



7-Step Workshop to Master your Publication Planning

How to disclose research results in a timely and
effective manner

Type

Online Training -
Limited number

Date

8 and 9 April
2021

Language



English

Location

Online

ABOUT

Publishing scientific research is essential to disseminate scientific and clinical data and to create trust in biomedical products. Even after all the time, effort and budget used to conduct clinical studies and investigations, how often do researchers say: "I wasn't able to publish these results because of time constraints"? Publication's statistics tell us it's a common issue, even for clinical trials for which ethical guidelines mandate that the results of all studies should be published.

The main reason for not publishing stands in the lack of appropriate planning and resources.

Publication planning has a fundamental impact upon companies, manufacturers and academic activity and needs to be aligned to strategic objectives.

Publication's activities are now under the lenses of the regulatory authorities and of the general public.

In this workshop the key aspects and challenges of Publication Planning will be explored to give insights on what publication planning is, the importance of good publication planning and how the different figures involved in the development of disclosures can work together to succeed.

If you need to master the 7-steps to maximise the impact of:

- Scientific manuscripts in peer-reviewed journals
- Data presented at congresses



- Data published on clinical trial registries
- Data included in Clinical Study Reports
- Data shared through social media

This workshop is a must. Attendees will benefit from the perspective and experience of an international expert in the strategic development and implementation of publication plans across a wide variety of scientific and clinical specialties.

PROGRAMME

This is a four-part interactive workshop featuring two days of focused lessons, discussions and exercises.

The workshop will be tailored to the needs of the attendees and includes modules on:

1. The basics of communication
2. The evolving environment of medical and scientific communications
3. Identifying the communication's gaps
4. Knowing and identifying the most appropriate target(s)
5. Organising writing projects
6. Identifying the resources
7. The preparation of an effective scientific communication plan

The hands-on, interactive format of this workshop provides a rich experience and the best chance for success.

AGENDA

Part one - The basics of Communication

- Introduction
- What communication is?
- Workshop - Effective communication
- The evolving environment of communication
- The environment of scientific communication
- Regulatory authorities' requests
- Workshop - Scientific vs non-scientific communication

Part two - The basics of targeted scientific communication

- Communication's objectives
- Communication's gaps
- Workshop - gaps analysis
- The reader-centred approach
- Workshop - Choosing a target journal



Part three – Organising and managing your scientific communications plan

- Organising your writing projects
- The resources needed
- Workshop: who is needed for an effective communication plan?
- Managing your writing projects
- Ensuring resources
- Workshop: prioritising communications and tasks

Part four – Practical work: Preparing a Publication plan

- Planning scientific communications
- Workshop: What is needed for preparing an effective publication's plan?
- Presenting data: who makes what?
- Workshop: preparation of a scientific communication plan

WHO SHOULD ATTEND

This 7-steps workshop is for anyone who needs to know how to plan and manage the communication of any scientific publication, such as medical advisors, scientific writers, medical writers, medical liaisons, communication professionals, marketing, brand and project managers, researchers, clinicians, and medical information managers and professionals. The course can benefit all professionals having experience on how to communicate scientific outcomes, even the most experienced.

Participant experience

Participants need to be familiar with the basics of clinical research and communications.

TEACHING METHODS

Interactive workshop with practical exercises and application to participants' daily activities.

LECTURERS



Andrea Rossi

Freelance International Scientific Communicator

Andrea Rossi has a degree in Biology from Florence University. After a brief spell at the University, he started working in the Italian Affiliate of Eli Lilly as a Clinical Research Associate. In the years that followed he was responsible for Statistics, Health Outcomes and Medical Information. Andrea has been working as Medical Writer since 2003 beginning in Italy and, then, becoming responsible worldwide for a biosimilar company based in Switzerland. He is author of more than 350 disclosures and acknowledged for his contribution in several others. From 2007 to 2009 he was on the coordination board of BIAS (Biometristi Italiani Associati) and has been an European Medical Writers Association (EMWA) member since 2004. Andrea acts as trainer for statistics and medical writing in some Italian schools for specialisation in medicine and has been a speaker at national and international conferences. Andrea leads the Medical Communications Special Interest Group, workshops for and is past-president and ambassador of EMWA.



AT THE END OF THE TRAINING, YOU WILL BE ABLE TO

- Plan and manage an effective Scientific Communication Plan
- Select target audience and media
- Increase the rate of disclosures without increasing the resources needed

USEFUL INFORMATION

This online training is divided in 2 modules:

- Module 1 | April 08th, 2021 - 9:30 am - 13:00 pm CET
- Module 2 | April 09th, 2021 - 9:30 am - 13:00 pm CET

Some days before the online training you will receive all details about the connection.

The course will proceed with a minimum number of participants. Should this number not be reached the registered participants will be notified one week prior to the commencement of the course.

REGISTRATION FEE

Early Bird: € 665,00* (until 11 March 2021)

Ordinary: € 855,00*

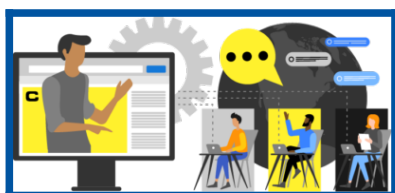
Freelance - Academy - Public Administration:** € 430,00*

* for Italian companies: +22% VAT

** Early Bird discount not applicable to Freelance - Academy - Public Administration fee

The fee includes: tuitions, organizational office assistance, teaching materials and attendance certificate that will be sent after the training via e-mail.

SEDE DEL CORSO



Online interactive training on Zoom platform.
LS Academy will provide the access link to the virtual platform a few days before the training.

