

posters. It is recommended that for a minimum of 2 different data sets be provided.

- Teams will prepare one poster with the Poster Builder Software on PCs. Teams will also be asked to prepare to answer questions from the group
- 1 or 2 representative from each team will be asked to present the team poster and answer 1-2 questions from other groups.
- A prize will be given to all participants by Medically Speaking.

17:30 – 17:45

Program Follow-up

Ornella Vincenzino-Medically Speaking

xx - Pfizer Greece

- Explanation of the "The Poster Challenge"

17:45 – 18:00

Closing Remarks: Taking Your Knowledge Back Home

President - Athens Medical Society

- Summary of information learned during the day
- Encourage participants to apply tools for effective manuscript writing and poster preparation at home with Greek research data.

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Medically Speaking L.L.C.
Via Alessandro Poerio, 76 - 00152 Rome, Italy
Tel: +39.06.5896165
info@medspeaking.com



Medical Writing for Excellence:
Focus on Manuscripts and Posters

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DAY 1 FRIDAY, JUNE 1 2007

16:00 – 16:45

Introduction to "Medical Writing for Excellence: Focus on Manuscripts and Posters on Smoking Cessation"

President Athens Medical Society

Ornella Vincenzino- Medically Speaking Facilitator and Program Lead

- Introduction to the program (President of Athens Medical Society and/or Pfizer may say few words as well)
- Basics about Medically Speaking
- What is the purpose of the program, the objectives, and the expected outcome?
- Offer statistics on publication rates across Europe
- What is the current state in general of publications for Greece today?
- In certain therapeutic areas?
- Review of the two day agenda
- Introduce Lippincott Editor
- Icebreaker for participants- break into pairs
- Each takes turn introducing partner on:
 - Name, where from, and where work
 - Experience with publishing manuscripts
 - One learning goal from meeting

16:45 – 19:00

Manuscripts – From "Evidence-Based Writing" to Winning the Publications Game

Deborah Cochran - Sr. Editor Lippincott

Session A: The difficult question What makes a good paper?

16:45 – 17:00

Effective writing: Facilitated by Ornella

- Determine the purpose of the paper in advance
- Define the standard you will measure success by
- Set the "navigation charts" before embarking on your journey
- Message, Market, Length, Deadline, Payoff
- Titles crafted with care to capture grazers

17:00 – 17:45

The expanded IMRAD model: Facilitated by Deborah

- Explain the significance of each section of a manuscript: The author, the abstract, key words, I, M,R,D, references, acknowledgments
- Should you reveal the conclusion in the title
- The colon: to allow progression from general to specific

17:45 – 18:00 Short Break

Session B: The less difficult question What gets a paper published?

18:00 – 18:15

The important implications of knowing "your" market:
Facilitated by Ornella

- Define your customer (editor, journal)
- Study and understand them

18:15 – 19:00

Technical requirements for publication: *Facilitated by Deborah*

- Submission letter, Title page
- Literature review update
- Submission requirements
- The review process

19:00 – 19:45

First Day Closing Remarks

Ornella Vincenzino- Medically Speaking

- Explanation of next day's events
- Guided tour of Santo Spirito with light refreshment

DAY 2 SATURDAY, JUNE 2 2007

9:00 – 10:30

Case Study on Manuscript Writing

Deborah Cochran - Sr. Editor Lippincott

- Review of un-accepted publication in specific therapeutic area (TBD)
- Review of accepted publication in specific therapeutic area (TBD)
- Group divided into teams (TBD)

10:30 – 11:00 Break

11:00 – 11:45

Clear and Concise Abstract Writing

Deborah Cochran - Sr. Editor Lippincott

- Explanation of the abstract structure and its significance
- Demonstrate how to explain research findings in a simple and effective manner for congress submission

11:45 – 17:45

Posters- A Fundamental Part of a Physician's Professional Skills Set
Ornella Vincenzino - Medically Speaking Facilitator

11:45 – 12:30

The purpose of the poster - Using this medium to its full potential

- Understand the significance of the poster

The poster process: Not just a cut down version of a scientific paper

- Learn how to structure and prepare an effective poster for submission to major congresses.

12:30 – 14:00 Lunch

14:00 – 15:00

Poster preparation: Materials used and visual lay-outs do make a difference!

- Learn to create a poster that captivates the observer
- Understand different techniques to maximize interest in the data

Poster presentation skills and responding to questions: Maximize one's influence in the jungle of the scientific community.

- Key highlights on how to present a poster to captivate the listener
- Key highlights on how to respond to questions
- This section would be further developed in a possible follow-up meeting.

15:00 – 15:45

Medically Speaking Poster Builder Software Presentation

- Participants will discover the unique and innovative tool developed by MS
- A poster will be prepared in the classroom by some participants called upon randomly to emphasize key points as well prepare for the final role-playing section of the program

15:45 – 16:15 Break

16:15 – 17:30

Putting to Practice Poster Creation

Participants will break out into groups of 4-5 people each.

- Teams may be created by MS prior to the meeting (TBD).
- The amount of teams will be adjusted according to the amount of final participants.
- Each team will be given a "team name" related to a TA
- Pfizer will provide the data on which the teams will build their