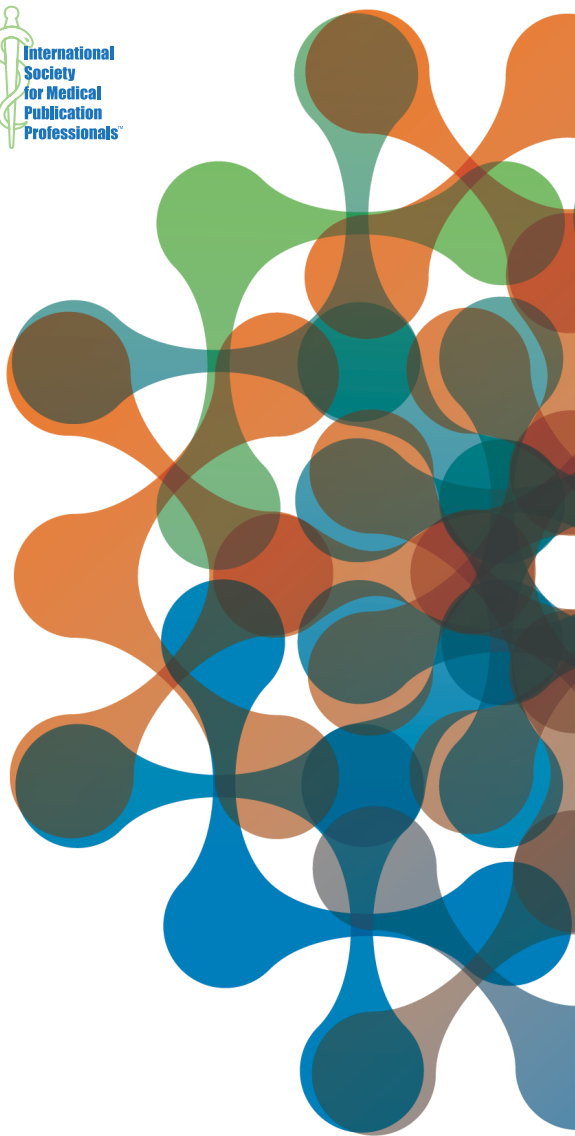


14TH ANNUAL MEETING OF ISMPP



FROM PUBLICATION
TO PRACTICE:
**ADVANCING SCIENCE THROUGH
EFFECTIVE COMMUNICATION**

April 30 - May 2, 2018

Gaylord National Resort and Convention Center • National Harbor, MD, USA

Dear Colleagues:

We are excited to share the preliminary program for the **14th Annual Meeting of ISMPP, From Publication to Practice: Advancing Science Through Effective Communication**. This year's meeting theme considers the changing role of the publication professional, the importance of the effective communication and emerging trends in our industry.

Our aims of the 14th Annual Meeting of ISMPP are to:

- Emphasise the evolving role of the publication professional and address unmet educational needs
- Educate on the significance of an effective scientific narrative
- Expand knowledge of emerging and future trends in scientific communications

This year we are pleased to offer more sessions targeting highly experienced professionals and individuals newer to the profession. We are also pioneering a workshop-style session for senior-level professionals that aims to have attendees input on an action plan around a key issue.

Other new topics include the ins and outs of partnering with medical affairs; effective communication of real world evidence; and adapting gap analysis to health outcomes plans. And, you won't want to miss "News You Can Use", a session of quick updates on relevant topics for all professional levels. We will also discuss emerging and future trends such as pre-prints, the future of authorship credit—beyond the attribution model; and mandating publishing in open access journals.

We will continue to build upon the success of our previous meetings by expanding education on topics such as digital applications in publications; the role of the patient in the clinical trials process, including how we communicate results; and more on the changing requirements of lay summaries. Finally, as in past meetings, member research will be featured prominently, keynote speakers will be a daily element, and numerous networking opportunities will be offered.

On behalf of ISMPP's Board of Trustees, the 14th Annual Meeting Program Committee and the ISMPP staff, Welcome!



