AMWA
Delaware Valley Chapter Presents:

The 19th Annual Princeton Conference

Princeton Marriott at Forrestal
100 College Road East
Princeton, NJ 08540
609-452-7800

Saturday, April 25, 2015
8:30 am–4:30 pm

REGISTRATION DEADLINE FOR CREDIT WORKSHOPS:
Friday, April 3, 2015

HOMEWORK DEADLINE FOR CREDIT WORKSHOPS:
Friday, April 10, 2015

No deadline for How-To Sessions!

Credit workshops are limited to 30 people.
Register early!
Seating is unlimited in the How-To Sessions

An intensive 1-day program of knowledge and networking!

The AMWA-DVC 19th Annual Princeton Conference offers a choice of 4 credit workshops and 2 How-To Sessions. All programs are open to AMWA members and nonmembers.

The Princeton Marriott at Forrestal is once again the venue for the Princeton Conference this year. For those wishing to mix recreation with their educational experience, the conference center is just a short 5-minute drive or cab ride to Princeton University and the popular cultural, shopping, and dining experiences of Nassau Street and Palmer Square in downtown Princeton.

Registration includes continental breakfast, a sumptuous buffet lunch, and gourmet break snacks!

Workshops begin promptly at 9:00 am.

For registration information, and general questions about AMWA, please contact AMWA Headquarters by e-mail at registration@amwa.org or by telephone at 240-238-0940, ext. 103.

For other information, or to become a corporate sponsor, call:
Nick Sidorovich at 973-713-1919 or Susan Dalton at 609-897-3150.
MORNING SESSION: 9:00 am–12:00 pm

Choose one of the following Workshops or How-to Session:

Organizing the Medical Paper (CP/EW/FL) [3010] DOMAINS: Organizing, Presenting.
This basic workshop for authors, authors’ editors, and journal editors will examine the principles of organizing original research reports for publication. Lecture, discussion, and exercises will be used to teach participants about the function and content of each section of a biomedical paper, the value of clarity within each section, and the importance of tying each of the sections together. APPROXIMATE HOMEWORK TIME: 2-3 HOURS.

Howard M Smith, MA - Consultant Medical Writer and Editor

Educating Sales Representatives About Science and Medicine (B/FL/PH) [2502] DOMAINS: Gathering, Evaluating, Organizing, Presenting.
In this workshop, moderately experienced and advanced writers will gain an introduction to the world of pharmaceutical sales-training texts. Through lecture and discussion, participants will learn who pharmaceutical sales representatives are, what they do, and what they need to know about medicine and science. Attendees will also learn the structure of sales-training texts, strategies for selecting content, and means of obtaining freelance work. APPROXIMATE HOMEWORK TIME: 2-3 HOURS.

Kevin P Flynn, MA - Director, Scientific Communications, Informa Training Partners

HOW-TO: Practical Methods for Better Question Writing: A Workshop Approach
One of the great challenges in CE-focused medical writing is authoring strong question items that allow CE providers to measure the success of the activity in meeting the learning objectives. Faculty, while experts on the science that underlies the activity content, are generally less savvy to the needs of the CE provider when it comes to question items. Medical writers have an opportunity to bridge the gap between the CE provider and the faculty when it comes to authoring sound question items that meet the needs of the CE provider and guide the faculty in the development of items that adequately measure how well the learning objectives have been met. This workshop will focus on two major objectives for medical writers: 1) using practical examples, critique question items to develop a toolbox of best practices, and 2) partner with faculty to push question items towards alignment with learning objectives to ensure that items allow for a better measure of activity success.

Erik Brady, PhD, CHCP – Director of Analytics, Reporting and Outcomes, Clinical Care Options

AFTERNOON SESSION: 1:30–4:30 pm

Choose one of the following Workshops or How-To Session:

Ethical considerations associated with conducting clinical research will be explored in this workshop intended for medical writers, editors, and researchers with some experience reviewing, analyzing, and communicating data-regulated therapeutic development activities. The workshop will consist of short presentations on relevant ethical issues with respect to therapeutic (drug, device, vaccine) clinical trials, and group discussions on major ethical considerations of some case studies. Topics include the importance of ethics in good clinical practice (GCP), the informed consent process and the challenges that may arise in developing countries, the infrastructure of ethics committees, and data safety monitoring committees. Throughout, the workshop will focus on the central ethical issue in clinical study conduct: to ensure subject safety and well-being. APPROXIMATE HOMEWORK TIME: 2 HOURS. NOTE: This workshop or Ethics of Communicating Regulated Drug Development Activities is required to complete the Regulatory and Research specialty certificate.

