



AMWA WORKSHOPS OFFER LEARNING OPPORTUNITIES IN MILWAUKEE

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One of AMWA's greatest benefits is its educational program for members in all areas of the profession. For writers who work for companies, universities, hospitals, or publishing organizations, skill-building and continuing education is an ongoing effort essential for professional development. Freelance writers are often looking for ways to enhance their skills in finding, winning, and keeping clients.

The 2010 conference in Milwaukee will offer 94 workshops, including 85 credit workshops and 9 noncredit workshops.

With the expansion of the certificate program earlier this year, new credit workshops will be offered for the first time toward one of the new certificates: Essential Skills (ES), Composition and Publication (CP), Concepts in Science and Medicine (SM), Regulatory and Research (RR). These include 2 offerings of *Essential Ethics for Medical Communicators* (ES), plus *Basic Laboratory Methods in the Biological Sciences* (SM), *Evidence-Based Medicine for Medical Communicators* (SM), *Introduction to Basic Virology* (SM), *Introduction to Cancer Pharmacology* (SM), *Primary Classes of Biological Macromolecules* (SM), *Summarizing Clinical Safety Data for an NDA* (RR), *Summarizing Clinical Efficacy Data for an NDA* (RR), and *Using Classical Rhetoric Principles to Enhance Medical Writing* (CP).

Although all workshops have now been designated to one of the new certificate programs, multiple designations will be included in order to accommodate enrollees in the new certificates and persons enrolled in Core, Science Fundamentals, or Advanced certificate programs prior to January 31, 2010.

Other credit workshops offered in Milwaukee toward an Essential Skills Certificate (and Core Certificate) will include *Punctuation for Clarity and Style*, *Elements of Medical Terminology*, *Basic Grammar I* (2 sessions), *Basic Grammar II and Usage*,

Bibliographic Resources for Medical Communicators, *Effective Paragraphing*, *Effectively Searching Online Databases*, *Outlining for Writers and Editors*, *Sentence Structure and Patterns* (2 sessions), *Statistics for Medical Writers and Editors* (2 sessions), and *Tables and Graphs* (2 sessions).

Credit workshops offered in Milwaukee toward a Business Certificate (and Core Certificate) will include *Business Aspects of a Freelance Career*, *Creative Process in Pharmaceutical Advertising and Promotion*, *Educating Sales Representatives About Science and Medicine*, *Introduction to the Medical Device Industry*, *Launching a Freelance Writing Career*, *Making Effective Presentations*, *Project Management*, and *Public Relations Materials and Techniques*. We are also working on new Business workshops to add to the certificate program in 2011.

Other credit workshops offered in Milwaukee toward a Composition and Publication Certificate (and Core Certificate) will include *Creating Effective Poster Presentations*; *Essentials of Copyediting*; *Ethical Standards in Medical Publications*; *Journal Submissions Other Than Research Articles*; *Organizing the Medical Paper*; *Plain Language*; *Proofreading*; *Preparing CME Materials: Concepts, Strategies, and Ethical Issues*; *Sentence Diagramming for Clarity and Practicality*; *Writing and Editing NIH Grants*; *Making Effective Slides*; *Writing Abstracts*; *Writing and Designing Materials for Patient Education*; *Writing for Video*; and *Writing Medical Indexes*.

Other credit workshops offered in Milwaukee toward a Concepts in Science and Medicine Certificate (and Core or Science Fundamentals Certificate) will include *Basic Cell Biology*, *Basic Immunology*, *Basics of Human Anatomy and Physiology*, *Basics of Molecular Biology*, *Chemical Equilibria in Physiology*, *Communicating Results of Routine Clinical Laboratory Tests*, *Drug Interactions*, *Introduction to*

Cancer Biology, Introduction to the Cardiovascular System, Introduction to the Nervous System, Pharmacokinetics in Clinical Practice, Principles of Epidemiologic Research: Beyond the Basics, and Sex and Beyond: Fertilization and Early Development.

Other credit workshops offered in Milwaukee toward a Regulatory and Research Certificate (and Core Certificate) will include *Basics of Epidemiology, Basics of Health Care Compliance, The Electronic Common Technical Document, Interventional and Observational Research Design, Investigational New Drug Applications, Package Inserts, Regulatory Aspects of the Drug Development Process, Reporting Correlation and Regression Analyses*, and 2 offerings of *Writing the Final Report of a Clinical Trial*.

The registration brochure will be posted on or before July 12. Almost all workshops will have multiple designations to accommodate both the old and new certificate programs.

Expand Your Horizons with Noncredit Workshops

Back by demand are the noncredit workshops on *Introduction to the Endocrine System* and *Writing a Protocol in Compliance With the International Conference on Harmonisation (ICH) Guidelines*.

New noncredit workshops will be offered on *Basic Design and Typography for Editors, Diseases of the Immune System, Introduction to the Digestive System, Transparency and Collaboration in Publication Development, Understanding the Principles of Kaplan-Meier Analysis, Using Design to Improve the Readability of Medical Documents*, and *USP: Setting Standards*.

A Full Slate of Advanced Workshops is Offered

Advanced workshops that will be offered include *Advanced Data Presentation; Advanced Writing; Current Trends in Drug Regulations; Grant Editing; Macroediting; Microediting; Reporting Randomized Trials in Science Journals; Rhetorical Grammar; Semantic Analysis of Medical Writing; Syntactic Analysis of Medical Writing; Synergy of Style, Substance, and Audience*; and *Understanding and Reporting the Performance Characteristics of Diagnostic Tests*, and 2 sessions of *Understanding Sample Size and Study Power*.

How Are Workshops Selected for the Conference?

The process of selecting workshops for each conference starts more than a year in advance. AMWA headquarters determines how many classrooms will be available for workshops and provides that information to the annual conference workshop coordinator. Headquarters also recommends a list of previously conducted credit workshops that are in demand and have had waiting lists. The coordinator reviews that list, new workshop proposals, ideas submitted by members during the year, and notes from members volunteering to lead workshops from the “What About the Future” form, the Web site, and other mechanisms.

Headquarters schedules the conference program based on the final list of workshops and open sessions.

*Don't forget that **40 open sessions** are included with your registration fee at no additional charge!*