

# Effective Writing

31th May 2017 (09:00 - 16:00)  
MZA Room 4 (1-G0-135)  
Medizinzentrum Anichstraße  
6020 Innsbruck

## Topics covered

- Principles of communication
- Effective writing: style
- Effective writing: structure
- Creating your core story
- Persuasive writing
- Cutting wordcount

## Exercises

- Sentence improvement
- Improving extracts from an anonymised grant application.
- Writing key messages: participants will create 3 key message bullet points from a page of a grant application or short paper



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## Speaker: Jo Whelan

Jo Whelan has delivered medical writing projects for pharmaceutical companies, medical communications agencies, health economic consultancies, medical charities and the UK NHS. After a degree in Biology she worked for six years as an editor in scientific publishing, before joining a medical communications agency as a writer. After over 10 years as a successful freelance writer, she founded Textpharm Ltd, a specialist medical writing company. Jo is skilled in communicating complex scientific and medical information to all audiences, from specialist physicians to patients. She writes a wide range of materials, including scientific papers, technical reports, educational materials, health economic documents and web content. She has run training courses in effective writing for pharmaceutical company and consultancy staff, medical writers, and doctors.

Jo is also author of four health-related books for teenagers, and has published numerous articles in the scientific and consumer health press. She served as Education Officer for the European Medical Writers Association from 2011 to 2014, and teaches courses on writing skills and writing for the internet as part of the EMWA Professional Development Programme. In 2012 she gained an MSc in Cancer Therapeutics from Barts Cancer Institute, London.

## Registration:

Email to [sc-forschung@i-med.ac.at](mailto:sc-forschung@i-med.ac.at) until 28<sup>nd</sup> April 2017  
Free of charge for members of the Medical University of Innsbruck.  
Limited amount of participants!

## Impressum:

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