Juliana K. Clark, PharmD

*Chair, ISMPP Board of Trustees (2017-2018)
Executive Director
Global Medical Writing, Scientific Affairs
Amgen, Inc*



**Angela Bickford, PhD,
ISMPP CMPP™**

*Chair, Annual Program Committee
Publication Director
Publications and Disclosure Practices
GlaxoSmithKline*



Jonathan Druhan, PhD

*Vice-Chair, Annual Program Committee
Global Publications Director, CVMD
AstraZeneca*

PROGRAM AGENDA AT-A-GLANCE

SUNDAY EVENING, APRIL 29

- 3:00 PM – 6:00 PM

Registration
ISMPP Registration Desk, Woodrow Wilson Foyer
- 6:00 PM – 7:30 PM

Welcome Reception
Eastern Shore (Atrium)

MONDAY MORNING, APRIL 30

- 7:30 AM – 1:00 PM

Registration
ISMPP Registration Desk, Woodrow Wilson Foyer
- 7:30 AM – 8:30 AM

Breakfast with Exhibitors
Exhibit Hall
- 8:30 AM – 10:00 AM

Pre-conference Workshops
- 10:00 AM – 10:30 AM

Morning Break and Visit Exhibitors
- 10:30 AM – 12:00 PM

Pre-conference Workshops (continued)
- 12:00 PM – 1:00 PM

Lunch for Workshop Attendees and Faculty Only
Exhibit Hall

MONDAY AFTERNOON, APRIL 30

- 1:00 PM – 1:10 PM

Welcome to the 14th Annual Meeting of ISMPP
Opening Remarks
- 1:10 PM – 1:40 PM

Keynote
- 1:40 PM – 2:10 PM

The Power of the Patient: Update from the FDA Patient Engagement Advisory Committee
- 2:10 PM – 2:50 PM

Debate: Patient Involvement in Medical Publications: How Much and How Far?

MONDAY AFTERNOON, APRIL 30

2:50 PM – 3:35 PM **Extended Welcome Break:**
Compliments of the EXHIBITORS
Exhibit Hall

3:35 PM – 4:20 PM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



Scientific Platforms 101 (Intro)



Best Practices in Video Abstracts



The Role of RWE in a Value-Based World: Who's Listening?

Guided Poster Tour (participation limited)

4:20 PM – 4:25 PM **Move to Next Session**

4:25 PM – 5:10 PM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



Scientific Platforms 201 (Adv)



Best Practices in Video Abstracts



The Role of RWE in a Value-Based World: Who's Listening?

5:10 PM – 5:45 PM **Roundtables**

(Select topics will qualify for ISMPP CMPPTM credit)



Parallel Session



Roundtables

MONDAY EVENING, APRIL 30

5:45 PM – 6:45 PM **ISMPP Member Poster Presentation & Reception**
Cherry Blossom Ballroom Foyer

TUESDAY MORNING, MAY 1

7:00 AM – 8:00 AM **Registration and Breakfast With Exhibitors**

8:00 AM – 8:05 AM **Opening Remarks**

8:05 AM – 8:35 AM **Keynote**

8:35 AM – 9:05 AM **Debate: Preprints – Long Overdue or Too Much Too Soon?**

9:05 AM – 9:45 AM **The Future of Authorship Credit**

9:45 AM – 10:15 AM **Morning Break and Visit Exhibits**
Exhibit Hall

10:15 AM – 11:00 AM **Parallel Sessions**
Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



The Evolving Role of the Medical Publication Professional: Collaborating Cross-Functionally Within Your Organization



Journal Rejections: Strategies for Resubmission



Pharma Collaboration for Transparent Medical Information (phactMI) Benchmark Study: Trends, Drivers, Success Factors and Value of Globalization in Medical Information

Guided Poster Tour (participation limited)

TUESDAY MORNING, MAY 1

11:00 AM – 11:05 AM **Move to Next Session**

11:05 AM – 11:50 AM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



The Evolving Role of the Medical Publication Professional: Collaborating Cross-Functionally Within Your Organization



