It's Going to Be Sunny in San Diego

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In November 2019, the annual Medical Writing & Communication Conference will be in sunny San Diego. This southern California town is best known for its incredible weather and beautiful surf. With moderate temperatures year-round and gorgeous beaches on the Pacific coast, who would not want to come, network, and learn in this amazing location?

As the premier event in our field, the annual Medical Writing & Communication Conference focuses on trends and opportunities in medical communications. There has been a significant uptick in requests for guidance and discussions regarding how we can improve our professional lives outside of traditional education. Based on last year’s attendee response to sessions that focused on self-care, the concepts of wellness and work/life balance were introduced as key topics in the 2019 Call for Proposals. Proposals for sessions on mindfulness, organization, exercise, health, and fun poured in, and the planning committee was overwhelmed by the sheer number and quality of proposals that were received. So, in addition to the traditionally strong educational, leadership, and technical program, look for a new “wave of information” on wellness and work/life balance.

AMWA is dedicated to supporting the “whole” member—and that means going beyond regular programming. In addition to the new sessions just described, the schedule will include morning walk and run groups to get your day started out right, and we will once again host a yoga session! San Diego will be the perfect city to serve as a host and backdrop to a conference that is sure to reinvigorate attendees in both professional and personal ways.

As always, the conference program will speak to the whole AMWA community and bring a new depth and energy to the takeaways attendees will receive in support of their work as medical communicators. We are excited to present a new format of talks this year—Med Write Talks. Similar to the popular TED talks, these short 10- to 15-minute presentations will be dynamic, inspiring, and thought provoking. The committee had to make some hard decisions, but 6 proposals emerged from the rest and were chosen because of their engaging and unique messages. Each one will talk on a different element that is “universal.” We hope you make time during the conference to attend the Med Write Talks, as they are sure to deeply inspire listeners and focus on discrete, medical communication–related topics with a novel insight or angle. This highly selective opportunity is sure to bring a new energy to the conference.

During the breaks and evenings, be sure to enjoy the sights, sounds, and food of San Diego. The host hotel (Sheraton San Diego Hotel & Marina) is strategically located on the waterfront, so you can go for a sail, walk on the beach, or enjoy any one of the many gourmet restaurants in the area. You can rent a bike (or a jet ski) and enjoy the gorgeous weather that is sure to come once you arrive.

Come early or stay late and you can also enjoy some of the major attractions in the area including the world-renowned San Diego Zoo, Sea World, and Legoland. Overall, this year’s conference will encourage you to walk in the sun—literally and metaphorically. We hope you will walk away with a more “sunny” disposition and new, positive relationships and ideas will take root.

Register now and plan to join us November 6-9. Prepare your professional and personal self for an experience that only AMWA can deliver.