

2017  
AMWA

Medical Writing &  
Communication  
Conference

NOVEMBER 1-4 | ORLANDO, FL

*Trends and Opportunities for Medical Communicators*

# Orlando, Here We Come!

Orlando, Florida, is known throughout the world as a vacation destination, but we hope you will take the opportunity to mix a little business and pleasure in your attendance at the Medical Writing & Communication Conference this year! Mark your calendars now for November 1-4 . . . and maybe plan on a few days before or after to take advantage of our location. There will be plenty of time for professional development: you can attend open sessions on new topics, take exams to add to your credentials, participate in AMWA Workshops to increase your skills and knowledge, and gain new insights from award-winning speakers. But there will also be time to meet new people and see old friends, try new foods and drinks, explore new locales, and strengthen relationships with your colleagues through these adventures. It's the perfect opportunity to open yourself to new experiences and reinvigorate your passion for your career or business.

#AMWA17



## ◆ Amenities

Before or after the conference you'll be able to stay close and take advantage of all that's at the doorsteps of the lovely *Walt Disney World Swan and Dolphin*, including a discounted hotel room rate. Or you can venture off the Disney property and explore Florida's natural treasures, experience what's been called a "golfer's paradise," or spend some time discovering the other theme parks in the area. For evening dinner excursions, Disney and Orlando offer a plethora of options. Staying at the conference hotel, you'll be right next door to *Disney's BoardWalk* Entertainment District, which offers dining, recreation, and entertainment options. Staying at the hotel also gives you access to free bus rides to Disney Springs, which offers even more dining and shopping options, and free boat transportation to Disney's Hollywood Studios and Epcot—which will be offering the International Food & Wine Festival while we are there.





## HIGHLIGHTS

### ◆ Schedule

It would be easy to become overwhelmed by the many options at the conference and in Orlando—so please plan ahead! Look over the schedule before making your travel plans, so you can decide what you want to learn and which sessions you want to attend. Figure out if and when you want to relax and what you want to do with that “down” time. If you’re all business, come in Wednesday and leave Saturday afternoon and you’ll experience all the annual conference has to offer. If you want to bring the family, you can come early and let the kiddies experience Mickey’s Not-So-Scary Halloween or stay late and have the spouse and/or kids come in Friday night or Saturday morning, so you can spend Saturday afternoon and Sunday with them at the parks. We’ve provided a preliminary schedule in the sidebar to assist you in making plans.

### ◆ Programming

The Annual Conference Committee has been busy looking over the 2016 post-conference survey results for insights into what you want to see this year, discussing trends and topics of interest to the community, and recruiting folks, where necessary, to cover what you want to see at the conference. We’ve asked for sessions in the following areas:

- The Evolving Regulatory Landscape
- New Media Channels, Writing, Technology, and Software
- The Future of Continuing Medical Education
- Fresh Perspectives on Health Literacy and Lay Audiences
- The Business of Freelance
- Grant and Proposal Writing and Editing
- Staying Current (Professional Development Topics)
- Essential Medical Communication Skills (Writing and Editing)

Look for our article in an upcoming issue of the *AMWA Journal* and watch for communications from AMWA staff for more information on the conference schedule, workshops, and sessions. Be sure to visit [www.amwa.org/conference](http://www.amwa.org/conference) for more information and to book your hotel room.

No matter when you arrive, or how long you stay, we are looking forward to seeing you in Orlando!

To help you make your plans, we’ve gathered together some preliminary schedule highlights:

#### Wednesday:

- ◆ BELS and MWC Exams
- ◆ AMWA Workshops
- ◆ New to AMWA Session
- ◆ Speed Networking

#### Thursday:

- ◆ General Session with Award Winner
- ◆ Open sessions
- ◆ Networking lunch
- ◆ AMWA Workshops
- ◆ Chapter dinners

#### Friday

- ◆ General Session with Award Winner
- ◆ Open sessions
- ◆ Roundtables
- ◆ Lunch
- ◆ Dine-Arounds

#### Saturday

- ◆ Special Interest Sessions
- ◆ AMWA Workshops

◆ [www.amwa.org/conference](http://www.amwa.org/conference)