

Registration Form

Deadline for registration: January 10

Check msut accompany registration

Name _____

Company _____

Address _____

City _____

State _____ ZIP _____

E-mail _____

Phone number _____

Cost

	<i>AMWA Members</i>	<i>Others</i>
Workshop:	\$60	\$75
Optional lunch:	\$20	\$25

My check, payable to AMWA-DVC, for \$_____ is enclosed.

Mail your completed registration form and your check to:

AMWA-DVC
c/o Dorit Shapiro
2179 Doe Circle
Schwenksville, PA 19473

Questions? Contact Dorit Shapiro:
doritshapiro@yahoo.com.
(610) 287-3725.

**AMWA-DVC Freelance Workshop:
January 17**

AMWA-DVC
c/o Dorit Shapiro
2179 Doe Circle
Schwenksville, PA 19473

AMWA-DVC

2nd Annual

Freelance Workshop

Saturday, January 17

9:30 a.m.-2:00 p.m.

*Sheraton Park Ridge Hotel
and Conference Center
King of Prussia, PA*

Topics:

- **Computer Issues for Small Business Owners**
- **Internet Medical and Scientific Resources**
- **The Business of Freelancing**
- **The Client-Freelance Relationship: The Employer/Client Perspective**



AMWA-DVC's 2nd Annual Freelance Workshop features a panel of experts that will help you learn about some of the key issues involved in freelancing. Don't miss our new optional luncheon following the workshop.

Topics

COMPUTER ISSUES FOR SMALL BUSINESS OWNERS

*Michael Shapiro
President, BCG Consulting*

- Internet access and e-mail
- Web presence
- Security and protection
- Back-up and archiving

INTERNET MEDICAL AND SCIENTIFIC RESOURCES

Bradley Long, MLS, Senior Information Services Librarian, Scott Memorial Library, Thomas Jefferson University

- Available Internet resources
- Evaluating the quality of information/ Web sites
- Document delivery from medical libraries and publishers

THE BUSINESS OF FREELANCING

*Brian Bass
President, Bass Advertising & Marketing, Inc.*

- Rate setting
- Contracts
- Invoicing
- Liability issues

THE CLIENT-FREELANCE RELATIONSHIP: THE EMPLOYER/CLIENT PERSPECTIVE

Lori Alexander, Senior Editorial Manager, American Society of Clinical Oncology

- What hiring managers look in a freelance
- Negotiating fees and timelines
- How to maintain a working relationship without the "face-to-face" contact
- Providing constructive feedback
- Establishing realistic expectations
- Adhering to style and guidelines

QUESTION & ANSWER PERIOD

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Details

- Saturday, January 17
8:30-9:00 a.m. Registration and Continental Breakfast
9:00 a.m.-12:30 p.m. Workshop
12:30-2:00 p.m. Optional luncheon

• Sheraton Park Ridge Hotel and Conference Center
480 North Gulph Road, King of Prussia, PA
(610) 337-1800
www.starwood.com/sheaton

• Cost	<i>AMWA Members</i>	<i>Others</i>
Workshop:	\$60	\$75
Optional lunch:	\$20	\$25

Registration will be limited to the first 75 people who send in their checks.

Registration deadline: January 10

The Panel

Michael Shapiro is President of BCG Consulting, an information technology consulting firm in Lititz, PA that offers Internet business consulting, Web site programming, database design and development, and information technology support to small and large businesses.

Bradley Long, senior information services librarian at the Scott Memorial Library of Thomas Jefferson University in Philadelphia, PA, is also chair of the Philadelphia Regional Chapter of the Medical Library Association.

Brian Bass is president of Bass Advertising & Marketing, Inc. in Robbinsville, NJ, which provides medical writing solutions to firms specializing in medical communications, education, and advertising. Brian has been a successful freelance for more than 14 years. An AMWA Fellow, he has served as AMWA-DVC president, publicity, and programming chair, and is chair of the Princeton Conference. He also served on the AMWA Executive Committee.

Lori Alexander, MTPW, ELS, is the senior editorial manager in the Publications Department of the American Society of Clinical Oncology in Alexandria, VA. Lori has worked in medical writing and editing for nearly 20 years. She is the editor of the *AMWA Journal* and a board member of the AMWA Mid-Atlantic Chapter.

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Directions

Directions are available on the Sheraton's Web site:
www.starwood.com/sheaton.