Journal Rejections: Strategies for Resubmission



Pharma Collaboration for Transparent Medical Information (phactMI) Benchmark Study: Trends, Drivers, Success Factors and Value of Globalization in Medical Information

Guided Poster Tour (participation limited)

TUESDAY AFTERNOON, MAY 1

11:50 AM – 1:00 PM **LUNCHEON**

Riverview Ballroom (follow ISMPP signage)

1:00 PM – 1:30 PM **Member Oral Presentations**

1:30 PM – 2:00 PM **ISMPP Business Meeting - For All ISMPP Members!**

2:00 PM – 2:45 PM **Publishers Panel II: Simplifying and Streamlining - Working Together to Improve the Quality of Medical Publications**

2:45 PM – 3:15 PM **Afternoon Break and Visit Exhibits**

Exhibit Hall

3:15 PM – 4:10 PM **Scientific Congresses of the Future: Successful Integration of Enhanced Digital Technology**

4:10 PM – 4:15 PM **Move to Next Session**

TUESDAY AFTERNOON, MAY 1

4:15 PM – 5:00 PM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



ISMPP CMPPT™ Discovery – The Path to Earning and Retaining Your Credential



ISMPP Member Proposal (*topic to be announced*)



Permission Granted? The Ins and Outs of Global Copyrights

Senior Level Working Session

(closed session; participation limited)

Move to Next Session

5:05 PM – 5:50 PM **Roundtables**

(Select topics will qualify for ISMPP CMPPT™ credit)

TUESDAY EVENING, MAY 1

6:00 PM – 7:30 PM **ANNUAL EVENING NETWORKING RECEPTION**

WEDNESDAY MORNING, MAY 2

7:00 AM – 8:00 AM **Registration and Breakfast with Exhibitors**

8:00 AM – 8:05 AM **Opening Remarks**

8:05 AM – 8:35 AM **Keynote**

8:35 AM – 9:05 AM **Member Oral Presentations**

9:05 AM – 9:10 AM **Move to Next Session**

WEDNESDAY MORNING, MAY 2

9:10 AM – 9:55 AM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



Best Practices for Small-to-Mid-Sized Companies



"Mind the Gap" - Life Cycle Management and HEOR Integration



Lay Summaries 101 (Intro)

Guided Poster Tour (participation limited)

9:55 AM – 10:00 AM **Move to Next Session**

10:00 AM – 10:45 AM **Parallel Sessions**

Your choice! Pick the topic of most interest to you, and engage in a 45-minute interactive exchange with faculty in a smaller group setting.



Best Practices for Small-to-Mid-Sized Companies



"Mind the Gap" - Life Cycle Management and HEOR Integration



Lay Summaries 201 (Adv)

10:45 AM – 11:15 AM **Break with Exhibitors**

Exhibit Hall

11:15 AM – 11:25 AM **Exhibitor Prize Drawing**

Exhibit Hall

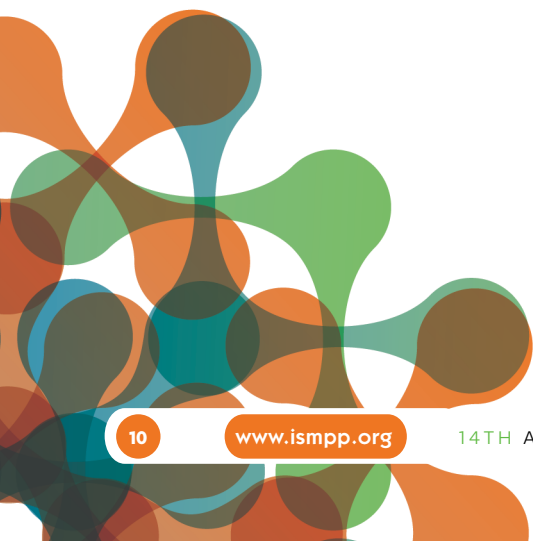
11:25 AM – 11:30 AM **Move to Next Session**

