

# Global Publication Planning 2016: The Evolving Landscape

20th June 2016 – Swissôtel Le Plaza, Basel, Switzerland



**FREE**  
to attend

You are invited to attend this free one-day interactive seminar for pharmaceutical professionals, covering recent trends in global publication planning. In addition to some formal presentations and panel discussions with Q&A, we will review case studies and use keypads to provide instant feedback and stimulate debate. There will also be an opportunity to network with presenters and peers during a complimentary networking reception.

## About How to Publish Research

**How to Publish Research** is a free educational resource around the areas of publication planning and medical writing. It has been developed by inScience Communications along with global experts including Dr Elizabeth Wager.

inScience Communications has delivered strategic medical communications since 1982 and is one of the most experienced medical communications agencies in the world.

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## Agenda

- 09.00** Registration and refreshments
- 09.45** **Welcome and introduction**  
*Bryce McMurray, Vice President - inScience Communications*
- 10.00** **Keeping up to speed – recent trends in publication planning, including GPP3**  
*Elizabeth Wager - Publications Consultant - Sideview*
- 11.00** Refreshment break
- 11.15** **Interactive keypad session around GPP3 update**
- 11.30** **Sharing best practices: company approaches and philosophies**  
*Moderator: Slavka Baronikova, PhD, Publications Consultant, Global Medical Affairs - Shire International GmbH (Belgium)*  
*Panellists: Rikke Egelund Olsen, Senior Scientific Communications Excellence Leader - Roche*  
*John Gonzalez, PhD, Global Publications Director - AstraZeneca*  
*Teresa Haigh, Senior Scientific Communications Leader - Roche*  
*Antonia Panayi, Global Publications Lead - Shire International GmbH*  
*Dr. Isabella Schmele, Global Medical Publication Manager - Merck*  
*Christine Vanderlinden, Director, Head Publications Management Team - GSK Vaccines*
- 12.30** Lunch
- 13.30** **Interactive keypad session around sharing best practices**
- 13.45** **Going global: the challenge of ensuring consistency in medical communications around the world**  
*Bryce McMurray, Vice President – inScience Communications*  
*Christine Vanderlinden, Director, Head Publications Management Team - GSK Vaccines*
- 15.00** Refreshments
- 15.15** **Life on the other side: how a published paper affects real-world decisions**  
*Phil Hammond - Doctor, Journalist, Broadcaster and Campaigner*
- 16.15** Wrap up
- 16.30** Networking reception
- 17.30** Finish

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## About the speakers

### **Bryce McMurray, Vice President – inScience Communications**

Bryce is responsible overall for inScience Communications strategic medical communications business. Bryce has 25 years' experience in CRO, pharmaceutical company and medical publishing and communications in both the UK and USA. Bryce has a BSc (Hons) in Genetics and Cell Biology from Manchester University. Bryce has a wide and deep knowledge of the spectrum of medical communications and publishing activities and has helped develop advanced courses on publication planning for ISMPP. He maintains a keen interest in clinical study publication trends and issues and has presented on this topic at industry forums.

### **Elizabeth Wager, Publications Consultant - Sideview**

Elizabeth (Liz) Wager, PhD, is a freelance publications consultant and trainer who has worked with doctors, editors and publication professionals on six continents. She chaired the Committee on Publication Ethics (2009–2012) and is a member of the Ethics Committees of the BMJ and the World Association of Medical Editors. She is an author of various COPE guidelines, Good Publication Practice (GPP3), EMWA guidelines on the role of medical writers (2005), Wiley-Blackwell Guidelines on Publication Ethics (2006) and books on 'Getting Research Published: An A to Z of Publication Strategy' (3rd edition 2016) and 'How to Survive Peer Review' (2002).

### **Slavka Baronikova, PhD, Publications Consultant, Global Medical Affairs - Shire International GmbH (Belgium)**

Slavka is a clinical pharmacist with a PhD in Pharmacognosy. She has extensive academic, scientific and educational experience and over 10 years' experience in the pharmaceutical industry at various levels. Following her passion – scientific disclosure and ethics, she joined the team of publications leads in GSK Vaccines and later in Shire, where she works with teams and projects across all stages of drug development and different therapeutic areas. Slavka has been an accredited member of EMWA since 2011, EMWA Conference Director since 2014 and a certified ISMPP medical publication professional (CMPP) since 2012.

### **Christine Vanderlinden, Director, Head Publications Management Team - GSK Vaccines**

Christine is a biologist with a PhD in Marine Biology and Pharmacology. Her role as Publications Manager and later as Publications Lead for different vaccine projects within GSK has allowed her to develop into this area and gain extended experience in good publication practices and ethics. In her current function as Head of the Publications Management team, Christine oversees a global team of publications professionals covering all GSK vaccine projects. Christine is also a certified ISMPP medical publication professional (CMPP), an accredited member of EMWA and was an EMWA workshop leader giving a course on Medical Writing for Vaccines.

### **Phil Hammond - Doctor, Journalist, Broadcaster and Campaigner**

Phil Hammond qualified as a GP in 1991 and currently works in a specialist NHS centre for children and adolescents with chronic fatigue syndrome/ME. Phil is also a presenter on BBC Radio Bristol and has been Private Eye's medical correspondent since 1992, campaigning for patient empowerment, open data in healthcare and for the NHS to be honest and transparent about the harm it causes as well as the good it does. Phil has won awards for broadcasting, popular health journalism, comedy and teaching. He is Vice President of the Patients' Association and a patron of Meningitis UK, the Doctors' Support Network, the Herpes Viruses Association, Patients First and Kissing It Better.

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