AMWA Carolinas Chapter
2020 Spring Conference

Friday, May 1, 2020
8:00 AM to 4:30 PM

The William & Ida Friday Center for Continuing Education
100 Friday Center Drive
Chapel Hill, NC 27599
2020 SPRING CONFERENCE SCHEDULE
THURSDAY DINNER 6:30–8:30 PM | FRIDAY CONFERENCE 8:00 AM – 4:30 PM

Preconference Dinner (Thursday, April 30, 2020, 6:30-8:30)

Whether or not you can attend the conference, get to know fellow AMWA members in a relaxed environment before the conference begins by joining us for a preconference dinner at the Tobacco Road Sports Café at 1118 Environ Way in Chapel Hill on Thursday, April 30, 2020, from 6:30 to 8:30 PM.

Tobacco Road offers a variety of entrée options and is conveniently located in off NC Hwy 54 in Chapel Hill (less than a mile from the Friday Center). For restaurant information or directions, visit http://www.tobaccoroadsportscafe.com/location/chapelhill.html or call (919) 537-8404.

Please RSVP by Monday, April 27, 2020, to Hazel O’Connor at communications@amwacarolinas.org. Attendees pay for their own food and beverages.

Conference Location

The Friday Center is located off NC Hwy 54 in Chapel Hill, North Carolina. See www.fridaycenter.unc.edu for a map and more details about the venue.

Conference Schedule

Conference Registration & Breakfast (Friday, May 1, 8:00–8:30 AM)
Pick up your badge, network with colleagues, and enjoy a deluxe continental breakfast (included with registration fee).

Morning Program (Open Sessions: 8:30–11:45, AMWA Workshop: 8:30–11:30)

AMWA WORKSHOP OPTION (ADDITIONAL FEE APPLIES)
Principles and Practice of Visual Data Presentation
Bart Harvey, MD, PhD, Associate Professor, Dalla Lana School of Public Health, University of Toronto, Toronto, ON, Canada

Description: Visual representation of data conveys specific information more efficiently than text, but choosing the best type of table or graph is not always easy. This workshop addresses the roles that tables, graphs, and charts play in the reduction, summarization, understanding, communication, and analysis of data. In-workshop activities: participants will discuss solutions to graphic problems submitted by other participants. *Note: previous participation in the Tables and Graphs and Statistics for Medical Writers and Editors workshops is recommended. This workshop has been renamed from “Advanced Data Presentation: Tables, Graphs, and Charts.”*

Target Audience: Writers and editors with moderate experience with graphical displays of data.

Pre-coursework (Homework) Due Date: Instructions will be emailed to you by AMWA Headquarters. Workshop homework (strongly encouraged) is due to the workshop leader no later than April 10, 2020.

AMWA workshops offer an intensive, small group experience. See info on page 4.
OPEN SESSIONS (INCLUDED WITH REGISTRATION FEE)

8:30–9:30 AM  Biostatistics: What Every Medical Writer Should Know  
            Presented by Venita DePuy, Bowden Analytics

9:30–10:30 AM  Development of a CRISPR/Cas9-based Treatment for Angelman Syndrome  
            Presented by Mark J. Zylka, Director, University of North Carolina  
            Neuroscience Center

10:30–10:45 AM  Break
            Presented by Demetrius Carter, Senior Vice President, Regulatory Sciences,  
            Synchrogenix, a Certara company

Lunch (11:45–1:00 PM)
            A buffet lunch is included with your registration. You may select a lunch roundtable during registration.

LUNCH ROUNDTABLE TOPICS AND LEADERS:
Breaking into Medical Writing, Jenni Pickett, Medical Writer and Consultant, Whitsell Innovations, Inc.
Volunteer Opportunities with AMWA, Ann Winter-Vann, Senior Writer and Manager, Whitsell Innovations, Inc.
Rethinking Presentations: Making Presentations Memorable and Influential, Danielle Hennis, Presentation Specialist, Make It Memorable Consulting Studios
Medical Writing for Social Media Campaigns, Lauren Rackoff, Freelance Medical Writer
Starting a Freelance Medical Communications Business: A Medical Editor’s Perspective, Kathleen Labonge, Freelance Editor
Structured Content Authoring, Kimberly Jochman, Senior Principal Medical Writer, Merck
Marketing Application Submissions: Planning and Strategies Prior to and During the Writing Process, Tim Garver, Executive VP and COO, Impact Pharmaceutical Services, Inc.

