**Workshop A: Writing for cross-cultural communication.**
Cost: $120 delegates/$160 workshop only*

**Objective**
Writing effectively for a diverse audience can be a challenge for medical writers. This workshop builds skills in communicating with culturally diverse clients and communities to ensure written communication is well-pitched and reaches the target audience.

**Workshop content**
The workshop will cover:
- key principles of effective cross-cultural communication
- strategies for effective written communication with CALD communities
- developing culturally-relevant content
- benefits and limitations of translated materials
- verifying the integrity of materials in English and in language
- resolving issues that arise from the translation process.

**Participant profile**
This is an essential workshop for anyone who writes or prepares material for audiences with low English language proficiency.

**Pre-workshop assignment:** 1–2 hours.

**Workshop leader**
Dr Pauline Gwatirisa is a Project Officer with the Centre for Culture, Ethnicity and Health. She has several years’ experience working in the community development sector, both in Australia and overseas. Her role at the CEH includes training development and delivery, resource development and consultation. Currently she is involved in the development of a training program to build the capacity of Victorian health and community services to implement health literacy within their organisations.

**Workshop B: Writing clearly and succinctly.**
Cost: $120 delegates/$160 workshop only*

**Objective**
For science to be understood, assimilated and further developed, it needs to be accessible through clear and concise writing. Writing clearly and succinctly is a writing workshop that teaches you how to simplify the process of writing, improve sentence structure and make your writing more concise.

**Workshop content**
In this workshop we will:
- discuss the writing process and recommend techniques to improve efficiency
- review sentence structure without introducing complicated grammar rules and teach you how to improve the flow of your writing
- demonstrate how to make your writing more concise.

Participants are encouraged to work on a sample of their own writing during the workshop.

**Participant profile**
The workshop is aimed at intermediate writers. It is also beneficial for experienced writers who are interested in revising or refreshing their approach to writing and in improving their ability to write succinctly.

**Pre-workshop assignment:** 1–2 hours.

**Workshop leader**
Dr Marina Hurley, founder and manager of Writing Clear Science, is a scientist with a background in ecology and now specialises in the teaching of scientific and academic writing. Marina is currently a Visiting Fellow at the University of New South Wales and regularly travels around Australia to deliver writing workshops.

**Workshop C: Making the most of MS Word.**
Cost: $120 delegates/$160 workshop only*

**Objective**
To demonstrate ways to work more efficiently and effectively in MS Word.

**Workshop content**
The workshop will cover:
- styles and templates—the benefits of using styles, and some important ‘dos and don’ts’ of working with styles and templates.
- using PerfectIt—a Word add-in that finds inconsistencies in spelling, capitalisation, hyphenation, abbreviations and bullet point punctuation.
- the Quick Access Toolbar (QAT) —a feature of ribbon versions of Word (2007 and 2010), the QAT can be customised to speed up formatting and editing, illustrated using tables.
• finding answers—advice on how to find answers to issues with Word, illustrated using the 'find and replace' function, positioning graphics, and any other issues participants raise on the day.

Participant profile
This workshop is for anyone who works with MS Word (the focus will be on PCs, but much of the information will be relevant to Mac users).

Pre-workshop assignment: 1–2 hours.

Workshop leader
Dr Hilary Cadman has worked internationally as a scientist, university lecturer and technical editor (both in-house and freelance). She now works as a freelance editor and trainer, and is based in the delightful town of Bellingen, NSW. Hilary is passionate about finding better ways to work on and in her business.

Workshop D: Blogging for medical writers: a beginner's guide.
Cost: $120 delegates/$160 workshop only*

Objective
This workshop will provide an overview and practical skills in how you can use a blog to find story ideas and contacts, build a personal following and attract audiences.

Workshop content
This workshop will focus on developing an understanding of how blogging can enhance your writing. By the end of the workshop, you will be able to:

• understand the role of blogging
• set up your own blog
• write effective and engaging blog posts that encourage interactivity
• understand the principles of finding an audience for your blog.

Participant profile
This workshop is suitable for those who want to establish a blogging presence. It will focus on introductory skills such as setting up a blog and writing a blog post, however there will be some discussion of marketing your blog.

Pre-workshop assignment: 1–2 hours.

Workshop leader
Dr Renee Barnes is a senior lecturer in online journalism at the University of the Sunshine Coast. She has worked as a journalist for numerous organisations including The Age, ABC and Australian Associated Press and still regularly writes for The Age. Renee also provides training and consultancy to industry on online journalism and social media.

*Workshop places not filled by conference delegates will be open to people not attending the conference. Contact the Conference Organiser with enquiries at amwa2013@clems.com.au

On completion of eight workshops, AMWA members become eligible for the AMWA PDP Certificate. This is not a qualification, but rather an indicator of the member's commitment to continuing education in the area of medical writing. In order to receive a letter of attainment and credit towards the PDP certificate, participants need to complete a pre-workshop assignment, a workshop evaluation and a quiz.