

Schedule At-A-Glance

Track 1: Medical Communications

Track 2: Medical Writing

Track 3: Medical Science Liaisons

PRIMER COURSE SUNDAY, MARCH 18		ROOM
8:00AM-5:00PM	Medical Communications Primer Registration <i>*This course requires an additional registration fee</i>	Ballroom Foyer
8:30AM-5:00PM	Medical Communications Primer: The Fundamentals of Medical Communications	Salon ABC
DAY ONE MONDAY, MARCH 19		ROOM
8:00-9:00AM	Short Course Registration <i>*Courses require an additional registration fee</i>	Ballroom Foyer
8:00-8:30AM	Networking Breakfast for Short Course Attendees	Ballroom Foyer
8:30AM-12:00PM	Short Course 1: Medical Communications: Compliance in 2018 Short Course 2: Advertising, Promotion, and Scientific Content Review Process Short Course 3: Wearing Multiple Hats with Style: How to Effectively Manage Your Medical Writing Projects	Salon FG Salon A Salon C
10:00AM-12:00PM	MSL Community Round Table	Salon H
11:00AM-5:05PM	Forum Registration	Ballroom Foyer
12:40-1:00PM	DIA Mobile App Tutorial	Salon DE
1:00-1:30PM	Welcoming Remarks	Salon DE
1:30-2:30PM	Session 1: Keynote Address: Future Capability and the World of Tomorrow	Salon DE
2:30-3:00PM	Refreshment and Networking Break in the Exhibit Hall	Fiesta Ballroom
3:00-4:00PM	Session 2: Breakout Sessions Track 1: I Don't Need a Trophy, Grandpa! Rethinking the Myths of the Generation Gaps Track 2A: Medical Writing: Are You Calling Me Transparent? Insights into Clinical Trial Transparency: Layperson Summaries and the Plain Language Initiative Track 2B: The International Committee of Medical Journal Editors' Authorship and Data Sharing Statement Requirements: What and Why Track 3: Seeking Optimization of the MSL Role in an Industry of Disruptive Forces	Salon E Salon D Salon ABC Salon FG
4:05-5:05PM	Session 3: Breakout Sessions Track 1/3: It Takes a Village: Collaboration for One Medical Voice Track 2A: The Trouble with IgG: Immunogenicity in the Clinical Development of Biologics Track 2B: Improving the Reporting of Clinical Trials	Salon E Salon D Salon ABC
5:05-6:30PM	Networking Reception	Starlight Terrace
DAY TWO TUESDAY, MARCH 20		ROOM
6:00-7:00AM	DIAfit: Good Morning Sunrise Stretch with Light Yoga	Salon H
7:00AM-5:30PM	Registration	Ballroom Foyer
7:00-8:00AM	Networking Breakfast in the Exhibit Hall	Fiesta Ballroom
8:00-9:00AM	Session 4: Keynote Address: Medical Affairs: Where Are We today and Where Will We be in the Future?	Salon DE
9:00-9:30AM	Session 5: DIA Communities Update	Salon DE
9:30-10:00AM	Refreshment and Networking Break in the Exhibit Hall	Fiesta Ballroom
10:00-11:00AM	Session 6: Breakout Sessions Track 1: Strategic Deployment of MI "Troops" and Capitalizing on New Technologies for MI Collaborations Track 2: Alpha and Alphabet: Statisticians and Medical Writers Working Together Track 3: Fishing for Insights and Extending the Engagement Beyond the Congress	Salon E Salon D Salon F



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DAY TWO TUESDAY, MARCH 20		ROOM
11:05AM-12:35PM	Session 7: Breakout Sessions Track 1A: One Medical Voice: Ensuring Consistent, Quality Medical Information Responses Globally Track 1B: The Art and Science of Medical Information Contact Center Staffing Track 2: Contemplate Your Template: New or Used Options for Protocol Development Track 3: Policy Updates: The Evolution of Customer-Facing Medical Roles	Salon E Salon D Salon ABC Salon FG
12:35-2:00PM	Networking Luncheon in the Exhibit Hall	Fiesta Ballroom
12:35-2:00PM	Fellow and Resident Professional Development Session: Personality Types and Leadership Characteristics	Salon H
2:00-3:30PM	Session 8: Breakout Sessions Track 1: Gold! Gold! Gold from Medical Information! Track 2A: Interstellar: Crossing the Galaxy Between Pharma and Medical Devices/Companion Diagnostics Track 2B: Brave New World: Planning for Global Submissions in a Post-Disclosure World Track 3: Best Practices for Capturing Key Performance Indicators (KPIs) and Metrics for MSLs	Salon E Salon D Salon ABC Salon FG
3:30-4:00PM	Refreshment and Networking Break in the Exhibit Hall	Fiesta Ballroom
4:00-5:30PM	Session 9: Breakout Sessions Track 1: Mixology: Headaches and Cures for Medical Information Challenges Track 2A: Scientific Communication Strategy Track 2B: Secrets of the Editorial Office Track 3: Are You Prepared to Ride the Tsunami of Change in Medicine or Will You Drown?	Ballroom Foyer Salon D Salon ABC Salon FG
5:30-6:30PM	Resident and Fellow Poster Reception and Networking	Fiesta Ballroom
7:00PM	Dinner on the Town	
DAY THREE WEDNESDAY, MARCH 21		ROOM
6:00-7:00AM	DIAfit: PIYO Mix (Pilates/Yoga)	Salon H
7:00AM-2:30PM	Registration	Ballroom Foyer
7:00-8:00AM	Networking Breakfast in the Exhibit Hall	Fiesta Ballroom
8:00-9:30AM	Session 10: Breakout Sessions Track 1: Podium Pearls Track 2: Managing Up, Down, and Across: Effective Medical Writing Management Strategies and Business Practices Track 3: The Strategic MSL – Applying Business Acumen	Salon E Salon D Salon FG
9:30-10:30AM	Refreshment and Networking Break in the Exhibit Hall - View Professional Posters!	Fiesta Ballroom
10:30AM-12:00PM	Session 11: Breakout Sessions Track 1: Global Warming: Conserve Energy and Unify Partners Track 2A: Understanding Patient-Reported Outcomes (PROs) in Clinical Trials: The Value of Patient Experience Track 2B: Personalized Medicine: Gene Therapy Track 3: MSL Training – All Things Considered	Salon E Salon D Salon ABC Salon FG
12:00-1:30PM	Networking Luncheon in the Exhibit Hall - View Professional Posters!	Fiesta Ballroom
1:30-2:45PM	To Thine Own Self be True: How Understanding Who You Are and What You Want Will Help You Build and Market Your Brand	Salon E
1:30-3:30PM	Career Fair	Ballroom Foyer
3:30PM	Conference Adjourns	

