

Have You Made Your Plans for the AMWA Conference in Orlando? It's 6 Weeks Away!

By Kelly Schrank, MA, ELS / 2016–2017 Annual Conference Administrator

There is still time to register for this year's conference and enjoy all of its social and educational opportunities! Whether you registered as a SuperSaver in the Spring or only plan to register before the regular pricing ends on September 30, you'll need a plan for what you want to learn and accomplish at the conference to make the most of your time and money.

Is this the year you... Transition from the bench to medical writing? Move to a new industry? Advance at your current employer? Master a new skill? Switch from writing to editing or from contributor to manager? Go freelance? There are sessions, workshops, and roundtables to help you with all of these goals.

Do you want to meet... People in certain industries, such as medical devices or academia? Those working in different areas, such as grant writing, health economics and outcomes research (HEOR), or continuing medical education (CME)? Folks who write in plain language or patient-centered publications? During the roundtables lunch on Friday (free with your registration), there will be tables for open discussions on topics such as these, as well as tables with facilitators to guide discussions on more specific topics.

Is your goal to... Get up to date with the industry by exploring some of the latest trends? There are sessions on technology—such as video, podcasting, and content management systems—to get you started. Do you need help incorporating storytelling or PR into your work? How



about medical devices or biologics or biosimilars? They are all covered in sessions at the conference.

Do you just want to... Strengthen your core skills? Delve more deeply into how to be an effective communicator? Dive

into a particular science topic? Learn how to better present data? These are all covered in workshops, sessions, and roundtables at various times throughout the conference.

Or are you looking for opportunities to... Develop your brand? Expand your network? Build your freelance business?

- You can attend the Intensive Session: Success Strategies for Showcasing Your Personal Brand (<http://engage.amwa.org/blogs/larry-lynam/2017/06/27/creating-our-brand>) for an in-depth workshop.
- You can network in so many ways! Watch AMWA Engage for blog posts on networking and other topics in the coming weeks. Until then, if you don't have business cards or a LinkedIn profile, work on that now!
- You can learn strategies to build your freelance business, no matter your level of experience or number of years in business, with sessions and roundtables that cover nuts and bolts, tech tools, social media, and business plans. And for the advanced freelancers, we are pleased to repeat our popular Freelance Jam Session.

There are so many options for learning and networking, so many people to meet, and so many new experiences to be had if you are willing to be open to what the conference has in store for you! But time is running out . . . this is your last chance to get your plans together. We look forward to seeing everyone in Orlando on November 1-4, having fun, learning new things, and growing as medical communicators!