Art Gertel, PhD - MedSciCom, LLC

Writing Abstracts (CP/EW/PH) [3019] DOMAINS: Organizing, Interpreting, Presenting.
This workshop is intended for medical editors and writers with up to 5 years’ experience. An overview of the purpose and structure of the medical or scientific abstract will be given, with emphasis on abstracts prepared for publications. Registrants will evaluate and write abstracts using pre-course materials and workshop exercises. APPROXIMATE HOMEWORK TIME: 1-2 HOURS.

Howard M Smith, MA - Consultant Medical Writer and Editor

HOW-TO: Manuscript Submission: Pitfalls and Best Practices
The process for submitting manuscripts requires keeping track of not only the manuscript, but also the figure files, cover letter, disclosure & copyright forms, author log-in, coauthor contact information, etc. Submission websites also have differing rules about binding, separate tables, and additional documents, and most require separate figures and disclosure forms signed by each author. This workshop will discuss the key steps in manuscript preparation and submission, the parts that tend to get forgotten until the last minute, and specific tools that will help you keep surprises to a minimum. Please bring questions and stories about your own experiences.

Don Fallon, MA, ELS - Manager of Editorial Services, MedVal Scientific Information Services
# Table of Fees

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<td>Registration (includes continental breakfast, buffet lunch, break snacks)</td>
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<td>AMWA Membership Dues (good for 1 year)</td>
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<td>Educating Sales Representatives (B/FL/PH) [2502]</td>
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<td>HOW-TO: Improving Question Item Writing in CME</td>
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JOIN AMWA and SAVE! If you are a non-member signing up for two (2) $205 workshops, it pays to join AMWA. Membership allows you to sign up for workshops at the $125 member rate, and pay the reduced conference registration fee of $175. You'll save a total of $60!

BUT WAIT, THERE’S MORE! If you decide to sign up for a Certificate Enrollment as an AMWA member, you’ll save an additional $125 on each Certificate Enrollment!

**CANCELLATION/REFUND POLICY**

If you must cancel your conference registration, you must send a written note to cancel registration and request a refund via e-mail to registration@amwa.org at least 3 weeks before the event. Refunds will be issued through your method of payment, less a non-transferable $25 registration cancellation fee and a $35 per workshop cancellation fee and/or $25 per How To session cancellation fee. Conference registration is nonrefundable after 3 weeks before the event. You must send a written note via e-mail to registration@amwa.org to cancel registration and request a refund. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.

**DIRECTIONS** to the Princeton Marriott at Forrestal, 100 College Road East, Princeton, NJ:

**From Philadelphia and Delaware:** I-95 North into New Jersey (turns into Route I-295 South). Exit Route 1 North. Approx. 7 miles to College Road East. Drive approximately 0.6 miles. Turn right into parking lot.

**From New York and North Jersey:** NJ Turnpike South to Exit 9. Route 18 North approximately ½ mile to Route 1 South (approximately 14 miles). Exit College Road East. Drive approximately 0.6 miles. Turn right into parking lot. **Alternative:** Garden State Parkway South to Exit 130, Route 1 South approx. 22 miles to College Road East. Follow as above. **Alternative:** Route 287 South to Route 1 South (approximately 19 miles to College Road East). Follow as above.

**By Train:** Stop at Princeton Junction: approximate 10-minute taxi ride.

**By Plane:** Approximate 45-minute ride from Philadelphia and Newark airports. Ask conference center for details: 609-452-7800.

**Important Information:**

AMWA workshops allow medical communicators to increase their knowledge, refresh their skills, and investigate new areas. Credit workshops provide an interactive 3-hour learning experience with peers and AMWA’s expert workshop leaders. Depending on the content covered, workshops comprise 16 to 30 attendees and include real-life exercises and small-group breakouts. As the world of medical communication changes, the association updates existing workshops and develops new ones.

**Enrollment** is required in order to earn an AMWA certificate. The enrollment fee is a one-time fee. Only enrolled participants can receive credits toward a certificate. Additional fees apply for workshop participation and self-study module purchases. You may earn AMWA certificate credit by participating in 8 AMWA workshops in a specialty area, including 1 ethics workshop designated for that certificate. Earning an AMWA certificate is a respected part of a career path in the field and is required by some employers.

