American Medical Writers Association–Delaware Valley Chapter (AMWA-DVC)

Presents the

12th Annual Freelance Conference

Saturday, March 22, 2014
8:00 AM-4:45 PM

Hilton Philadelphia Airport
Philadelphia, PA

Join us for this years conference that focuses on Freelancing and Beyond. Content Features:

• Secrets to LinkedIn success with Donna Serdula
• A panel of legal experts to address your contract concerns
• Google+ Authorship to support your own thought leadership
• Best practices in freelancing from successful freelancers

Workshop Co-Chairs: Tracy Bunting-Early, PhD & Dawn Salamon
8:00 AM - 8:45 AM  
BREAKFAST AND REGISTRATION

8:45 AM - 9:00 AM  
WELCOME AND INTRODUCTION

9:00 AM - 10:00 AM  
Freelancing and Beyond: Panel Discussion with Veteran Writers  
Brian Bass; Amy Rovi; Linda Felcone  
Veteran freelance medical writers who have gone beyond simply freelancing share their stories. Find out how they overcame challenges while adding value to their careers. Learn how you can also reach for more through leadership, research, mentorship, collaborations, and partnerships that can result in personal and business growth.

10:00 AM - 10:20 AM  
REFRESHMENT BREAK

10:20 AM - 10:50 AM  
Overview of the Business of Freelancing  
Kristen Phiel, MS  
This session will provide an encompassing overview of the core components and considerations for building and maintaining a successful freelance business.

10:50 AM - 11:50 AM  
Ask the Experts: Contracts and Agreements  
Scott Fegley, Esq., Susan E Davis, Timothy Holly, Esq.  
Even the most seasoned freelancers admit to wondering about the best way to handle contracts and agreements. There can be a lot of pressure to sign an agreement even when some of the language seems dubious. This presentation brings in outside legal experts to share their experience with contracts.

11:50 AM - 12:45 PM  
LUNCH

12:45 PM - 1:25 PM  
Brand like a Pro  
Tracy Bunting-Early, PhD  
What can we learn from the big name New York ad agencies about branding and marketing? This presentation will cover a roadmap to success for your branding and marketing plan.

1:25 PM - 2:25 PM  
FEATURE PRESENTATION  
Maximizing Your LinkedIn Presence  
Donna Serdula, SEO and Inbound Marketing Trainer, Blogger, and Consultant  
LinkedIn Makeover expert, Donna Serdula, will go beyond the basics to show you how to ensure your clients see your value in this popular B-to-B marketing tool. Noted author of LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile.
2:25 PM - 3:20 PM
Discover Google+, Authorship, and SEO
Beth Browning
What is Google+ and how can it help you to build your freelancing business? This presentation will explore what Google+ is and how it supports a freelance business, how Google+ authorship works and how it can support building thought leadership, and how to become more familiar with SEO and how Google plays a role.

3:20 PM - 3:40 PM
REFRESHMENT BREAK

3:40 PM - 4:30 PM
ROUNDTABLES and DISCUSSIONS

4:30 PM - 4:45 PM
CLOSING REMARKS

ROUNDTABLES & DISCUSSIONS
During the roundtable session at this year's conference, attendees can choose from a wide range of topics. New this year, roundtables will have one of 2 formats. "Roundtable" designates the AMWA traditional roundtable where attendees participate in an interactive learning session from a table leader with exceptional experience in the topic. "Discussion" designates a new format where peer freelancers come to the table prepared to contribute on a topic in order to build a consensus or solve a problem.

1. Pros and Cons: Freelancer vs Contractor vs Full-time (Roundtable)
   Meredith Rogers
2. Customer Service for Freelancers (Roundtable)
   Ann Volk, MA
3. Secrets to Marketing Success for Freelance Medical Writers (Roundtable)
   Lori DeMilto, MJ
4. “The 10 Most important Strategies for Freelance Success" (Roundtable)
   Laura J. Ninger, ELS
5. Making the Most of Your LinkedIn Profile (Discussion)
   Christine Durst, PhD
6. Contracts and Negotiations (Discussion)
   Sarah Zimov, PhD
7. Using Websites and Social Media to Build Your Personal and Business Brand (Discussion)
   Caroline Leopold
8. Our Role in Performance Improvement CME and other CME trends (Discussion)
   Don Harting
9. From Bench top to Desktop: Making the Transition from Scientist to Medical Writer (Discussion)
Ruwaida Vakil, MS
10. When and How to "Fire" a Client (Discussion)
Michelle Dalton, ELS
11. Illuminating the Impact of the Sunshine Act on Freelances (Discussion)
Brian Bass
Registration

Price
Early-bird registration (by March 18):
AMWA Members $120
Non-members $140
Full-time Students $80 (must provide official ID to register)

Registration from March 19–March 22:
AMWA Members $150
Non-members $165
Full-time Students $95 (must provide official ID to register)

At-the-door/onsite registration will be available.

The registration fee includes breakfast, lunch, and morning and afternoon beverages and snacks.

No refunds will be given for cancellations after noon (12PM) on Tuesday, March 18, 2013.

Questions?
Contact Tracy Bunting-Early at tracyb@tracybphd.com or Dawn Salamon at dmns1028@comcast.net.

Directions
Directions to the Hilton Philadelphia Airport can be found at: philadelphiaairport.hilton.com

Hilton Philadelphia Airport
4509 Island Avenue
Philadelphia, PA 19153
Phone: 215-937-4509
Fax: 215-937-4535