

# STRATEGIC SCIENTIFIC & MEDICAL WRITING

## One-Day Workshop for Scientific and Medical Professionals and Students



**Date:** **Wednesday, May 06, 2020** (9 a.m. to 5 p.m.)

**Venue:** MEDIWRITE GmbH, Leimenstrasse 57, 4051 Basel

**Fees:** **CHF 500** for working professionals

**CHF 280** for students

The fees include all course materials and refreshments/lunch on the day.

**Tutor:** Dr. Silvia M. Rogers

(author of the books “Mastering Scientific and Medical Writing” and “Strategic Scientific and Medical Writing”, Springer, Heidelberg)

**Contact:** Please send an e-mail to [info@mediwrite.ch](mailto:info@mediwrite.ch) or call +4179 203 6948.

### The topics

➤ **GOOD VERSUS POOR SCIENTIFIC WRITING**

What is the essence of “good” scientific writing?

➤ **STEP BY STEP TOWARDS POWERFUL SCIENTIFIC MESSAGES**

The six “golden rules”

➤ **STANDARDS AND STYLE**

Polishing your scientific message

➤ **SOME SMALL DETAILS THAT MAKE A BIG DIFFERENCE**

Avoiding redundancies and other pitfalls

➤ **STRUCTURING A PAPER OR REPORT**

Getting the “story” out: logical presentation of data