You may take credit workshops without enrolling in a certificate program, but you must be enrolled in the specific certificate program to which the workshop is applicable to receive credit toward that certificate. After enrolling in a certificate program, you have 6 years to complete the requirements to earn the certificate. Workshops may be taken in any order during that time.

If you are not enrolled in a certificate program but participate in a workshop and wish to receive credit for that workshop, you need to enroll in the certificate program to which the workshop is applicable within 90 days of completing the workshop. In order to obtain credit, you must have successfully completed the homework and attended the entire workshop (3 hours).

Multiple designations are included in workshop listings to accommodate people enrolled in both new and old certificate programs. Credit for a workshop can be applied once, to one certificate only.

AMWA awards the appropriate certificates when the requirements have been fulfilled. Please allow AMWA HQ staff sufficient time after the conference to process workshop credits. You may review your workshop curriculum history by logging in to www.amwa.org (website) and clicking on “My Curriculum History” in the quick links under Account Management.

Enrollment is available for AMWA’s Essential Skills certificate and 3 specialty certificates (listed below). You may take workshops in the specialty certificate program at any time, but you must complete an Essential Skills, Core, or Advanced certificate before you can earn a specialty certificate.

**Essential Skills (ES) Certificate**

Essential Skills (ES) workshops provide the basis for the certificate program and include skills that all medical communicators should have, regardless of job function or environment. To obtain the Essential Skills certificate, you must successfully earn 8 credits either by live workshops or self study modules; one of these credits must be Essential Ethics for Medical Communicators.

**Specialty Certificates**

To receive a Composition and Publication, Concepts in Science and Medicine, or a Regulatory and Research certificate, you must have earned an Essential Skills, Core, or Advanced certificate and have successfully completed 8 workshops within a specialty certificate program. One of these workshops must be the ethics workshop applicable to that specialty, and two workshops can be electives of your choice from other specialty areas. You may take workshops in the specialty certificate program at any time, but you must complete an Essential Skills, Core, or Advanced certificate before you can earn the specialty certificate.

**Specialty Workshops**

- **Composition and Publication (CP)** workshops provide experienced medical communicators with specialized editing and publication skills, as well as in-depth consideration of issues in writing, editing, bibliographic research, education, and other topics of interest.
- **Concepts in Science and Medicine (SM)** workshops provide medical communicators with an opportunity to deepen their understanding of basic concepts in science and medicine. For those with a nonscience background, these workshops provide an orientation to a scientific area and a foundation for further study. For those with a science background, these workshops offer opportunities to enhance knowledge and to learn about areas outside current specialties.
- **Regulatory and Research (RR)** workshops provide experienced medical communicators with specialized skills in regulatory and drug development writing and editing.
Workshop Designations
Credit for a workshop can be applied only once, and workshops are given a designation that reflects the certificate program to which they currently apply.

Rules for Earning Workshop Credit Toward Certificates
• Enrollment in the certificate program corresponding to the workshop designation (CP, ES, RR, or SM) is required.
• For specialty certificates (CP, RR, or SM) two of the eight workshops can be electives of your choice from other certificate areas.
• Workshop homework must be received by the leader by the stated deadline.
• The workshop must be attended in its entirety (3 hours).
• There is a 10-minute grace period, after the stated starting time, for entering a workshop; after that, no one will be admitted and no refund or workshop credit will be given.

Precourse Work (Homework)
Each credit workshop includes homework. Typically, the purpose of the homework is to give participants needed background information for the workshop and also to help the workshop leader assess the skill levels of participants.

Once you register for the conference, you will receive an e-mailed confirmation which will include the URL for downloading homework from the Web. Almost all homework for credit workshops is available electronically. We strongly encourage you to download homework immediately after you receive your confirmation to ensure that the downloading process is successful, to confirm that the homework is correct for the workshop, and to note the deadline stated on the specific homework. A delay in downloading the homework and identifying potential problems could result in the inability to complete the homework by the deadline.

If you have difficulty accessing the homework or URL, please contact AMWA HQ by e-mail at registration@amwa.org or by telephone at 240-238-0940, ext. 103. You are also responsible for verifying that your workshop leaders have received your completed homework by the deadline. Credit for the workshop will not be given if the homework arrives late.

Even if you do not wish to receive credit for a workshop, you are encouraged to complete the homework to be better prepared to fully participate in the workshop. In order for a registrant to attend an Advanced workshop, the homework must have been completed and received by the workshop leader no later than the specified deadline, even if credit toward an Advanced certificate is not desired. If the homework is not received by the deadline, the registrant will not be allowed to attend the workshop, and no workshop credit or refund will be given.