



Top 10 Reasons to Attend the AMWA Annual Conference

Reason #1: Value!

If you attend only 1 conference this year, AMWA's annual conference is the best value!

- AMWA offers one of the most extensive, diverse, and cost-effective education programs available to communicators in the medical and allied scientific fields.
- The budget-friendly conference registration fee includes all receptions, the keynote address, 40 open sessions, special events like Creative Readings, and the Friday Breakfast With the Exhibitors.
- In addition to the direct savings on education, conference attendees make professional contacts they can consult with long after the conference ends.
- Attendees return to the office with real-time solutions and training that can be implemented immediately—a tangible return on your investment.

Reason #2: Networking, networking, networking!

Build your network of medical communicators at the AMWA conference by attending the free networking events. You won't find a better conference where you can meet and build a network of professional contacts, industry colleagues, peers, vendors, and potential clients. Starting with the Conference Coach Connection, the Welcome Reception, and Creative Readings—all included in the registration fee; continuing with open sessions, workshops, roundtables, luncheons, dinner, and the various exhibits; and ending with the complimentary President's Reception on Saturday, you will have great opportunities to build your network of industry colleagues—your best resource for becoming and staying successful.

Reason #3: Milwaukee—entertaining, accessible, and budget-friendly

Location, location, location! Milwaukee is an easily accessible and affordable Great Lakes location. The convenient, downtown Hilton Milwaukee City Center Hotel (that has a great rate for AMWA attendees) is connected via an enclosed skywalk to a state-of-the-art convention center and is within walking distance of major attractions and great dining. Milwaukee is the home of many iconic American breweries, the Milwaukee Art Museum, the Harley-Davidson motorcycle museum, and much more.

Reason #4: Open sessions, workshops, and more

AMWA's annual conference is the best venue for learning opportunities. You can learn from your choices of 40 open sessions included in the registration fee. You can also start, add to, or finish a certificate program with the many workshops being offered. Attend one of the breakfast roundtables offered on Thursday or Saturday—or attend both days to discuss information relevant to medical communicators.

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Reason #5: The 2010 Annual Conference—the most cost-effective professional development choice you will make all year

In today's uncertain economic times, investing in your professional development is a must! Attending AMWA's annual conference will yield benefits in the form of new skills and knowledge that can be applied to your work directly and immediately—without wasting countless hours in independent research and consulting.

Reason #6: The McGovern and Alvarez Award Luncheons

The John P. McGovern Medal is given for preeminent contributions to communication. The Walter C. Alvarez Award is given for excellence in communicating health care developments and concepts to the public. You'll want to be at the awards luncheons to hear relevant presentations by the featured award winners. The budget-conscious can attend just to hear the fabulous speakers without buying lunch.

Reason #7: Roundtables, Coffee and Dessert Klatches, and networking

You can attend one of the reasonably priced breakfast roundtables offered on Thursday or Saturday—or attend both days. The business-oriented discussion topics are great additions to your knowledge. And speaking of coffee and dessert! Where else can you have an entertaining discussion about fun subjects with no connection to your job as a medical communicator? These informal networking opportunities give you the chance to meet and talk with other attendees with similar interests and hobbies who will share their experiences with you. Join other attendees in these fascinating discussions and share the experience—20 topics to choose from to enhance your conference experience.

Reason #8: Best practices—in your best interest

The conference provides an excellent forum for comparing and contrasting processes and standards and increasing knowledge of industry best practices taught by workshop leaders, including feedback from regulatory authorities and publishers that often goes unstated. Discover what our exhibitors have to offer including possible job opportunities.

Reason #9: Wednesday night activities (November 10)

Attendees won't experience this anywhere else. New members will be treated like royalty with a meet-and-greet by association officers at the New Member Orientation. In addition, when they register, first-time attendees can choose to be paired with a conference coach at the Conference Coach Connection to learn more about successfully navigating the conference and to be able to identify friendly faces in the crowd. You'll have fun and entertainment at the Welcome Reception sponsored by RPS Inc. which is followed by the Creative Readings forum, another networking event that's especially beneficial for first-time attendees. All 4 events are included with the registration fee—don't miss them!

Reason #10: Talk about value! An affordable conference that you shouldn't miss!

AMWA's annual conference is the most budget-friendly conference offered for the medical communication profession. An affordable location, with registration fees and hotel room rates that are much lower than those of related organizations, the AMWA conference provides a sound return on your investment.

Conference registration opens on July 26.