registration</td>
<td>$80</td>
<td>$80</td>
</tr>
<tr>
<td>3-hour workshop</td>
<td>$120</td>
<td>$120</td>
</tr>
</tbody>
</table>

Note: AMWA is GST-exempt

Conference registration includes:
- Ticket to the Welcome Reception (RSVP essential)
- Morning tea, lunch and afternoon tea on each day
- Satchel and program for each delegate

Payment can be made by credit card via a secure online payment gateway. For alternative payment methods, please contact the Conference Secretariat. A tax invoice and confirmation will be sent via email at the time of registration.

Early bird rates end Monday 12 August, 2019

Cancellation Policy
Cancellations for registrations will only be accepted in writing to the Conference Secretariat. Registration cancellations made prior to 16 August 2019 will be refunded, less a cancellation fee of $100 to cover administration costs. No registration refunds will be made after this date.

As an alternative to cancellation, a colleague may attend in your place if the Conference Secretariat is advised.

Insurance
Registration fees do not include insurance of any kind. The Conference Secretariat and AMWA cannot take any responsibility for any participant failing to arrange their own insurance.

Sponsorship and Display Space
Several sponsorship opportunities for sessions and workshops, satchel inserts and advertising in the delegates’ book are available. Please email Fiona Mackinnon fmackinnon@nps.org.au to discuss sponsorship.

Conference Secretariat
For conference assistance, including registration queries, contact the Conference Secretariat:
Nikki Abercrombie CEM, Abercrombie Management
E: amwa@abercrombiemanagement.com.au
Phone: + 61 418 283 397