

SEEK, SOAR, SUCCEED

AMWA's 70th ANNUAL CONFERENCE UPDATE

NOVEMBER 11-13, 2010
MILWAUKEE, WI



AMWA
AMERICAN
MEDICAL WRITERS
ASSOCIATION

The Resource for Medical Communicators

What's at the Annual Conference for Me?

This year's conference offers a stellar lineup of 40 open sessions (included with your registration fee) with expert speakers on topics such as communicating with lay audiences, hot topics in medical ethics, social networking, marketing your career in a shifting marketplace, how to get the job and keep the client, regulating health and medical information on the Internet, CME, SOPs, post-traumatic stress disorder, risk evaluation and mitigation strategies, defining the field of medical communication, cancer genetics, getting organized for greater productivity, how medical communicators add value in peer-reviewed publishing, high-performance freelancing, component-based regulatory writing, effective presentation skills, compelling grant proposals, the biology of color vision and design principles, and work/life balance issues.

The conference will also offer 94 workshops and 72 breakfast roundtable discussions to bring you up-to-date on topics affecting medical communications. In addition, 20 fun and entertaining coffee and dessert klatches will be offered.

This year's recipient of the McGovern Medal and speaker at the McGovern Luncheon is Thomas P. Stossel, MD. The medal is presented in recognition of preeminent contributions to medical communication. This year's recipient of the Alvarez Award and speaker at the Alvarez Lunch is Prerna Mona Khanna, MD, MPH. The Alvarez Award is presented to honor excellence in communicating health care developments and concepts to the public.

Do you think the annual conference holds nothing new for you? Think again! Earlier this year, AMWA expanded the certificate programs and supporting workshops. The Core certificate has evolved into the Essential Skills certificate. Beyond that are 4 specialty certificates: Business, Composition & Publications, Concepts in Science & Medicine, and Regulatory & Research. AMWA certificates are good investments in your career development. Even if you aren't working on a certificate, AMWA's workshops provide valuable information to update your knowledge base and professional development.

Your registration fee includes all of the following professional development opportunities:

- 40 open sessions
- an informative keynote address by William L. Lanier, MD, on "Ensuring the Quality and Integrity of the Indexed Medical Literature"
- numerous exhibitors with products and services every medical communicator can use

- Creative Readings and the Chapter Greet & Go
- Breakfast With the Exhibitors, 2 receptions, and a hospitality area that is open throughout the conference
AND...
- unlimited networking opportunities with the friendliest and most talented medical communicators around!

Medical communication continues to move forward—don't be left behind! AMWA's annual conference continues to deliver great value for the money.

Register for the conference and see if you don't agree.

IMPORTANT DATES AND DEADLINES

July 26

- conference registration open
- hotel registration open

September 30

- last day to register at the reduced Early Bird registration rate
- last day to cancel and receive a refund of all fees except for advanced workshop fees and \$35 of the fee for all other credit workshop
- last day for first-time attendees to request a conference coach

October 8

- last day to register for credit workshops

October 10

- last day to preregister for tours

October 11

- last day to book hotel reservations at special rate

October 12

- last day to cancel and receive a \$100 refund plus prepaid meals (\$50 plus prepaid meals for 1-day registrants)

October 20

- last day on which precourse assignments will be accepted by the workshop leader

October 26

- last day to cancel and receive a \$50 refund (\$25 refund for 1-day registrants)
- last day to preregister (on-site registration only after this date)