Afternoon Programs (INCLUDED WITH REGISTRATION FEE)

OPEN SESSIONS

1:15–2:30 PM  Ask a Medical Writing Entrepreneur!  
            Joins us for a Q&A style discussion on starting your own Medical Writing businesses.  
            If you have ever thought about venturing out on your own or are looking for tips to enhance your business, this panel is a great opportunity for you!  
            Presented by:  
            Carolyn Beam, Senior Medical Writer at Beam Medical Communications LLC  
            Trisha Houser, Manager at Houser Clinical Research Writing and Consulting LLC  
            Ursula Jorch, Business Coach and Medical Writer at Jorch Consulting Inc.  
            Dorothy Keine, Owner and Founder at 3Prime Medical Writing LLC

2:30–2:45 PM  Break
2:45–4:00 PM  Microsoft Word Tips: Using Find and Replace Better! (And More!)  
            Presented by BJ Witkin, Xeris Pharmaceuticals, Inc., Global Regulatory Publishing Specialist

Networking (4:00–4:30 PM)
            Take time to socialize with colleagues. Exchange ideas and trade business cards. Take a breather after a full day of learning, and kick off your weekend feeling relaxed!
**REGISTER EARLY FOR BEST PRICING!**

**REGISTRATION DEADLINES**

Early registration deadline: March 23  
Regular registration fees apply March 24–April 17  
Onsite registration fees apply April 18-May 1  
*After April 17, registration will be possible only by check on the day of the conference.*

Online registration is available at [https://www.amwa.org/event/2020CarolinasConf](https://www.amwa.org/event/2020CarolinasConf)

An automatic email will be sent from AMWA to confirm registration and provide a receipt.

**QUESTIONS?**

For program or other conference questions, please contact Lydia Morris, AMWA Carolinas Chapter President, at c president@amwacarolinas.org.

For registration questions, please contact AMWA Headquarters at conference@amwa.org or call 240 238-0940.

**AMWA WORKSHOPS**

AMWA workshops provide an immersive learning experience. Each 3-hour workshop offers a blend of didactic lecture and interactivity, with hands-on exercises. To maximize the learning experience, the number of participants is limited to 30. Workshops also include a pre-workshop assignment to enrich the learning experience and facilitate workshop discussions and exercises. A workshop provides 3 points toward recertification for the Medical Writer Certified (MWC) credential and 3 hours of education as per an accrediting body for continuing education.

**PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>Registration Fee</th>
<th>Members*/Nonmembers</th>
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<tr>
<td>Early Registration February–March 23</td>
<td>$140/$160</td>
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<tr>
<td>Regular Registration March 24–April 17</td>
<td>$160/$180</td>
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<tr>
<td>Onsite Registration after April 18</td>
<td>$180/$200</td>
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(on site and by check only)

*Get member price by joining AMWA before registering.

**Lunch Roundtables (included with registration fee)**

*When you register online, choose the lunch roundtable you would like to attend.*

*Changes to your selection may be made on site if space allows.*

<table>
<thead>
<tr>
<th>AMWA Workshop (8:30–11:30 AM)</th>
<th>$200</th>
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<tbody>
<tr>
<td>Principles and Practice of Visual Data Presentation</td>
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<tr>
<td>Registration for workshop is optional.</td>
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<td>Must register by April 17.</td>
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<tr>
<th>Workshop with Breakfast &amp; Lunch (no access to afternoon programs)</th>
<th>$280</th>
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<td>Must register for this option by April 17.</td>
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**CANCELLATION/REFUND POLICY**

You must e-mail conference@amwa.org at least 3 weeks before the event (by April 10, 2020) to request a refund of registration fees. Refunds will be issued through your method of payment, less a $50 registration cancellation fee and a $50 AMWA workshop cancellation fee for the AMWA workshop. Conference registration fees are nonrefundable after April 10, 2020. No refunds or credits will be given for failure to attend, late arrival, unattended events, or early departure.
**Hotel Information**

The Courtyard Marriott of Chapel Hill is on NC Hwy 54, within short walking distance of the Friday Center. The Hilton Garden Inn is located off I-40 on Fayetteville Road in Durham and is adjacent to The Streets at Southpoint mall. The Hilton Garden Inn is 10 miles from RDU International Airport and 7 miles from the Friday Center.

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<thead>
<tr>
<th>Courtyard Marriott of Chapel Hill</th>
<th>Hilton Garden Inn Durham Southpoint</th>
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<tr>
<td>100 Marriott Way</td>
<td>7007 Fayetteville Road</td>
</tr>
<tr>
<td>Chapel Hill, NC 27517</td>
<td>Durham, NC 27713</td>
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<tr>
<td>Phone: (919) 883-0700</td>
<td>Phone: (919) 544-6000</td>
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<td><a href="http://www.marriott.com/rduch">www.marriott.com/rduch</a></td>
<td><a href="http://www.hiltongardeninn.com">www.hiltongardeninn.com</a></td>
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