



Proper Medical Writing

PRESENTING MEDICAL DATA
AT SCIENTIFIC MEETINGS

&

MEDICAL WRITING

26-27th February, 2010

Krakow

'This two-day training workshop has been specially developed for scientists and medical professionals in the healthcare system, academia and clinical departments of the pharmaceutical industry. It aims to teach you how to prepare your research for presentations at scientific meetings and how to get your research published in peer-reviewed journals. It discusses in depth all the essential steps you will need.'

John Richard Carpenter, PhD



...it is not just about translating your paper into English...

[Dr Steven Lock – former Chief Editor, British Medical Journal]

Course description

On Day 1 you will learn how to present your results in the most convincing way, even at the most prestigious congresses – how to write abstracts, how to make effective posters, and how to prepare and deliver oral presentations. On Day 2 we will examine the structure of manuscripts, how the peer-review process works and how to write effectively in English – for example, what makes text easy to read, using paragraphs to get your message across, use and misuse of jargon and medical terminology – and what to do when you receive the referees' comments. The aim of this part of the course is to provide professional support to authors and would-be authors of medical papers. Participants will acquire up-to-date information on the requirements for submitting articles, publication structure and common problems encountered by authors, plus some of the “tricks of the trade” that professional writers use

Each of the two days consists of lectures in the morning followed by breakout sessions in the afternoon. In these breakout sessions, participants will work in small groups on real-life practical tasks designed to reinforce the messages contained in the lectures. In these small group sessions you will work with our experienced trainers in an interactive manner.

By completing the course you will be able to:

1. Write a structured abstract which meets the congress requirements and at the same time captures the critical points of your study, describes your results clearly and consistently, and raises interest
2. Create a poster that meets the standards set for scientific presentations, that will guide the audience through your study with a focus on the most important results and will draw their attention to you and your work
3. Prepare and deliver a well-timed, successful oral presentation that will cover your study and tell your story in a comprehensive, logical and interesting way, with well-structured, well-balanced, clear slides
4. Write a manuscript for publication in a peer-reviewed medical journal so that it has the best chance of being accepted by the editor and referees.

The morning sessions will consist of three lectures. In the afternoons you will take part in two workshops, which will show you how to apply the theoretical knowledge in practice. All participants will attend both of the two workshops on each day.

The trainers are researchers with many peer-reviewed publications, and professional medical writers, all with wide experience in data presentation at international meetings and writing scientific and medical papers for publication in peer-reviewed journals.

Agenda

Day 1 – Presenting medical data at scientific meetings

08.00–08.20	<i>Registration & morning coffee</i>
08.20–08.30	Welcome & opening remarks
08.30–09.30	Lecture 1 – How to write an abstract: key elements, common issues.
09.30–09.45	<i>Coffee break</i>
09.45–10.45	Lecture 2 – How to make a scientific poster: structure, design, and data presentation.
10.45–11.00	<i>Coffee break</i>
11.00–12.00	Lecture 3 – How to prepare an oral presentation: selecting the content, slide structure, design, common problems, do's and don'ts.
12.00–13.00	<i>Lunch</i>
13.00–17.00	<i>Workshops (including coffee breaks)</i>
	Workshop 1 – Prepare and present a poster
	Workshop 2 – Develop slides and deliver a short oral presentation

Day 1 - Workshop details

Workshop 1 – Prepare and present a poster

Participants will be divided into small subgroups (4 subgroups of 5). During the first part of the workshop each group will develop a poster from a manuscript that they will be given. During the last 45 min there will be a poster session when the groups will present the posters, compare them and discuss their pros and cons. (All groups will work on the same manuscript)

Workshop 2 – Develop slides and deliver a short oral presentation

In the first part of the workshop, participants will be divided into small subgroups and each subgroup will prepare a set of slides for presentation from an abstract and manuscript. The final 45 min will be devoted to presentations and discussion. Each oral presentation will last approximately 10 min followed by 5 min of general discussion. The session will conclude with a general summary by the workshop leader(s).

Agenda

Day 2 – Medical Writing

08.00–08.15	<i>Morning coffee</i>
08.15–09.00	Lecture 1 – The elements of a paper: Introduction, Methods, Results and Discussion (IMRAD)
09.00–10.00	Lecture 2 – Writing in English: Common problems, what makes text difficult/easy to read, using paragraphs effectively, jargon and technical terminology
10.00–10.15	<i>Coffee break</i>
10.15–11.00	Lecture 3 – Other types of writing (letters to the Editor, research grant applications, covering letters, response to reviewers, etc.)
11.00–11.15	<i>Coffee break</i>
11.15–12.00	Lecture 4 – The editorial process: How a journal treats submitted articles, the peer-review process, why papers are rejected, what to do if your article is rejected/accepted
12.00–13.00	<i>Lunch</i>
13.00–17.00	Workshops (<i>including coffee breaks</i>) Workshop 1 – Review a manuscript, identify its faults and suggest improvements Workshop 2 – Write an abstract, discuss the covering letter and response to the referees' comments
17.00–17.15	Closing remarks & certificates

Day 2 - Workshop details

Workshop 1 – Review a manuscript (provided), identify its faults and suggest improvements

Participants will be divided into small subgroups. During the first part of the workshop each group will be given a manuscript to study and will be expected to highlight its strengths and weaknesses. With guidance from the workshop leader, participants will then suggest how to improve the manuscript. During the last 45 min each group will present their findings about the manuscript and the workshop leader will record and correlate the groups' findings for a final summary.