11:30 AM – 12:00 PM **"News You Can Use"**

WEDNESDAY AFTERNOON, MAY 2

12:00 PM – 12:45 PM	Keynote
12:45 PM	Closing Remarks
12:45 PM – 1:00 PM	Lunch for Workshop Attendees and Faculty Only
1:00 PM – 2:30 PM	Post-conference Workshops
2:30 PM – 3:00 PM	Afternoon Break
3:00 PM – 4:30 PM	Post-conference Workshops (continued)
4:30 PM	CONFERENCE ADJOURNS

14TH ANNUAL MEETING POSTER PRESENTATIONS (TBA IN MARCH 2018)



GET THE MOST OUT OF THE 14TH ANNUAL MEETING!



ISMPP will be "Tweeting" in real time from the meeting. Hear about exciting events as they happen! Follow ISMPP on Twitter (@ISMPP). Remember to use #ISMPP when Tweeting and re-Tweeting!



Join our group on Facebook for the latest society and meeting-related announcements.



Be sure to check out ISMPP's meeting highlights on our YouTube channel!

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THE PUBLICATION PLAN

NEWS FOR MEDICAL PUBLICATION PROFESSIONALS

<https://thepublicationplan.com/>

WORKSHOP OFFERINGS

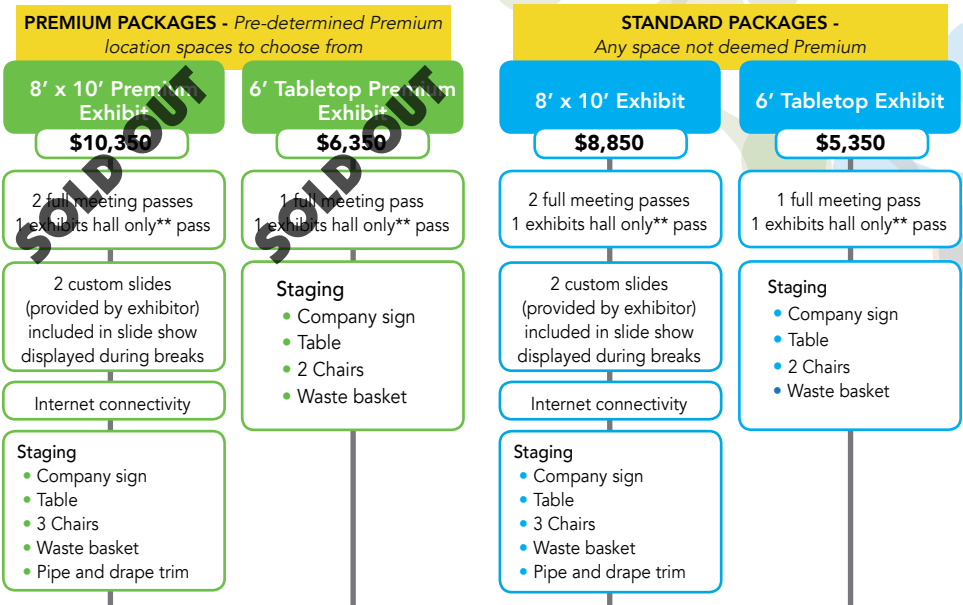
PRE-CONFERENCE WORKSHOPS MONDAY, APRIL 30 8:30 AM - NOON	POST-CONFERENCE WORKSHOPS WEDNESDAY, MAY 2 1:00 PM - 4:30 PM
Advanced Publication Planning	Advanced Publication Planning
Best Practices in Working With Authors	Digital Advances and Publication Planning: Current Practices and Future Directions
Communicating Product Value: HEOR for the Publication Professional *	Scientific platforms: Lead them, live them, love them!*
Digital Advances and Publication Planning: Current Practices and Future Directions	Statistics for the Publication Professional and How to Work Effectively with Statisticians*
Global Publication Planning: Issues & Challenges	What Constitutes a Good Health Outcomes Manuscript? Implementing the CHEERS Guidelines
Introductory Publication Planning	*NEW THIS YEAR!
Publication Planning & Management at Smaller Companies	
Publications Reporting Data from RWE Studies	
Successful Publications Steering Committees: Practice Pearls from Biopharmaceutical and Agency Perspectives	

Workshop descriptions coming soon!

