



**2024 AMWA
Annual Conference
New Orleans
October 23-26**

Innovate, Inform, and Inspire: **Jazz Up** Medical Communication

Michele W. Sequeira, MS, MBA, MWC / 2024 Annual Conference Committee Chair

Don your Mardi Gras colors—purple, green, and gold—to get ready for the AMWA 2024 Medical Writing & Communication Conference in New Orleans, Louisiana, October 23 through 26. The Annual Conference Planning Committee, AMWA Staff, and many, many contributors have been working hard to deliver a great conference in the Big Easy.

A JAZZY SELECTION OF EDUCATIONAL OPPORTUNITIES

The Annual Conference Planning Committee reviewed more than 120 proposals (60% more than last year) for educational sessions. We'll have another packed schedule this year with room for only about 50 sessions.

The Committee read, evaluated, and discussed more than 90 thoughtful and well-written proposals for educational sessions. We could accept only 50 of them, and we're thrilled with the ones we selected. We think attendees will be, too!

The program will have sessions for beginners, mid-career, and experienced medical communicators. The Committee made every effort to match the session content to the areas that AMWA members need:

- ✦ Core Knowledge and Skills
- ✦ Regulatory Writing
- ✦ Health Communication
- ✦ Career Development
- ✦ Scientific Publications
- ✦ Freelancing
- ✦ And more!

In addition to the educational sessions, we'll have more than 18 workshops for deeper dives into specific topics relevant to medical communicators.

This year, we needed to innovate: because New Orleans is a popular place, our conference schedule will be adjusted slightly. Our general sessions will move to Friday and Saturday and will feature terrific speakers, so attendees should plan to stay until the end.

Like previous conferences, though, most workshops will be held on Wednesday, the preconference day, to minimize conflicts with the sessions. Posters offer additional topics for learning and allow space for networking, too. And, of course, the schedule will allow time for networking, light snacks, and break time to keep attendees rested and refreshed.

The Annual Conference offers roundtables to give attendees the opportunity to simultaneously learn and network. This year's conference will be no different; we are planning to offer several informational and participatory roundtables.

Feedback from previous conferences suggested adding technology showcases to learn about the latest technology and tools, and last year's showcases were a success. This year again, these presentations will offer a chance to learn more about the products and services some of the sponsors offer, see demonstrations of their tools, and perhaps even take some for a test drive.

PLAN YOUR TRIP NOW

New Orleans is one of the most iconic American cities, so get inspired to make your travel arrangements early. Book your room as soon as possible at the New Orleans Marriott Hotel to take advantage of the early bird discount. Visit the AMWA website to learn more.

And don't forget to reserve some time to visit the attractions, sample the food, and take in the historic sites of the Big Easy. Our conference schedule will allow some time to visit the city, but you'll probably want more! I look forward to seeing you at the conference.

Author declaration and disclosures: *The author notes no commercial associations that may pose a conflict of interest in relation to this article.*

Author contact: Michele@SequeiraMedicalWriting.com