Workshop 2 – Write an abstract, discuss the covering letter and response to the referees' comments

Participants will work in their small groups. During the first part of the workshop, the groups will prepare an abstract from the provided manuscript and develop a covering letter to accompany the manuscript when submitted to the journal. The groups will then come together for a guided discussion of their work. The last 25 minutes of the workshop will be a guided group discussion (all groups combined) of how to deal with the referees' comments that the authors of the paper received, when they submitted their manuscript for publication. The referees' comments will be projected onto a screen for the general discussion.

Leaders

John Richard Carpenter, PhD

Dr Carpenter has a PhD in Pharmacology and spent 18 years as Lecturer in Pharmacology in the Faculty of Medicine at the University of Manchester in the UK. Since leaving academia Dr Carpenter has been a medical writer and medical communications specialist, now working as a freelance consultant. In this role he has worked with all the major global pharmaceutical companies in a wide range of therapeutic areas, developing and writing, for example, educational material, papers for publication in peer-reviewed journals, reviews, newsletters, and slide presentations for symposia. He is a member of the European Medical Writers' Association (EMWA), having served on the Executive Committee and now being a member of the Education and Professional Development Committee. Dr Carpenter was a member of the group that in 2005 developed the EMWA guidelines on the role of medical writers in developing peer-reviewed publications. He has written chapters on pharmacology in several text books and is co-author of *A Dictionary of Pharmacology and Allied Topics*. For many years Dr Carpenter has been developing and delivering training workshops for the pharmaceutical industry and medical professionals. Topics include pharmacology, pharmacokinetics, making and delivering slide presentations, and medical writing.



Nicholas Wilkes, MD, FRCA

Dr Nicholas Wilkes is a consultant anaesthetist at Oxford Radcliffe Hospitals in the United Kingdom. His special interests cover the perioperative management of major surgical procedures such as transplant surgery and gynaecological oncology. He was trained as a doctor in Germany obtaining his MD from Hamburg University. For his anaesthetic training he joined the Royal Free Hospital and University College London in the UK. Dr Nicholas Wilkes became a specialist and a Fellow of the Royal College of Anaesthetists (FRCA) in 1997. After completion of his postgraduate training he spent some time in a dedicated research post. Dr Nicholas Wilkes presented the findings of his group at conferences in Cambridge, Amsterdam, Bergen, Barcelona, San Francisco, Buenos Aires, Oxford, and London. He is an occasional reviewer for *Clinical Science*. He was appointed as a consultant anaesthetist at Oxford in 2002. He is a secretary to the Nuffield Department of Anaesthetics Consultant Committee. After his appointment he founded the Oxford Transplant Group which he is still in charge of. This group provides anaesthetic services for kidney transplants, kidney-pancreas transplants, intestinal transplants, and multivisceral transplants*

** If the total number of participants is less than 25, John Carpenter will be the only leader at the event.*

Registration

Please register at
www.propermedicalwriting.com

Dates & Venue

26-27th February 2010,
QUBUS HOTEL Krakow

Price

Standard participation fee: 2200 PLN (excl. TAX).
Discounts and grants are available for the
members of the selected scientific associations.

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Testimonials

"Uważam, że takie spotkania powinny się odbywać się cyklicznie, raz w roku lub raz na dwa lata"

"To niezwykle cenne doświadczenie - nigdy w mojej dotychczasowej drodze edukacyjnej nikt nie pokazał mi teoretycznych podstaw Medical Writing - a ucząc się samemu droga jest dłuższa i popełnia się wiele niepotrzebnych błędów"

"Duża ilość praktycznych wskazówek"

"Profesjonalny sposób prowadzenia warsztatów"

"Wykładowcy anglojęzyczni, mówiący zrozumiałym angielskim"

"We wszystkich częściach powiedziano wiele cennych wskazówek, o których (pomimo pisania prac i plakatów) wcześniej nie wiedziałam"

"Wykłady i warsztaty zwróciły uwagę na rzeczy, które wcześniej wydawały się bez znaczenia"

"Doskonałe przygotowanie wykładowców"

"Proste i zrozumiałe przedstawienie podstawowych, ale niezbędnych zasad dotyczących przygotowania posteru i przygotowania wystąpienia ustnego"

"Bardzo wartościowe były w szczególności ćwiczenia praktyczne, na bieżąco uzupełniane były wszystkie wątpliwości, nieprawidłowości."

"Warsztaty pozwoliły praktycznie wcielić w życie zalecenia z wykładów"

"Wszystkie zajęcia były bardzo przydatne, gdyż miały interaktywny charakter. Wykładowcy, szczególnie John, przedstawiali problemy w sposób niezwykle sugestywny i przekonujący. Również przygotowanie slajdów i posteru było zwróciło moją uwagę ku zupełnie nowym możliwościom."

Feedback received on 16-17th October 2009, Warsaw