14TH ANNUAL MEETING EXHIBITOR & SPONSORSHIP OPPORTUNITIES!

EXHIBIT PACKAGES

Multiple adjacent booths or tables are available on a first priority basis.



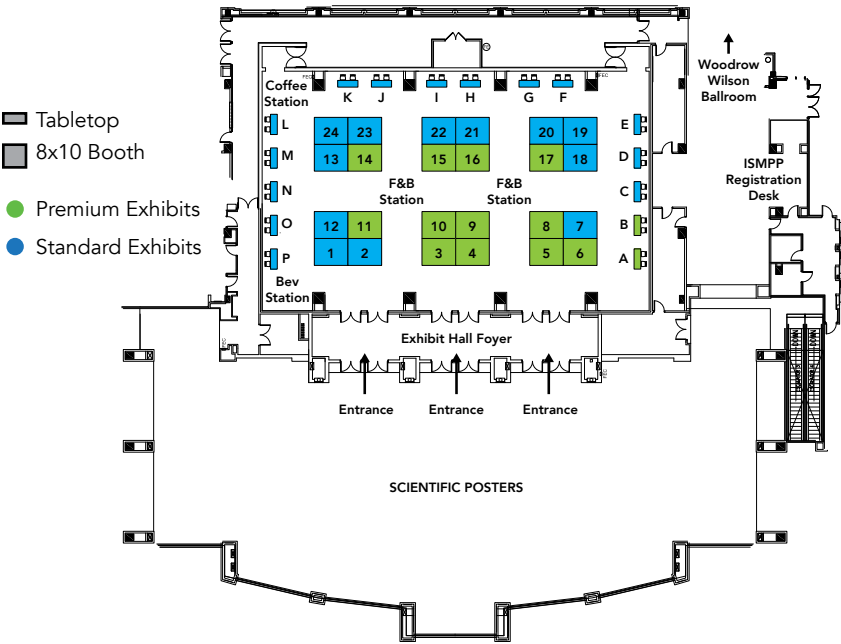
SEE PAGE 14
FOR
FLOOR PLAN



Submit your exhibit and/or
sponsorship application now!

EXHIBIT FLOOR PLAN

The Exhibit Hall is located in the Cherry Blossom Ballroom which is on the first level (same level as the General Session)



Support ISMPP's mission of advancing the medical publication profession through education and advocacy

JOIN US!



All booths exhibits shaded in green are included in the Premium Exhibit Packages.

VENUE AND HOTEL ACCOMMODATIONS

Gaylord National Resort and Convention Center

201 Waterfront Street
National Harbor, MD, USA

Phone +1 301 965 4000

Fax +1 301 965 4098

ISMPP Preferred Rate: \$249 USD*

***Expires Tuesday, April 11, 2018**

To book your reservations online, [click here](#)

If calling to book your reservation via phone, please be sure to reference 'ISMPP' to receive the negotiated rate.

Registration

To register for the meeting, [click here](#)

Non-member Registrants:

Please note there is an additional administrative fee to register, which entitles you to a complimentary year of membership to ISMPP if you opt-in.

REGISTRATION FEES

	Monday, April 30		Tuesday, May 1		Wednesday, May 2	
	Pre-Con Workshop AM	General Session PM	General Session Full Day	Networking Reception PM	General Session AM	Post-Con Workshop PM
Early Bird: Through Feb 28	\$295	\$275	\$520	Included	\$275	\$295
Standard: Mar 1 - Apr 10	\$315	\$300	\$545	Included	\$300	\$315
Onsite*	\$335	\$325	\$570	Included	\$325	\$335

*Administrative fees apply



**WE LOOK FORWARD
TO SEEING YOU IN
MARYLAND!**

